

VILMERS

Marketing Tools

YEAR 2025



CONTENT

Marketing materials	2
Marketing tools kit	18
Price list	21

MARKETING MATERIALS



1. Mini fabric hangers.



2. Fabric trolley.



3. Product catalog.



4. Magnetic board.



5. Tear-off book.



6. Logo sign.



7. Wall poster.



8. Fabric sample wall.



9. Leg colour samples.



10. Table tent.



11. Rug swatches.



12. Lookbook.



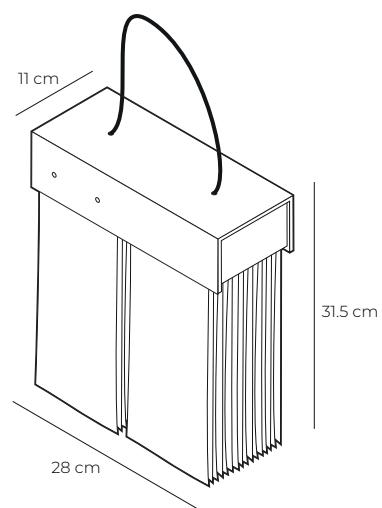
13. Table top colour samples.



14. Fabric hanger for expo sofa.

1. Mini fabric hangers

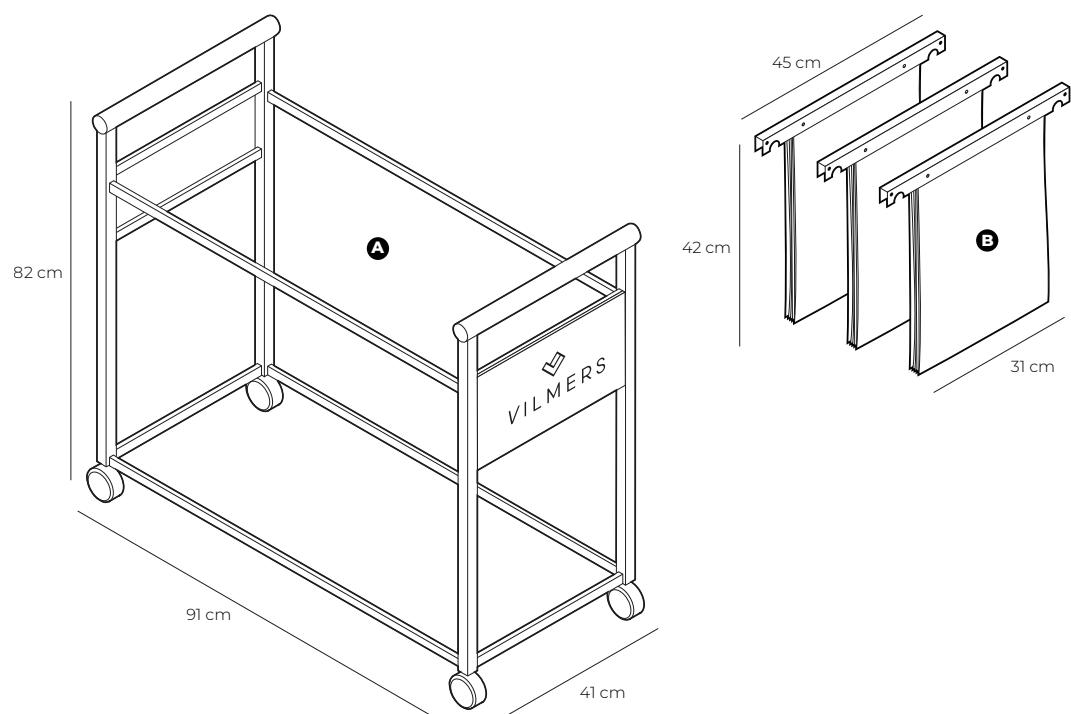
The complete fabric collection consists of 3 hangers.
The fabrics in the hangers are organized by price groups.



