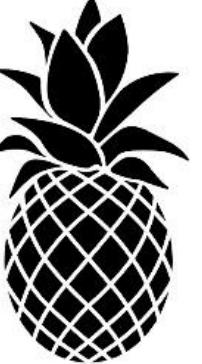




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# Visual Presentation Standards Territory B

# Visual Presentation Standards Goal

Our customer experience should be a warm, inviting, pleasant environment that entices them to stay awhile and discover our quality furniture and unique accessories. The longer they stay ....the better our chance to convert them into customers with a sales order.

How we choose to present our products and collections can create confusion and chaos .... or a clear and calm message.

We want the customer to easily imagine our collections in their home....without distractions. We can direct where their attention goes with purposeful placement of our collections and accessories.

This document provides clarity on the expectations for your showroom's visual presentation that can lead to more engaged customers, resulting in improved conversion.

# Visual Presentation Standards Goal

## Topics

- Tags and Tickets
- Accessories
- Easels and other Marketing
- Collection Presentation



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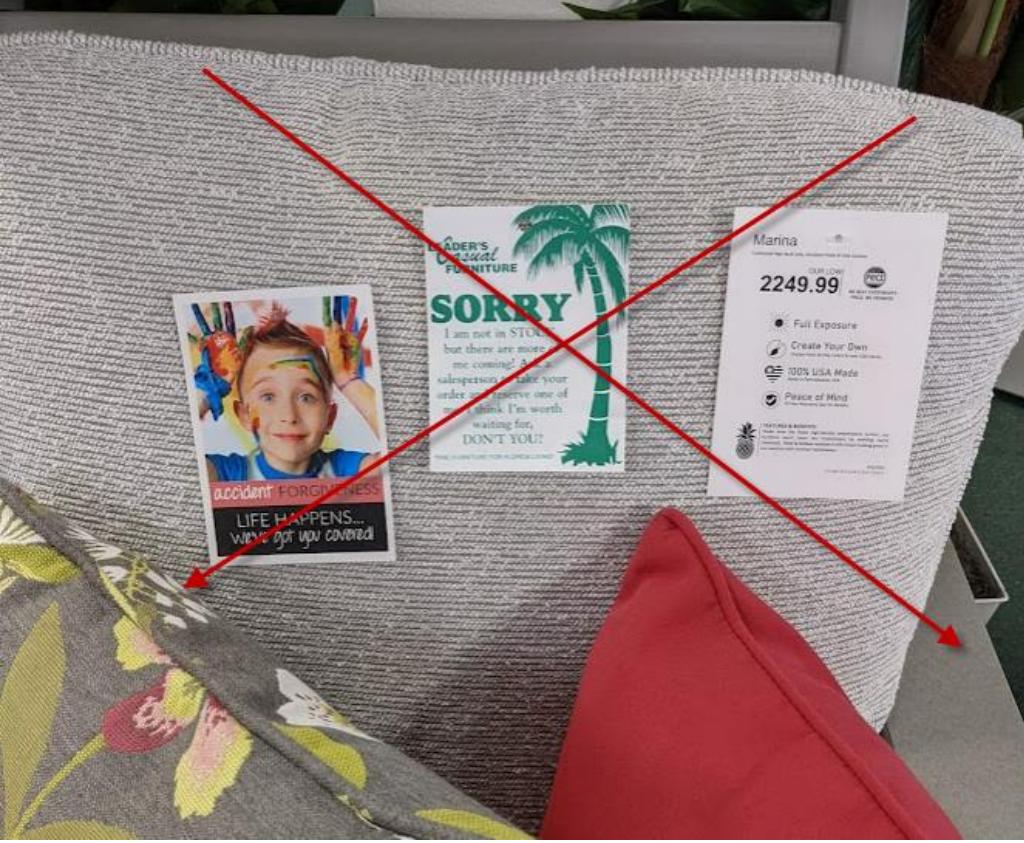


Tags  
and Tickets



## Tags and Tickets

Remove SKU tags from furniture that is described on easels. Frames and cushions.  
Customers should see the furniture and not tags.



## Tags and Tickets

No more than 2 tags on a piece of furniture.

