

RETAIL DRAWER UNIT &
OTHER RETAIL SALES TOOLS



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RETAIL DRAWER UNIT

STEPEVI Retail Drawer Unit is a compact solution, enabling the high-end retailers to sell STEPEVI collection rugs very effectively and easily to their customers.



It is a complete solution set designed specifically for independent retailers who are willing to sell STEPEVI collection with a small investment.

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The STEPEVI Retail Drawer Unit includes 70 different options of 20cmx20cm samples in various qualities and compositions such as wool, polyester, linen, blended silk and pure silk.

— Customize Your —
STEPEVI

With the high customization skills of STEPEVI, all qualities represented by 20cmx20cm samples in the drawers can be produced within 4 weeks, in any size or shape.

All colors in the drawer unit are the best selling, complementary colors which enable the customers to create many solutions with different qualities meeting a wide range of carpet needs mainly for high-end residential projects.

PRIVATE RESIDENCE

Project	Residential Complex
Location	London, United Kingdom
Quality	Vedia



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STEPEVI Retail Drawer Unit includes 10 sample drawers and each sample drawer is designated to a specific quality which is represented with 7 color options.



Within each drawer, along with the samples a drawer plan is also included on the top left hand corner box. This allows the retailer to review the content of the drawer at a glance and also to keep the retail drawer unit always nice, tidy and at proper order.

Each sample included in the drawers is neatly labeled with product details, which allows the sales person to give accurate information to the customer immediately.

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The top counter can be used as a work station where the customer can easily review all possible options and make a quick decision.



The sleek looking back side allows it to be used as a central piece as well.



The hidden wheels underneath, allow the STEPEVI Retail Unit to be moved around easily with the help of two people, which makes it very convenient during the sales process.

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The storage drawer at the lower end includes standard and optional additional tools which gives the sales team using the STEPEVI Retail Drawer Unit, the advantage of offering more sophisticated solutions to their customers while escalating the sales performance.

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Other Retail Sales Tools

STEPEVI proposes several effective sales tools for the retailers. These other sales tools can be used together with the Retail Drawer Unit or as individual tools which can influence the sales results positively.

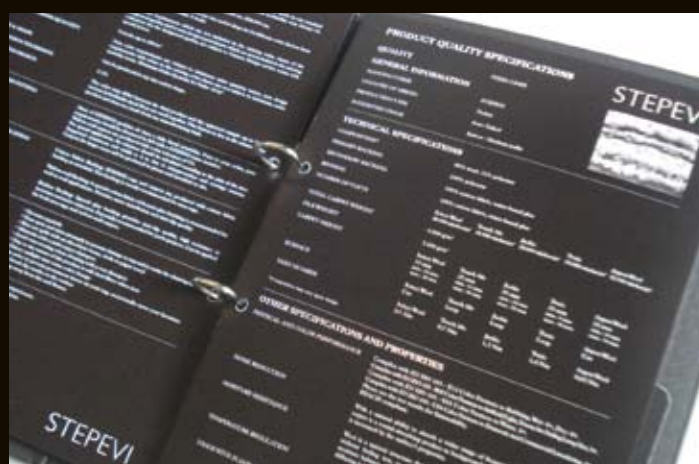
Tool Box

Tool Box is a complete sales tool designed to present all STEPEVI collections and services in a compact box. This useful tool gives accessibility to collection brochures, product samples, color charts, custom design service and contract references of STEPEVI.



Product Quality Specifications Folder

This folder is a great help for the sales person. It is a well organized information document which contains all the technical information that may be required for all STEPEVI qualities.





Wool Color Chart

A great tool for customization of Select Wool quality. 504 color options available within the Wool Color Chart enable the sales team to approach special projects. This tool also acts as a reliable reference point for special color requirements of any customer.



Sample Box for Different Qualities

Individual sample boxes for best selling STEPEVI qualities act as a great tool in order to share the quality and color information with retail customers. Each Sample Box includes 10cmx10cm samples for the 7 collection colors of its designated quality. The box contains 14 samples in total, with 2 samples for each 7 colors. Each sample is labeled with product details.



Harvest Collection Sample Folder

The unique collection of revamped vintage rugs Harvest has an exclusive sample folder with all color samples for this unique collection.



Collection Brochures

All STEPEVI collections have brochures designed for customers, with all color, design and product choices. They are very helpful tools for the customer at the evaluation and decision making stages.

Stepevi Inventory for the Retail Shop



STEPEVI strongly suggests their retailers to carry a minimum level of inventory on the products they prefer to sell more. It was clearly measured in the past performance of retailers that the Retail Drawer Unit and all other sales tools work more effectively if the retailer has a minimum inventory of approximately 5 pieces of 170cmx240cm or larger sizes in their retail unit. Retailers who can present their customers STEPEVI products in actual sizes and in real settings have higher and faster sales with the sales tools.

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