2. Fabric trolley

A. Fabric trolley. Black metal frame, on wheels for easy movement around your space. Logo plates on both sides.

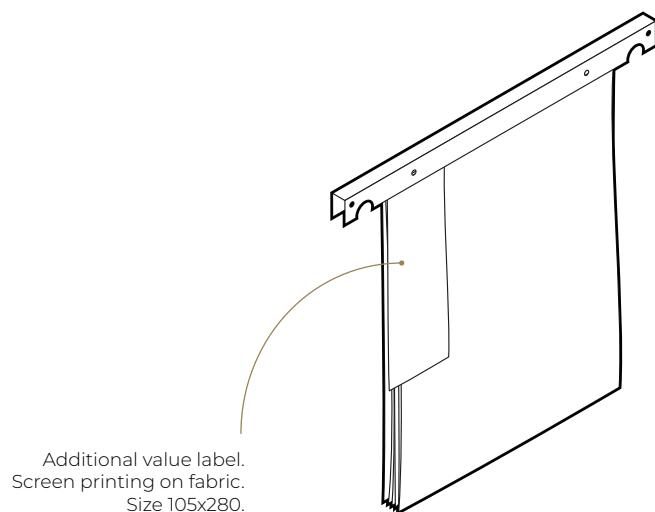
B. Fabric hangers. Trolley can contain up to 41 fabric hangers.



2.1. Additional value labels

Certain fabric samples include additional labels that highlight unique properties, such as sustainability and easy care. These labels are attached only to fabrics with specific

advantages, like eco-friendly materials or low-maintenance care, offering a quick reference for selecting fabrics based on these attributes.

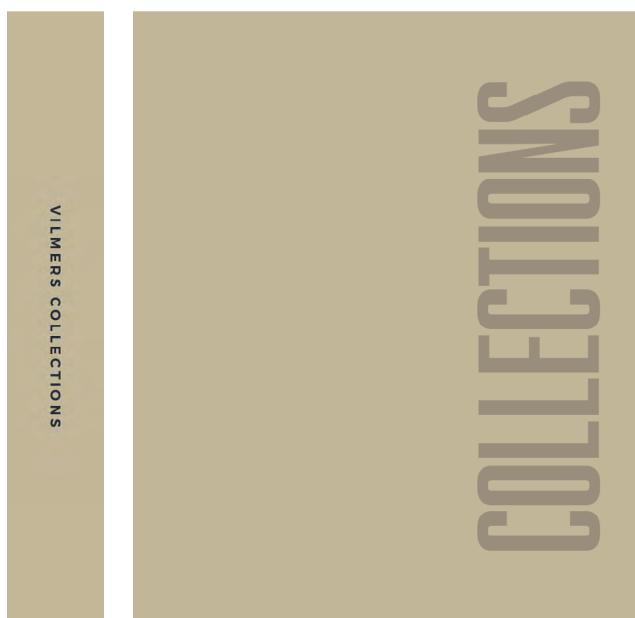


3. Product catalog

Binder with technical sheets of products. The technical sheets provide precise product information, such as the measurements and filler, as well as choices of modules, upholstery, legs, and armrests, etc.