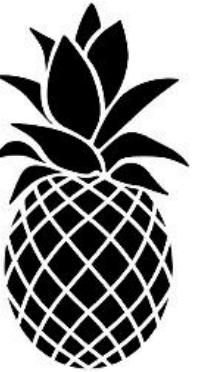


## Tags and Tickets

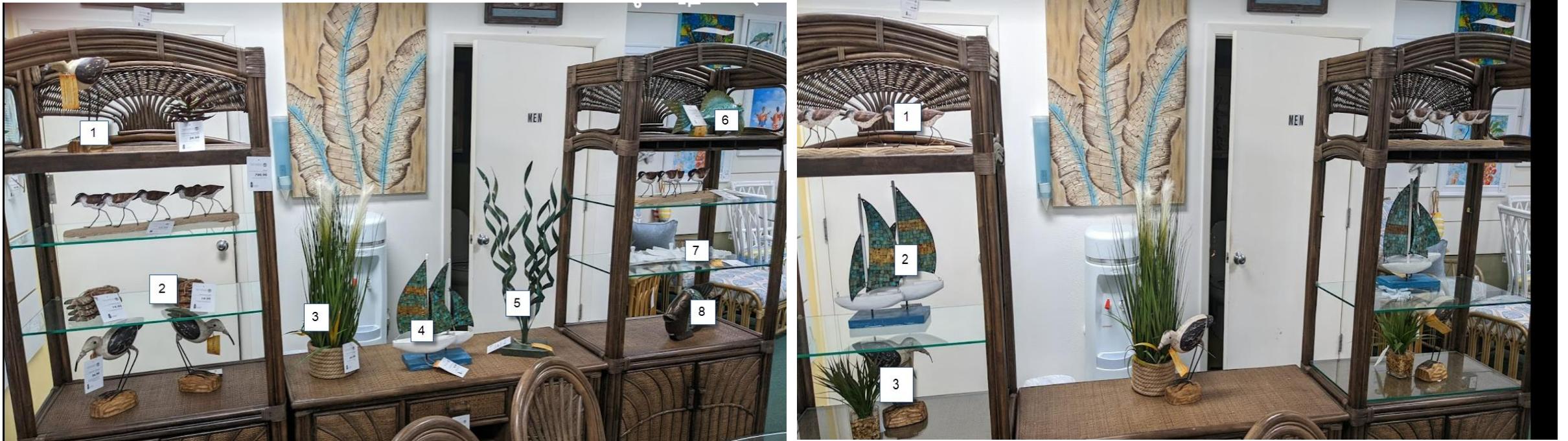
Mark Downs are to be marked with **RED** marker and include the **RED** mark down sticker. Tag should be easily visible to customers.



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# Accessories



## Accessories

Accessories should enhance and complete the theme of a collection . Limit the number of accessory stories within one collection.

The left picture has 8 different stories (birds, metal fish, mosaic fish, boats, wire seagrass, tall grasses, coasters, starfish wall hooks.)

The right picture has 3 accessory stories repeated for a cleaner look. Customers won't be distracted by so many items and can focus on the furniture.



## Accessories



Another example- before on the left and after on the right.



## Accessories

Choose accessories to fit the size of furniture you are placing it on .  
You don't want to have a small item on a large table – or large on small one.



## Accessories

You can also cluster a group of similar items together to make a larger presentation on a large table.



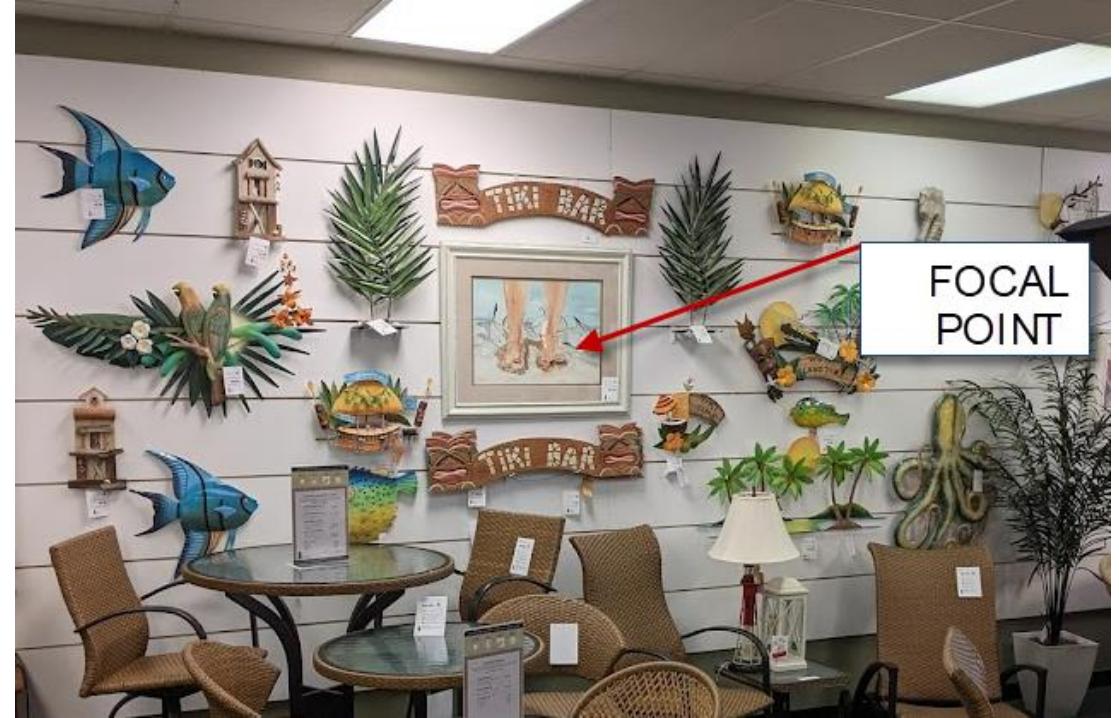
## Accessories

Wall art should have a focal point presentation along with surrounding items that support the focal theme.



## Accessories

Wall art should have a focal point presentation along with surrounding items that support the focal theme.





