


Key features and benefits:

- Completely revamped publication that competes with other specialist furniture catalogues in the market
- Professionally produced editorial spreads to effectively position you as an expert in the furniture category
- Educational content enables your customers to make an informed buying decision
- Enhanced new design includes schematic line drawings for a professional look and feel
- Available as a VOWdigimailer to enable you to drive sales online
- Attend VOW's regular furniture training events for key market insights and exclusive offers
- Drive additional sales with a vast range of Furniture materials on myMarketing


Publication - April 2018, Deadline - 25th August 2017

The 2018 Workspace Catalogue is available as a VOWdigimailer - contact your VOW Account Manager for more information




**A4**

Size



**124**

Page Count



**RRP**

Pricing Options

Artistic line drawings give pages a professional look and feel



The spread features artistic line drawings of office chairs and ergonomic setups. The 'Posture Seating' section includes product images and a table of specifications for various chair models. The 'Prevention is Better than the Cure' section provides educational information on ergonomics, including a checklist of basic posture tips.

Section header clearly visible at the top of the page

Multiple product images in each slot where appropriate

Key product information clearly visible

Product icons have been moved to the side of slots to allow images and descriptions to stand out

Product table easy to read for end users to find key buying information

Educational information to help end users make informed buying decisions



Cover D utilises the same line drawing technique employed throughout the 2018 Workspace Catalogue

# Editorial Spread

For 2018 we are focusing even more on the editorial spreads within the Workspace Catalogue. First featured in 2016, these spreads are extremely popular as they educate end users allowing them to make an informed buying decision. The new editorial content will focus more on key product areas such as collaborative working (right) and utilise line drawings that are featured heavily throughout the catalogue.



# myMarketing

There is an array of end user marketing material available for you to utilise free of charge on myMarketing. For 2018 we are ensuring that regular materials are uploaded to promote the ever-growing furniture market, including flyers, HTML templates and web banners.



# Training Events



To enable you to effectively position your business as an expert in the furniture marketplace, we will continue to host regular training events in 2018. Get one step ahead of the competition and accelerate your sales in the furniture category with the following:

- Access to a range of extremely price competitive and reliable products
- Knowledge about the latest trends in the market
- Comprehensive marketing and training materials
- Offers that your customers can benefit from

***"I cannot wait to get back to my office and print off the Mega Deals flyer and start selling. I don't need to go elsewhere; I'm going to concentrate on this fantastic range available from VOW. You have a great team, very inspirational!"***

Order the 2018 Workspace Catalogue online via the VOW Publications Manager