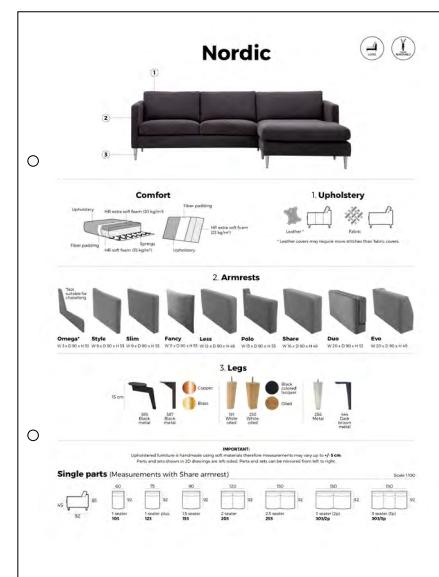
Binder



5 cm

265 cm

Technical sheets

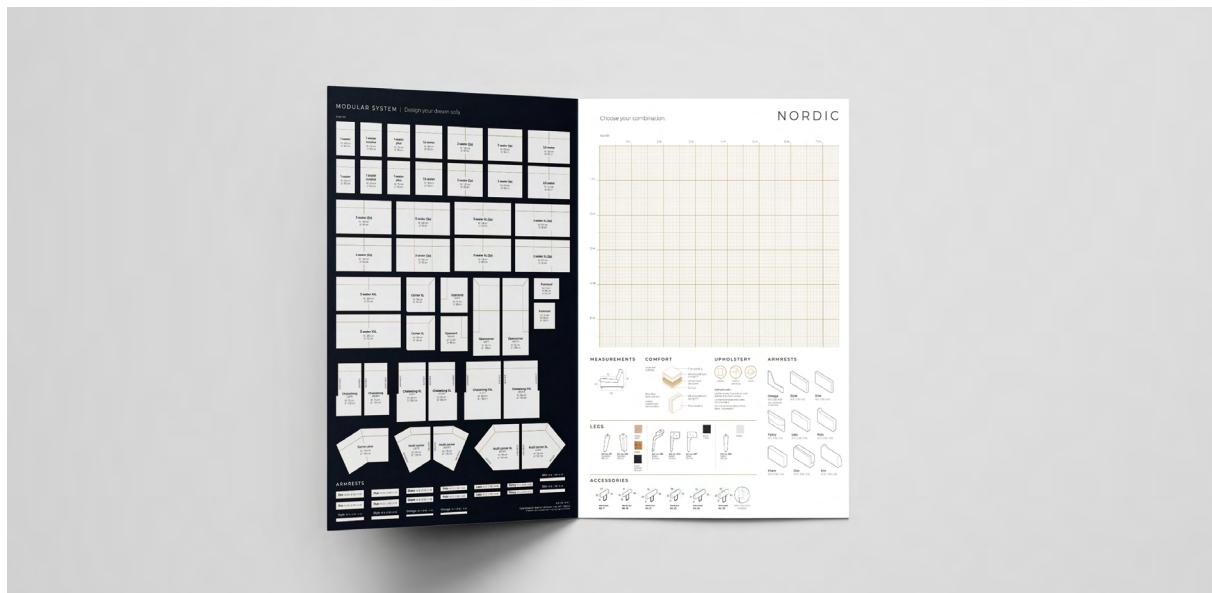


A4 size

4. Magnetic board

The magnetic board is designed to create the desired combination of the sofa by connecting individual parts on a scaled grid.

Available only for the Vilmers' best-selling models.



Front cover



A4 size

Inside



Magnetic parts



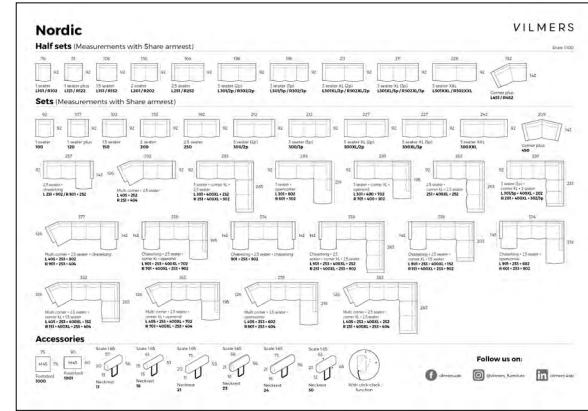
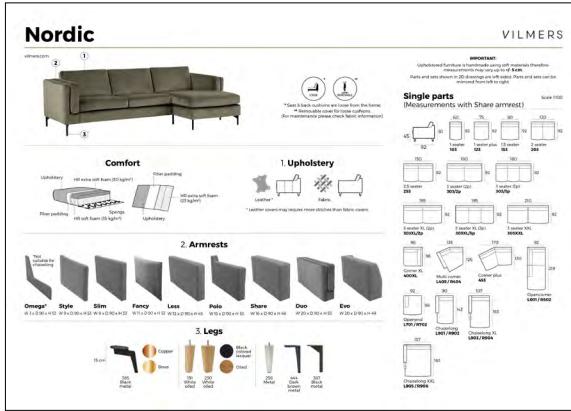
Technical information

Grid

5. Tear-off book

Single product technical sheet tear-off book.
Consists of 40 pages.

Provide precise product information, such as the measurements and filler, as well as choices of modules, upholstery, legs, and armrests, etc.