**BA50**  
Free Standing Aluminum  
Umbrella Base with Dual  
Purpose Stem  
20" Round; 50lbs



**CASA-80LB**  
Free Standing Base  
14" Round; 80lbs



**CASA-BASE - 50 Pounds**  
Molded Plastic Umbrella, Filled or Unfilled  
16" Round; Must specify Filled or Unfilled



## Accessories

### Umbrella Bases

Filled bases are not to be used on the showroom floor,  
unfilled bases are used with tables.

Free Standing bases are to be used elsewhere on the  
showroom floor. We do NOT want to show a base on the  
showroom , that is NOT how our customers will use them.



## Accessories

Open Umbrellas are to be spaced evenly throughout the showroom. Use the appropriate bases.

If an open umbrella is sold- an appropriate color for that collection is to be chosen as a replacement.

# Accessories

---

Umbrella wheels should be grouped by color theme and placed adjacent to a collection with matching color theme. The diagram shows suggested umbrella colors and placement by collections

KOKOMO OG/ MAUI WTK		CHARLESTON/MALDIVES KOKOMO TRADITIONAL				GARDEN TERRACE/ SANIBEL NTM (NEW COLORWAY)		
AQUA PUSH	KIWI CRANK	RIDGE BEAC PUSH		CHOC. CRANK		SPA PUSH		KIWI CRANK
SKY PUSH	VANILLA CRANK	R. SEQUOIA PUSH	SESAME CRANK	R. SEQUOIA CRANK	RIDGE BEACH CRANK	LEMON PUSH	SESAME PUSH	LEMON CRANK
KIWI PUSH	AQUA CRANK	CHOC. PUSH				KIWI PUSH		SPA CRANK
MARINA			CABANA/MUIRLANDS SERENITY /TOBAGO			SANIBEL PPC		
BLACK PUSH	GREY CRANK	NAVY PUSH		VANILLA CRANK		VANILLA PUSH		SPA CRANK
KIWI PUSH	VANILLA PUSH	KIWI CRANK	SKY PUSH	RIDGE BEACH CRANK	SKY CRANK	SKY PUSH	SESAME PUSH	SKY CRANK
GREY PUSH	BLACK CRANK	VANILLA PUSH		NAVY CRANK		SPA PUSH		VANILLA CRANK



# Accessories

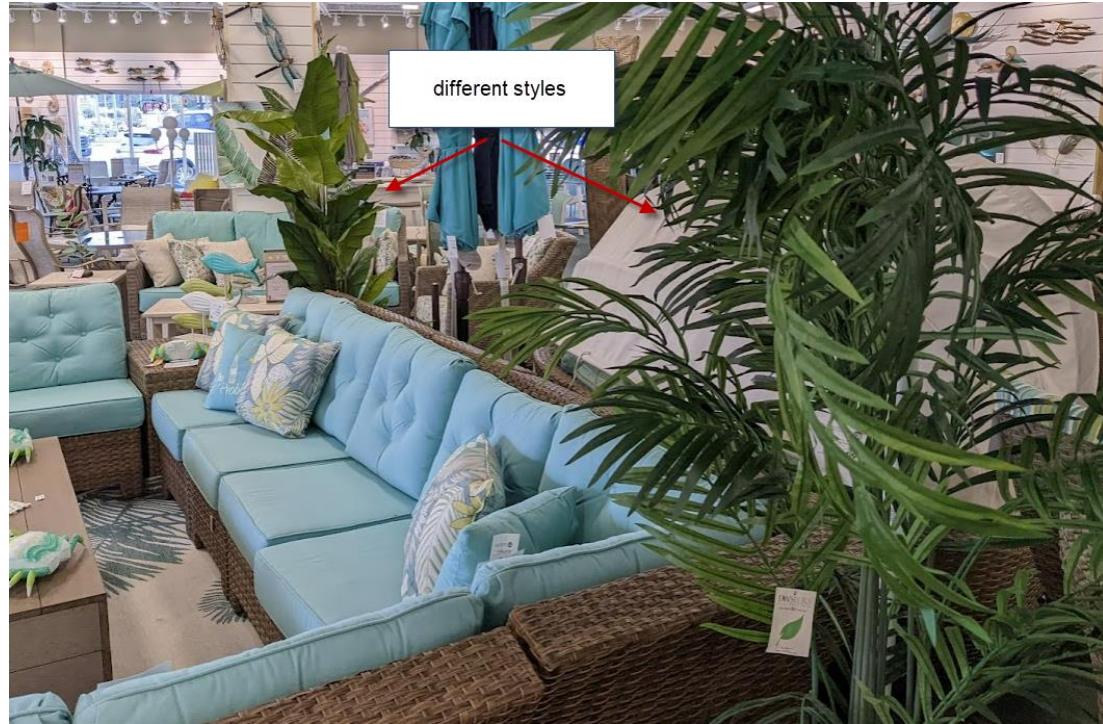
Rugs- by color, unwrapped, and rolled the correct way.

## Accessories



Furniture covers are displayed in a trunk. Reference the R Drive for detailed info .

