



**himolla**

**HIGH POINT OCTOBER 2024**

**GOLDEN RULES**

**Placement discount:**

- Existing customers: 5% on all items unless offered in a special promotion.
- New customers: 10% one-time account opening discount on all items unless offered in a special promotion.

**Important for internal statistics:**

If you take an order in the showroom. Please give a note (paper, text, email....)

**WHICH ITEMS were sold and the approximant amount to Mark.** We will only use this info for internal statistics and you will still have to send the final order to Michelle so she can process it.

**If you have a new customer on out stand:**

Even if we are busy, let us know and briefly introduce them to us.

**What we expect from you:**

Take your own pictures of all the models on the stand. Make videos of the various functions. It is NOT enough simply to attend the kick-off meeting. Spend your off time to learn about the models and covers in detail.



### **Special ROHLEDER Q2-FABRIC Event:**

The two largest German manufacturers for contemporary furniture Himolla and W Schillig have partnered up with the Q2 fabric manufacturer ROHLEDER in Germany.

We believe that the Q2 material is unique in the market still has massive unused potential. In a joint effort, we decided to promote the material at High Point market.

Matthew McKenzie from Rohleder will demonstrate the advantages and cleanability of the material at W Schillig in 220 Elm Street (Saturday/Sunday morning) and in our showroom on Sunday afternoon/Monday.

As there has been some uncertainty: EURO LINK LP and W SCHILLIG are completely separate companies.

The only connection that the companies have is that W SCHILLIG consider buying warehouse space from the UNITER group.



**MARKET SPECIAL EXPIRES ON OCT 31<sup>st</sup> 2024**

**SPECIAL PRICE FOR BOTH THE SIEGFRIE3-seater SANDPIPER**

(2-seater, Loveseat, 3-seater)

**SEE SEPARATE PRICE PAGE.**

We will be stocking the fixed SANDPIPER (loveseat and 3 - seater) in the new Q2 fabric “20 Loop”. Colors to be decided.

How does the dealer benefit:

5% on qualifies, files, discount until Oct 1<sup>st</sup> 2025

customers also automatically qualify for all our sales periods in 2025.

(The maximum discount during sales periods will be 10% on the list prices – customers with the ongoing 5% will get an additional 5% during the sales periods)

SALES REPS HAVE to provide us with a detailed list of items on display in each individual store that qualifies, and we generate a “SHOWROOM DISPLAY PRESENTATION”.

The list must show:

- a) Model and SKU number
- b) Variant (e.g. stationary, manual, power)
- c) Cover
- d) Total number of seats and approx. square footage covered.

This list will allow us to analyze sales and permanently evaluate store performance and return per square foot.



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