A4 size

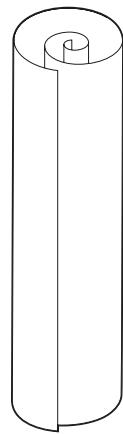
6. Logo sign

Logo is made of plastic and is painted in brass colour. It comes with spacers (A) and a stencil to facilitate mounting (B).

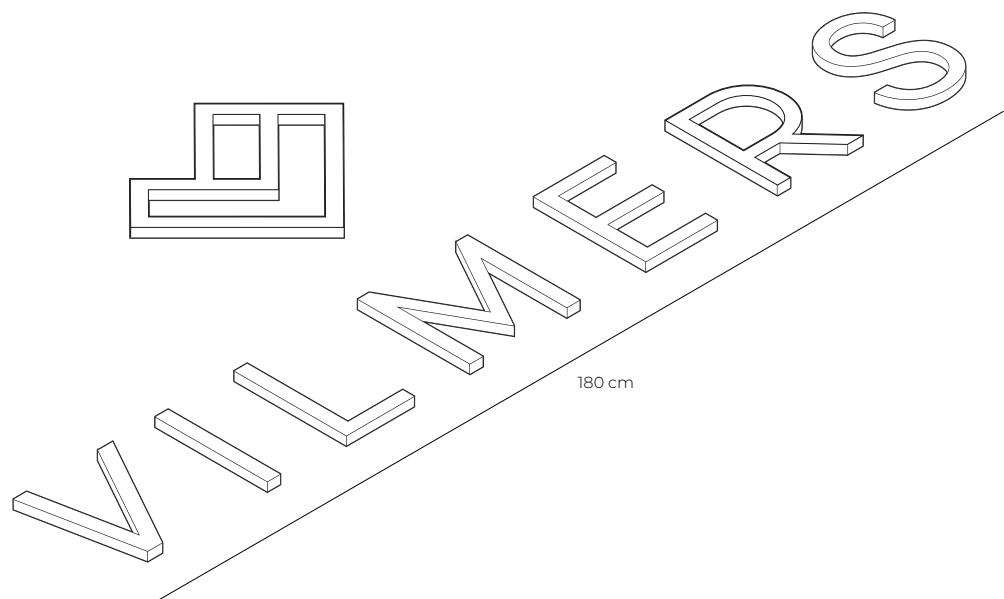
Installation instructions are included.