R:\14 About Templates, Forms and References\Merchandising Plans\Furniture Covers



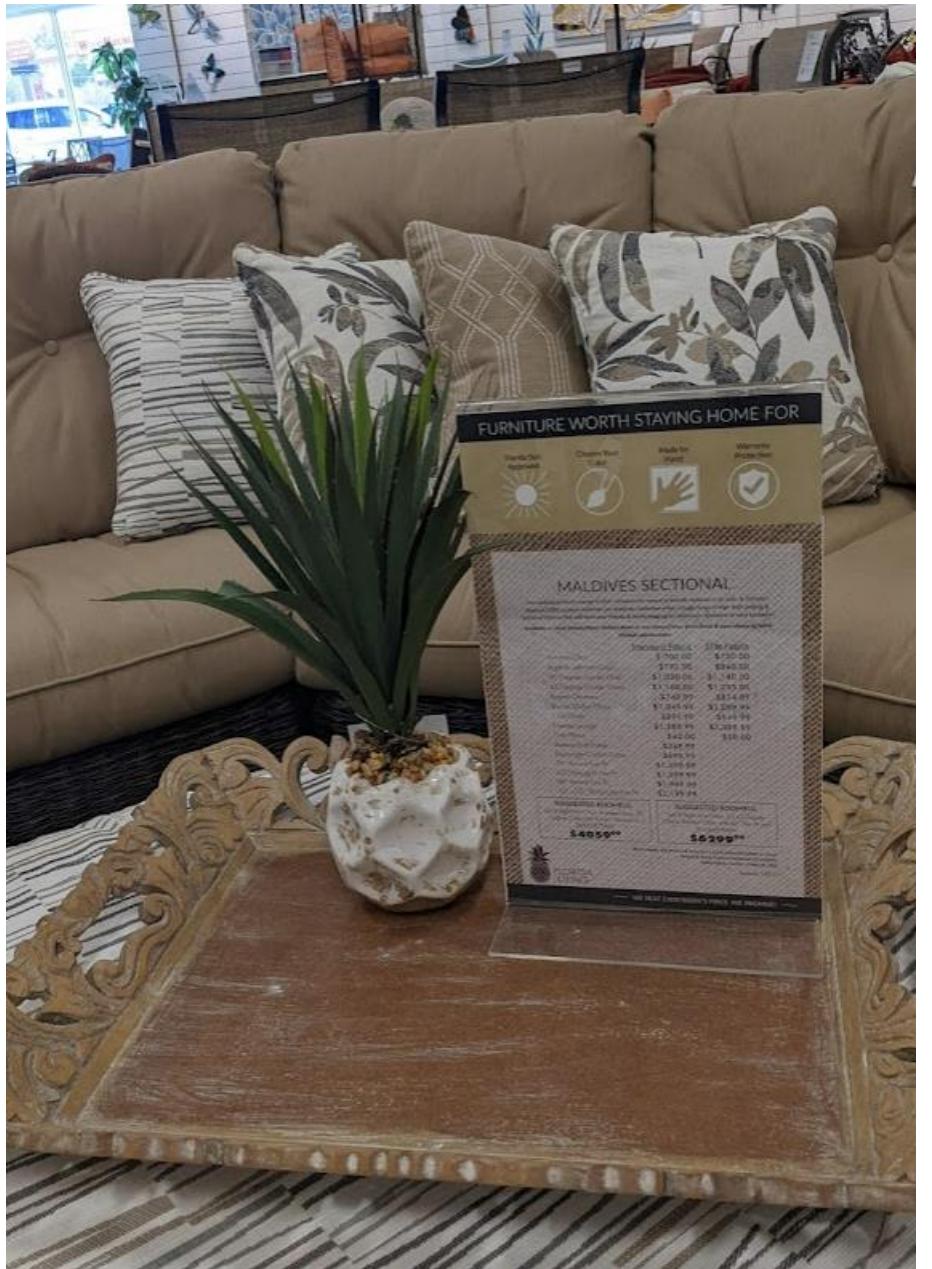
## Accessories

One decorative tree style should be placed within a collection – multiple trees can be used in one collection – of the same style.



## Accessories

Doormats should be featured so customers can see each design- either on a perimeter wall or on a moveable slatwall. The amount of wall space your showroom has will determine what presentation you use.



2/14/2022



# Easels and other Marketing

## Easels and other Marketing

Easels – Space throughout the Collection and not all in one space.



Place one of these  
Easels on the  
round side table.



## Easels and other Marketing

Easels – Space throughout the Collection and not all in one space.



Easels and other  
Marketing

Easels - Feature to the right of any accessory presentation.



