

## PREMIUM JORI DEALER 2014 AWARD AT imm COLOGNE 2014

*Just like every year, JORI showcased a host of novelties at IMM Cologne, the international furnishing show where designers, manufacturers, sales and marketing people, customers and design lovers have their traditional rendezvous.*

At JORI we felt that the mecca of the furnishing and interiors sector presented us with the perfect place and time to thank our interior design and furnishing shops across Europe and **reward** them for the tireless efforts that made such a success of the **Mystery Shopper campaign** mounted in honour of 50 Years of The Art of fine Seating.

The objective is suitably ambitious: in JORI's ongoing pursuit of **improvement**, the company intends to use the results of this campaign to create a transparent and realistic picture of the dealers' needs and how to fulfil them in order to further optimise the sales process. To achieve this aim, all JORI dealers were visited by a team of professional mystery shoppers. Based on a number of **predetermined criteria**, this team analysed to what extent the sales process met the stringent quality standards JORI adheres to at every level.

The winners of the campaign received their commercial benefits package and their **Premium Dealer 2014 award** at a dinner in Cologne in the presence of JORI's founder and president, Mr Juan Jorion. A lovely evening to conclude an interesting and successful campaign.

PREMIUM  
DEALER  
2014

**JORI**



### **About JORI**

JORI, founded in 1963, is a Belgian company that is specialised in high-quality and contemporary leather seating furniture. The company seamlessly merges advanced technology and modern design in order guarantee the highest possible comfort to its customers. In addition, JORI works together with renowned who stand for timeless design quality.

For further information about JORI, don't hesitate to contact:

- Mrs Linda Vermeesch, [vl@jori.com](mailto:vl@jori.com)

**50** years | **THE ART**  
of fine seating