Screws for mounting are not included.



A Spacers



B Stencil for mounting



7. Wall poster

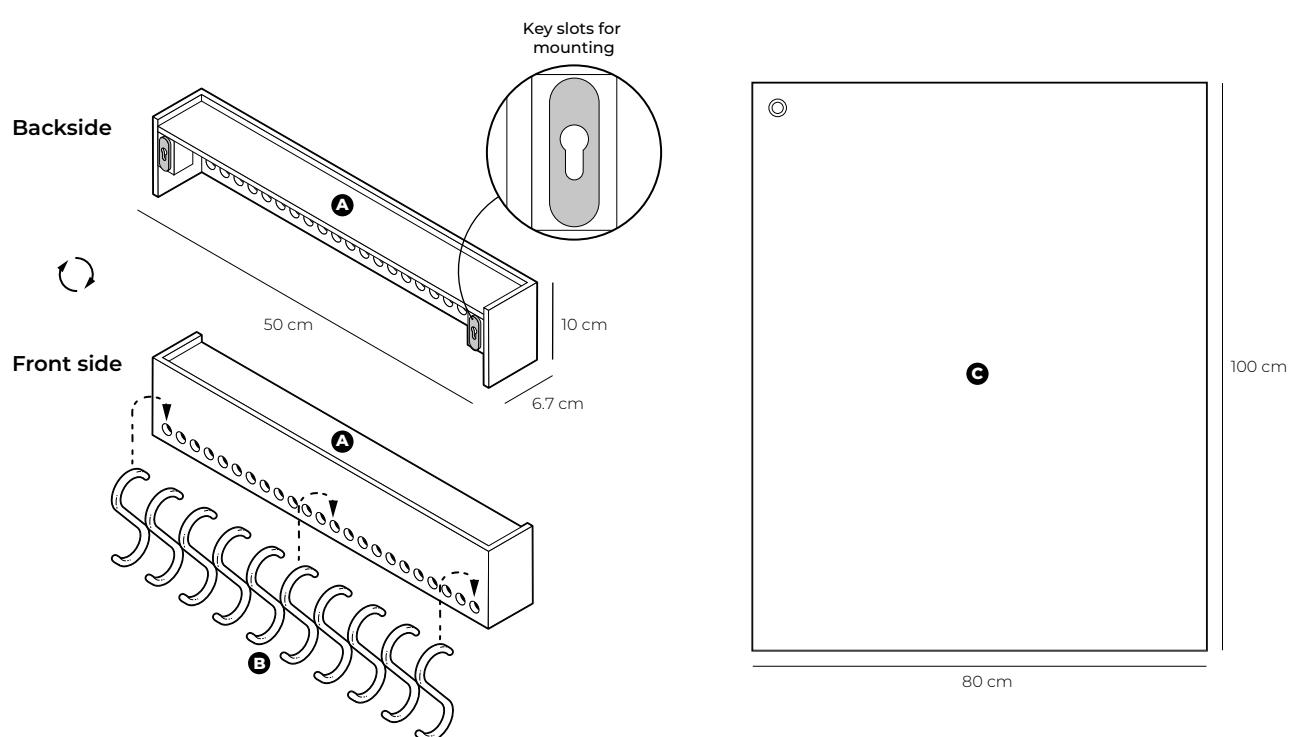
Single product wall poster. 160 x 100 cm in size.
The poster is hung with plastic holders on the sides.