## Easels and other Marketing

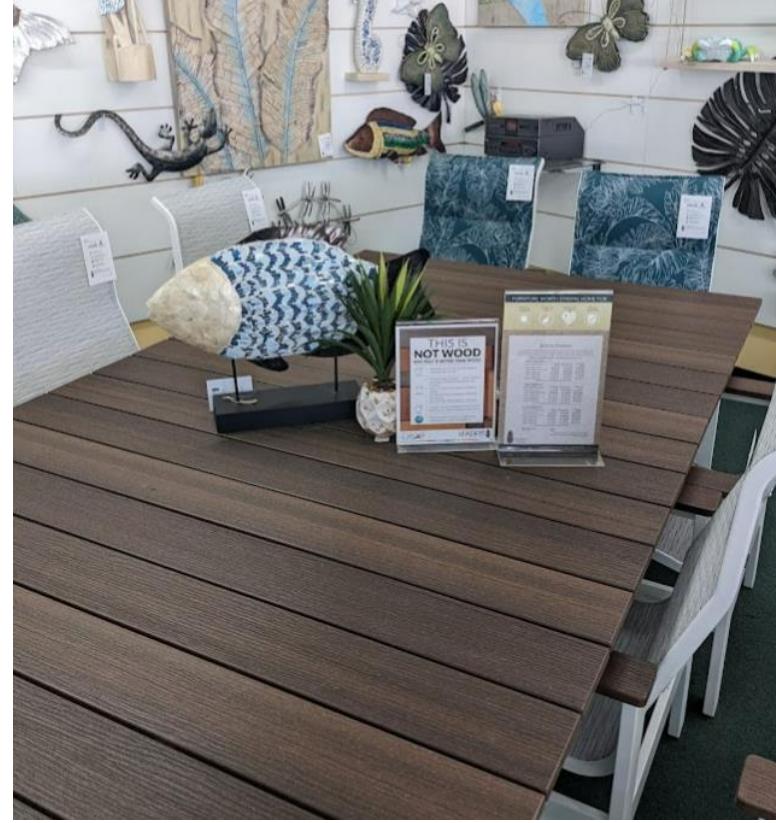
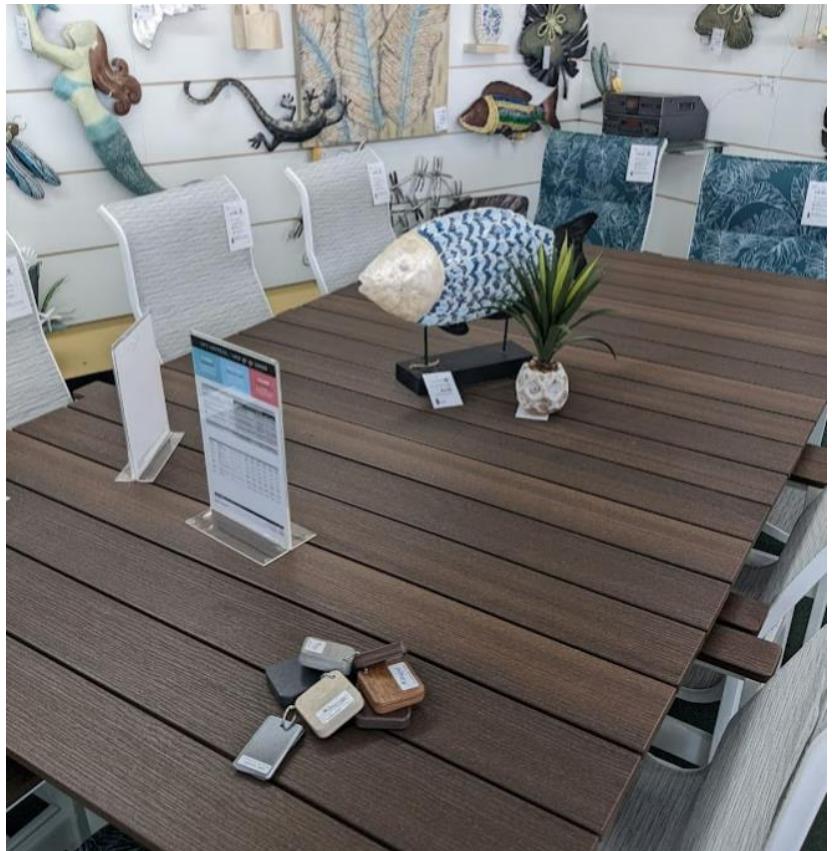
Easels - If there are 2 easels in one location – show them back-to-back.



## Easels and other Marketing

Easels – Easels face the oncoming traffic pattern of customers.





