

# PRODUCT PRESENTATION

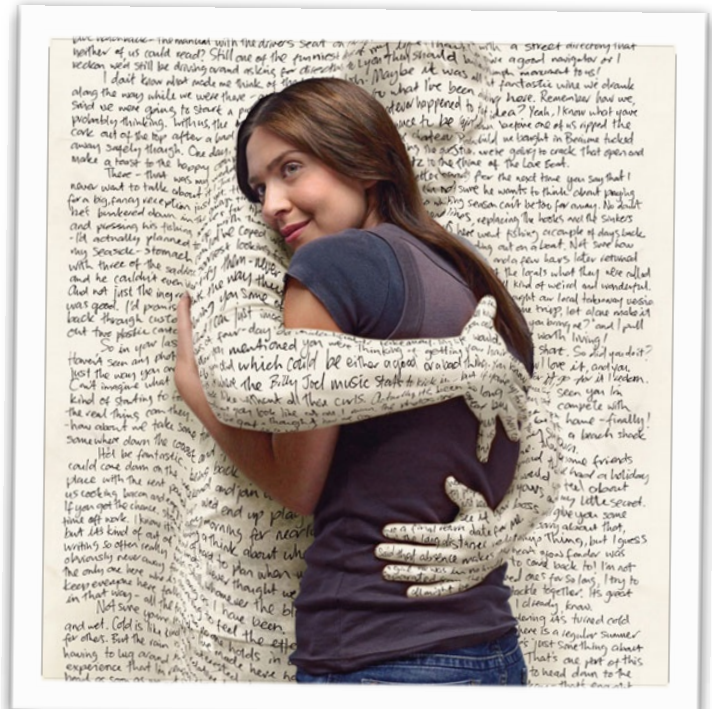
## What Designers want in sample vehicles

### White paper preview

*Paying attention to sample presentation yields increased purchase intent, traffic, and conversion.*

*With the current challenges of Architectural Design Professionals and their interaction with the sample vehicle; Tim Campbell's opinion letter addresses a commissioned study to reveal key issues.*

*A complete white paper will be delivered on April 1, but here we offer a little preview.*



### Preface

While we realize regional, end use focus, and personal preference is involved in this data, it's a sampling of real comments from design professionals to a third party. This study includes the Atlanta Market and a sampling of 6 design firms. Study based on actual visits.

### Executive Summary

This study focus is on the corporate commercial market. The interviews revealed very clearly that a brand's service and your sales rep trump everything. As for the sample



vehicle....The top 5 "must have" in sample presentation is : 1.) large as possible photo on spine (must see more of a pattern than a closeup or small physical spine swatch can reveal), 2.) a well designed and high quality book infers a high quality product (a four panel book, in my opinion, offers more options to have a presentation that meets designers wants), 3.) Spine info.....product name bold and clear; collection smaller; Broadloom/Modular clearly marked; good contrast (needs to be easily seen....libraries can be poorly lit) 4.) Removable swatches (a little controversial); 5.) Specs easy to copy (white background) and attached photo pack (removable ok if rep does good job replacing when necessary).

Comments regarding sustainability, LEED, preferred architect folder design, and all the in's and out's of swatch presentation are revealed in the complete report. We have clearance to discuss the comments made by HOK, Gensler, Hendrick, Smallwood and others.

This is a small sampling of our findings. Please allow us to schedule a face to face visit to learn more, to receive a copy of the complete report, and to get a thorough analysis of your presentation.

Respectfully,

Tim Campbell