8. Fabric sample wall

A. S-hooked wall rack for fabric samples.
Installation instructions are included. Screws
for mounting are not included.

B. Hooks (1 rack comes with 10 hooks).
C. Fabric sample.



9. Leg colour samples

Wooden square plates with engraved information. Four colours.



White oiled



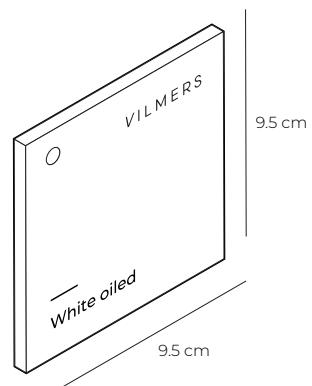
Oiled



Black

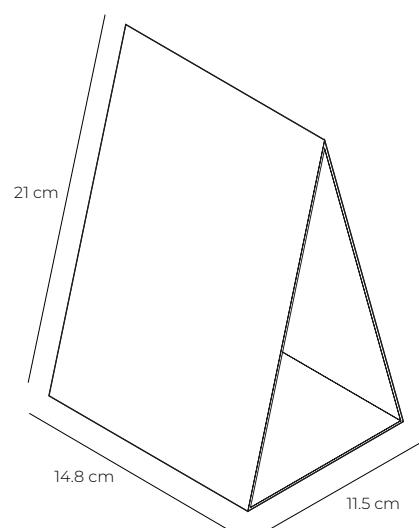


Walnut



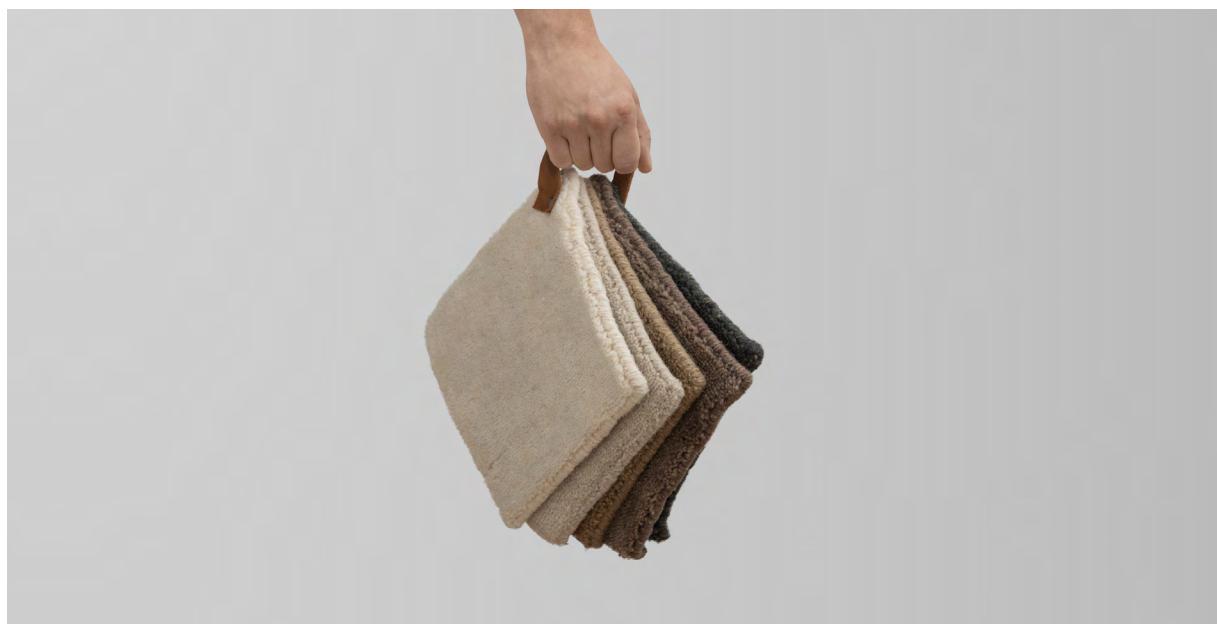
10. Table tent

An A5-sized table tent designed for a specific sofa, featuring a QR code that links to the product's technical information.

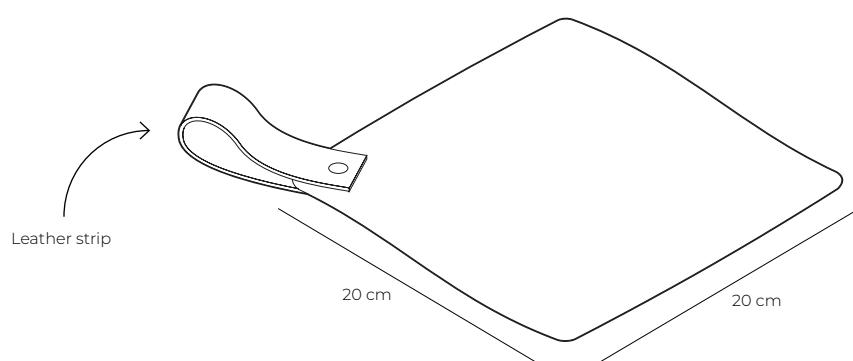


11. Rug swatches

Samples size 20 x 20 cm. They are grouped by design. The collection consists of 6 design sets.



Picture shows one set.



12. Lookbook

Printed version of the Lookbook. 25 x 20 cm in size. 64 pages.
Minimum order quantity 20 pcs.

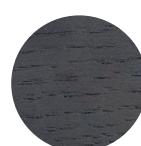


13. Table top colour samples

Eight table tops samples neatly arranged in a wooden holder. Sample size 8 x 6 cm.