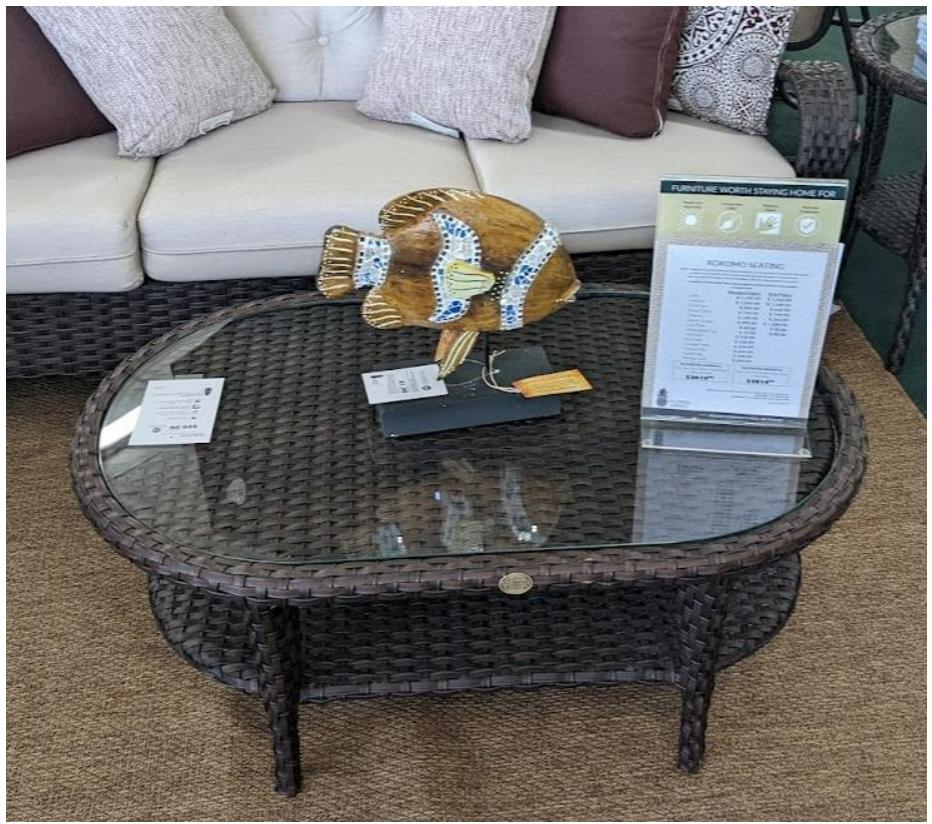
## Easels and other Marketing

Easels - Face the oncoming traffic pattern of customers.



## Easels and other Marketing

Easels – Place easels in the center of a dining table; and back right corner of seating tables. We want customers to easily see that cocktail and side tables have enough space to place books/cups/plates on .



## Easels and other Marketing

Easels - Place in the center of a dining table; and back right corner of seating tables. We want customers to easily see that cocktail and side tables have enough space to place books/cups/plates on .

## Easels and other Marketing

Easels - Sunbrella tent signs are to be tucked at the base of Easels.

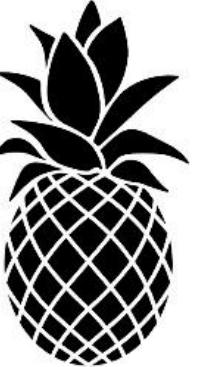


# Easels and other Marketing

Tear sheets or other vendor signing is not to be used in collection presentation.





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Price Tags



## Price Tags

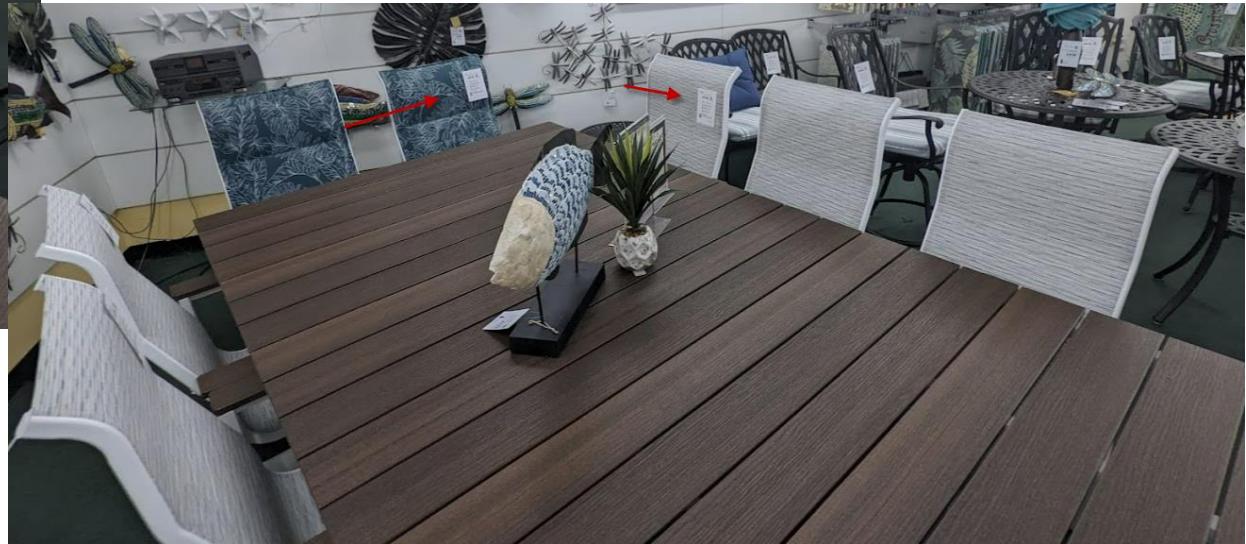
Pillows are to be placed with the tags NOT showing . Embroidered Pillows will need their tags attached on the back side of the pillow.

This moves the presentation from busy to more welcoming for the customer to sit in our collections.



