

FROM MARCH 19 UNTIL DECEMBER 31, 2016

RELAX!

ALL LEATHER AND FABRIC QUALITIES
AT THE MOST FAVOURABLE
LEATHER AND FABRIC PRICE.



JORI® 1963

The art of fine seating

RECLINER OFFER 2016

ALL LEATHER AND FABRIC QUALITIES AT THE MOST FAVOURABLE LEATHER AND FABRIC PRICE.

The sales promotion

No matter which mono or multi move recliner you buy, you pay for every possible fabric or leather the most favourable price. This means fabric at the fabric price of category F1 and leather at the price of the Celia leather.

Period

From March 19 until December 31, 2016.

Conditions

According to the conditions agreed with your sales representative. Furthermore install the link to the configurator on your website and advertise for a minimum of 1700 EUR with the JORI-promotion ads mentioned below.

Your sales pitch to your customers

- The JORI recliners exist for over 45 years. It goes without saying that they can be considered as "the original of all recliners".
- JORI recliners offer the most sublime comfort and the highest relaxing level: proven by scientific tests (cf. Muscle tone 0).
- By means of the JORI-configurator the present consumer can compose this marvellous recliners completely according to his wishes. There he can have an idea of all finishes, colours, sizes and accessories. And a practical survey of all fabric and leather qualities.
- In this way the consumer can enjoy the best fabric and in particular the best leather qualities, that make JORI so unique, and this without price supplement.

Your promotional material

1. National publicity
2. Online communication material : digital banner
3. Mention of the offer on the configurator

To support its actions, JORI invests in **impactful advertising materials**. At the same time, the ads are creating store traffic, company image and brand recognition among the readers.

NATIONAL PUBLICITY

- Online in autumn 2016

DEALER ADVERTISEMENT

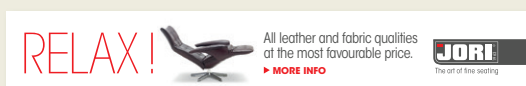
- Can be downloaded on Extranet
- When using these JORI advertisements you receive a contribution of 60% within your yearly communication budget
- When using our images in advertisements, developed by you, you receive a contribution of 40% within your yearly communication budget



ONLINE COMMUNICATION MATERIAL

Digital banner

- On extranet you can download a digital banner



OFFER CAVILA BLACK

The sales promotion

That economic thinking, leather and design blend perfectly thanks to Cavila leather, made many customers choose JORI. Reason enough to extend this sales promotion for a while. Not only is Cavila leather priced 10% lower than the entry leather, Celia, all JORI models can be upholstered with this Cavila black leather.

Period

Until December 31, 2016

Your sales pitch to your customers

JORI continues the Cavila Black promotion in 2016. This leather offers excellent value for money. It is priced 10% lower than the entry leather, Celia and all JORI models can be upholstered with this Cavila black leather.



GLOVE

Your promotional material

Attractive advertisements with a new visual

OFFER CLASSICS

The sales promotion

You know your JORI classics by heart. Here too, you can take advantage of a 15% advantage on the Linea (some elements), Pacific, Symphony, Yoga mono-move and Vinci JR-3280 armchair models. This classics promotion can be combined with all current promotions.

Period

Until December 31, 2016

Your sales pitch to your customers

Some JORI classics have been featured in the collection for several years and are still very popular. This obviously has to do with their design and their unmatched comfort. Since the development costs of these models have already been covered, we can offer you these classics at an attractive price.



PACIFIC



LINEA



YOGA



VINCI JR-3280



SYMPHONY

Your promotional material

Attractive advertisements with a new visual

BECOME A JORI PREMIUM DEALER!

DO YOU WISH TO GIVE YOUR SHOP AN EXTRA IMAGE?
THEN EARN THIS PRESTIGIOUS LABEL AND ENJOY
LOTS OF ADVANTAGES.

Which advantages do I have as a JORI premium dealer?

- Who becomes a JORI premium dealer gets an extra (digital) power to accompany his customer in his purchase process. The JORI premium dealer is displayed on the JORI website with the JORI Premium Dealer logo and on top of the list of distributors.
- JORI premium dealers are served first when new models are produced.
- A direct link to the mini site where the configurator of our models is hosted, is installed on the JORI premium dealer's website.
- This configurator will help customers to decide during their purchase process and also contributes to an unique shopping experience.
- Short-term a minisite with product information and download possibilities will be available for the JORI premium dealers. This minisite is continuously updated by JORI with an up-to-date content.
- JORI premium dealers are awarded as soon as all conditions are fulfilled. The award as such will be handed over on the IMM Cologne 2017.
- Each JORI premium dealer receives a window sticker with the JORI premium logo.



Which conditions do I have to fulfil to become a premium dealer

According to the conditions agreed with your sales representative.

Besides :

- Install the link to the configurator on the dealer website.
- Install the link to the JORI minisite on the dealer website (when available).
- At least two assistants received a configurator training.
- Integrate the JORI identification into your shop: JORI wall logo and logo lamp.
- Install next to the WING sofa in your showroom, the video screendisplay with the product movie, the L-Banner display and the plexi holder with the user manual.

Do you wish to become a JORI premium dealer, or do you wish to receive more info?

Please contact your sales representative.

NEW JORI 3D-CONFIGURATOR

 **CONFIGURATOR**
CLICK HERE



Practically every JORI seating furniture can be composed completely according to your wishes. Have a look at www.jori.com. There you will find the unique configurator of our models, where you select our seating furniture, individual elements, their upholstery, functions, size, colour and accessories, you align them and you immediately know how much it will cost.

www.jori.com/en/configurator



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