White
oiled



Black



Walnut



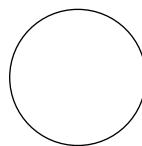
Glass



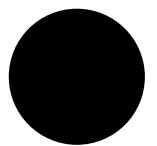
Stone
texture



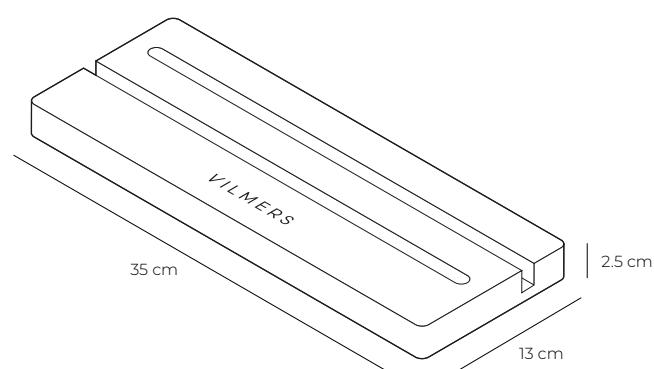
Black
Marble
texture



White
metal

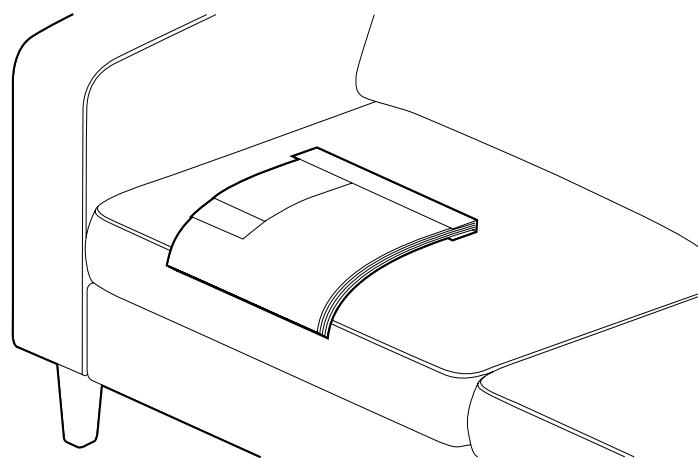


Black
metal



14. Fabric hanger for expo sofa.

Each expo sofa comes with a fabric sample hanger featuring the exact same type of fabric as the sofa itself, presented in a variety of colors.



1

Tool kit for ordering 1–2 sofas or unlimited amount of chairs

When 1–2 sofas or unlimited amount of chairs are ordered, then these items are free of charge in the marketing materials delivery kit.

1.1 Mini fabric hangers



Upon achieving a sales turnover of 5500 EUR, there is an option to receive a **fabric trolley** upon request.

Upon achieving a sales turnover of 7500 EUR, there is an option to receive a **fabric sample wall** upon request.

2

Tool kit for ordering 3 or more sofas

When 3 or more sofas are ordered, then these items are free of charge in the marketing materials delivery kit.

- 2.1 Fabric trolley
- 2.2 Product catalog



Upon achieving a sales turnover of 7500 EUR, there is an option to receive a **fabric sample wall** upon request.

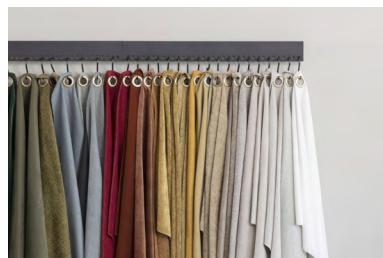
3

Marketing tools could be ordered upon request*

- 3.1** Magnetic board
- 3.2** Tear-off book
- 3.3** Logo sign
- 3.4** Wall poster

- 3.5** Fabric sample wall
- 3.6** Leg color samples
- 3.7** Table tent
- 3.8** Rug swatches

- 3.9** Lookbook
- 3.10** Table top colour samples
- 3.11** Fabric hanger for expo sofa



*See the price list on the next page.

PRICE LIST

	Mini fabric hangers (complete set).	224 Eur*
	Magnetic board.	43 Eur
	Fabric trolley with fabric collection.	600 Eur
	Product catalog.	79 Eur
	Tear-off book	15 Eur
	Logo sign.	71 Eur
	Wall poster.	32 Eur
	Fabric sample wall (1 rack with 10 hooks without fabrics). Fabric sample (1 pcs.).	64 Eur 6 Eur
	Leg colour samples (1 set).	11 Eur
	Table tent.	6 Eur

*Price varies based on the number of samples included.



Important!

All prices are given under EXW factory terms and are excluding VAT.

PRICE LIST

	Rug swatches (complete collection).	150 Eur
	Rug swatches (one design set of your choice).	25 Eur
	Lookbook (1 pcs.) Minimum order quantity 20 pcs.	25 Eur
	Table top colour samples.	30 Eur
	Fabric hanger for expo sofa.	16 Eur*

*Price varies based on the number of samples included.



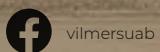
Important!

All prices are given under EXW factory terms and are excluding VAT.

VILMERS

Rest assured.

Follow us on:



vilmersuab



vilmers_furniture



vilmers