## Price Tags

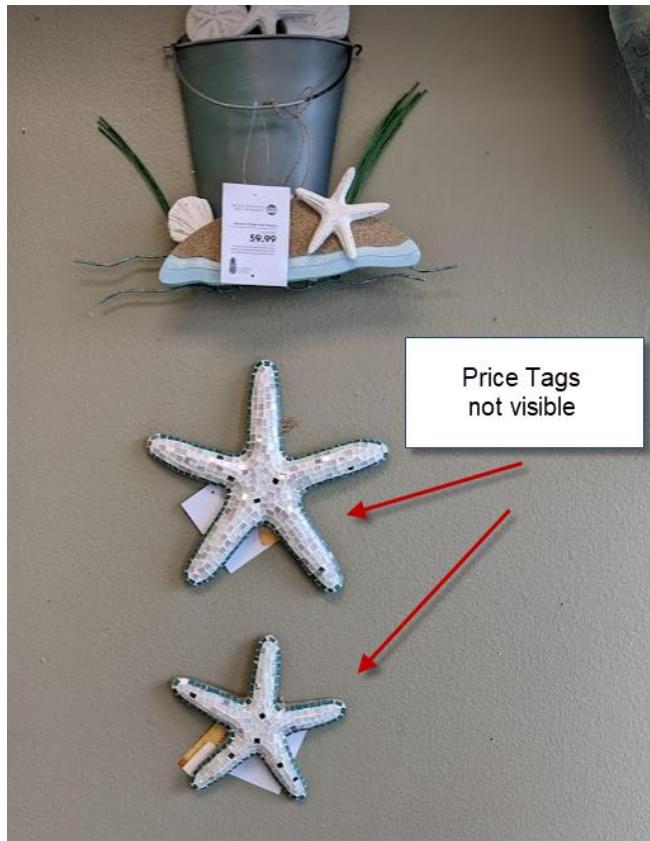
Sectionals are to have one tag for each style of section.  
Tag 1 armless section only.



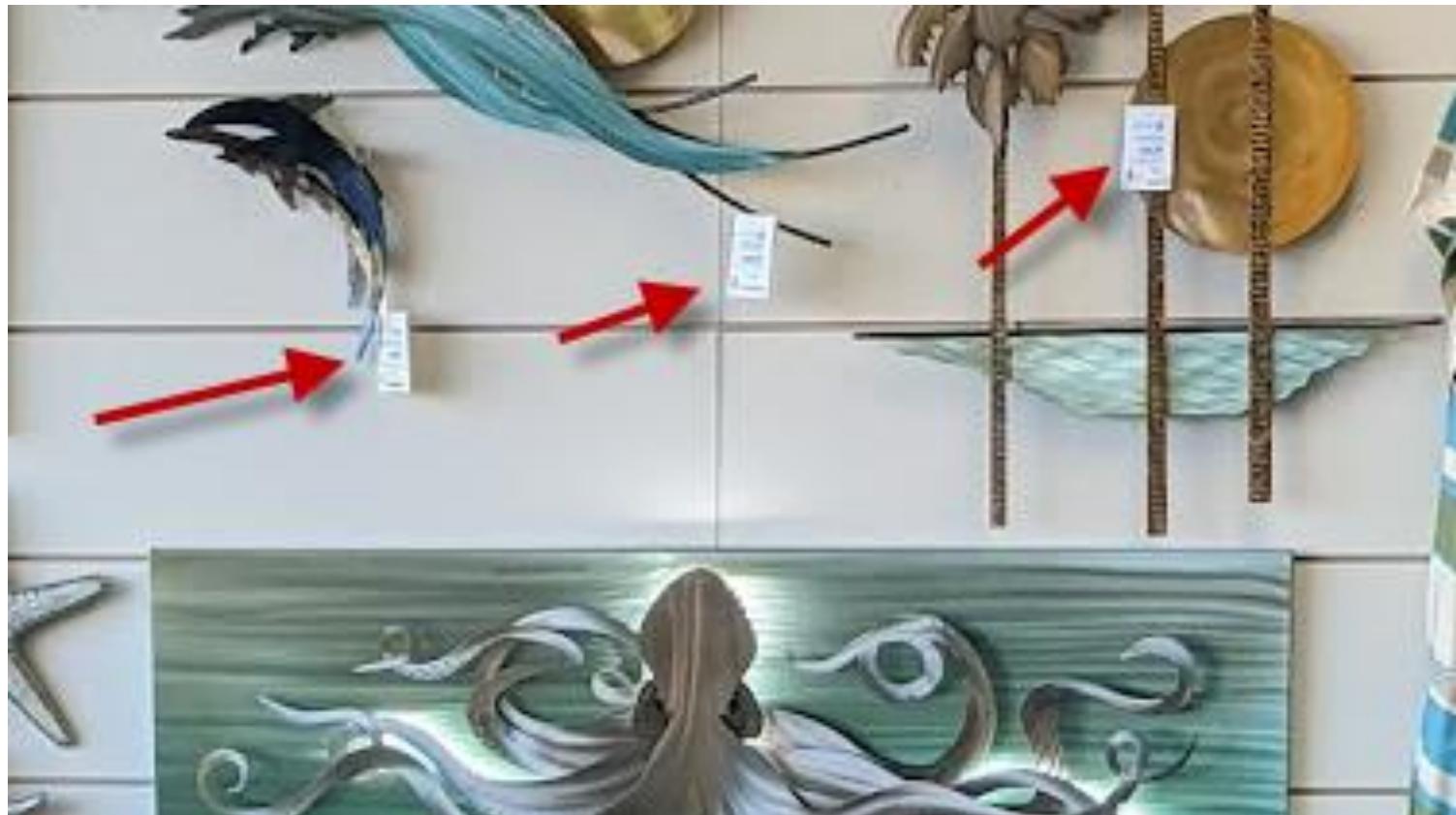
## Price Tags

Price Tags - Dining Chairs – Every dining chair does not need a price tag. One swivel and one stationary chair is to be tagged to reduce clutter of tags.

