

# ADURA™ MERCHANDISING ELEMENTS

A unique merchandising unit commands customer attention while displaying ADURA™ samples to their best advantage.

- Elegant appearance supports a superior product.
  - fashionable light wood
  - brushed metal accents
  - clean, simple graphics
- Efficient use of floor space.
  - round, rotating design
  - compact 48" diameter
- Designed to hold up to 60 samples. Allows for easy updates with new introductions.
- Versatile style works anywhere.
  - against the wall
  - in a corner
  - in the middle of the showroom
- Consumer-friendly for easy sales.
  - clear product benefits
  - easy access to samples
  - includes duplicate take-home samples
- Weight with samples approximately 400 lbs.



## SAMPLE BACKER AND PRODUCT LITERATURE

- Room scenes inspire consumers with the beauty of ADURA™
- Detailed copy helps her make an informed decision.
- Powerful selling materials to browse in the showroom or to take home.

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