Those tagged chairs are to be placed facing the traffic pattern into the collection so customers can easily find them.



## Price Tags



Wall art and all accessories price tags are placed so they are easily visible to the customer.

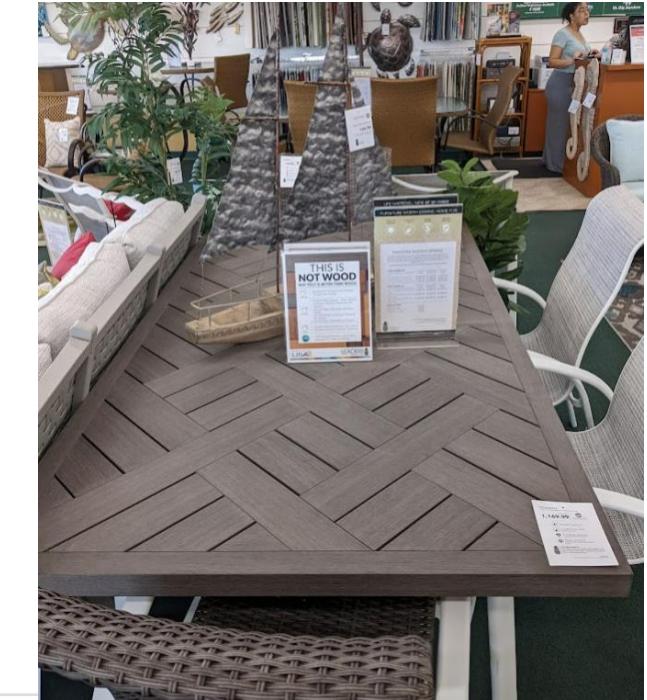
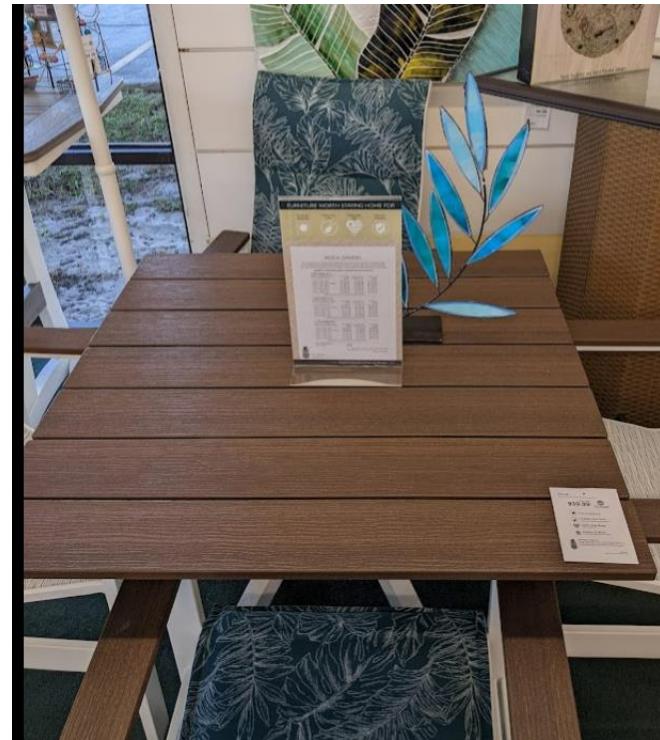


## Price Tags

Price Tags-Table art tags and tickets should be tucked away from customer view. Customers will pick up or turn an item around to find a price. Table art tickets do not need to be immediately visible as wall art tickets do .

# Price Tags

Price Tags - Place in the closest front right corner to the traffic pattern. This is on both Dining Tables and Cocktail/Side Tables.





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# Collection Presentation



# Collection Presentation

Collections are shown in one frame color. We do not bring in a single item in an alternative color and place in a collection.  
You can create a seating area with side table for that other color finish.



# Collection Presentation

Pillows are to be spaced throughout the collection varying the prints, patterns and solids. Be sure to use the pop of color throughout the collection.



## Collection Presentation

Some showrooms do not have backroom space for a lunch area. In those stores – taking their lunch break happens on the showroom floor. Wherever that is- it must be cleaned and returned to standard presentation standards after a lunch break. (Easel and accessory placement). Customers should never be able to determine a meal break area when an employee is not there.



# Collection Presentation

Collection Before Presentation Standards:

Too many tickets visible -on accessories and all pillows; sku tags hanging off frames ; price tags on tables inconsistent; easels and accessories a jumble, multiple accessory stories ( birds,2 styles of boats) ; accessory tags too visible.



# Collection Presentation

2/14/2022

## Collection After Presentation Standards:

Pillow and accessory tags tucked behind items, sku tags removed ;  
consistent placement of price tags ; umbrella added to reinforce color  
story ; Easel placed appropriately ; consistent accessory theme ( birds  
on tables and firepit)



# Collection Presentation

Collection Before Presentation Standards.



# Collection Presentation

2/14/2022

Collection After Presentation Standards.