

VILMERS

Exposition rules

YEAR 2025



CONTENT



Marketing materials overview



Exposition rules



Price list



MARKETING MATERIALS

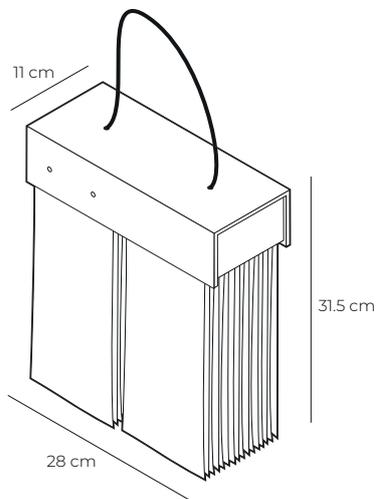
1. Mini fabric hangers

The complete fabric collection consists of 3 hangers.
The fabrics in the hangers are organized by price groups.



Important!

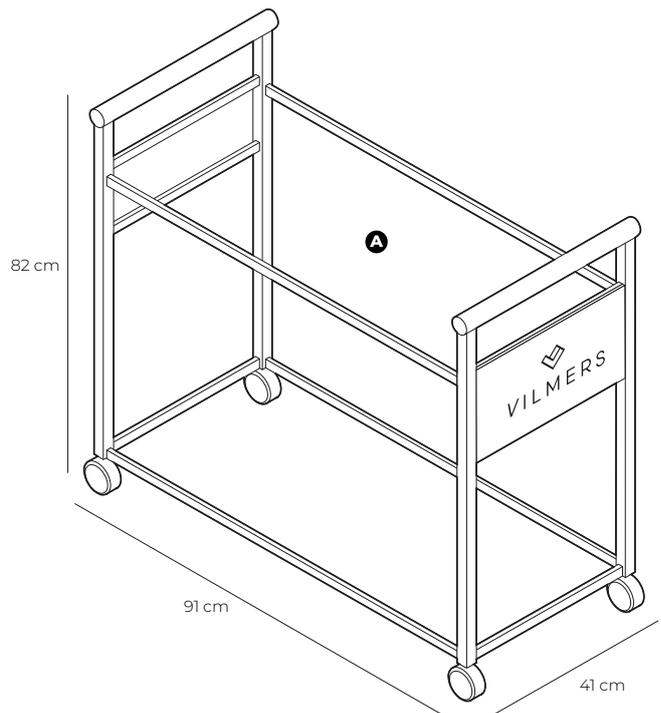
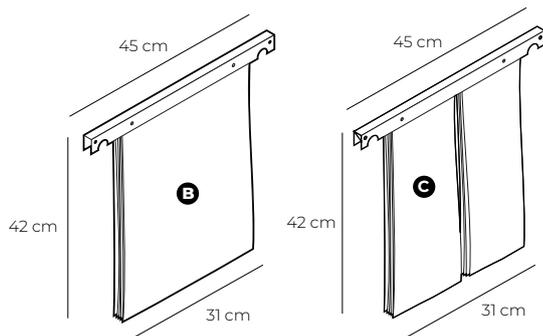
Fabric sample additions/updates are free of charge.



2. Fabric trolley

A. Fabric trolley. Black metal frame, on wheels for easy movement around your space. Logo plates on both sides.

B. Fabric hangers. Trolley can contain up to 41 fabric hangers.



Important!

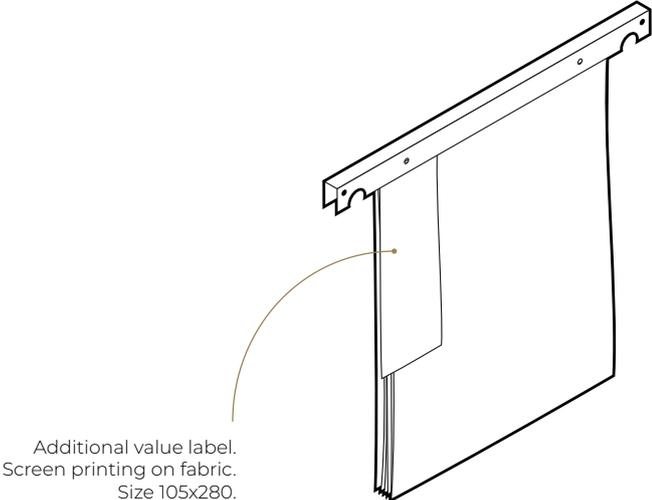
Fabric sample additions/updates are free of charge.

If the customer already has an old fabric trolley and its annual turnover is less than 110,000 EUR, the additional fabric and upgrades will be sent in a smaller version (split fabric samples) (C.)

2.1. Additional value labels

Certain fabric samples include additional labels that highlight unique properties, such as sustainability and easy care. These labels are attached only to fabrics with specific

advantages, like eco-friendly materials or low-maintenance care, offering a quick reference for selecting fabrics based on these attributes.



3. Product catalog

Binder with technical sheets of products. The technical sheets provide precise product information, such as the measurements and filler, as well as choices of modules, upholstery, legs, and armrests, etc.



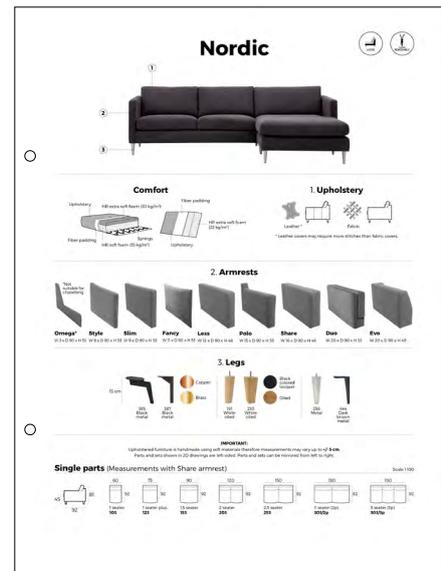
Binder



5 cm

26.5 cm

Technical sheets



31.5 cm

A4 size

4. Magnetic board

The magnetic board is designed to create the desired combination of the sofa by connecting individual parts on a scaled grid.

Available only for the Vilmers' best-selling models.

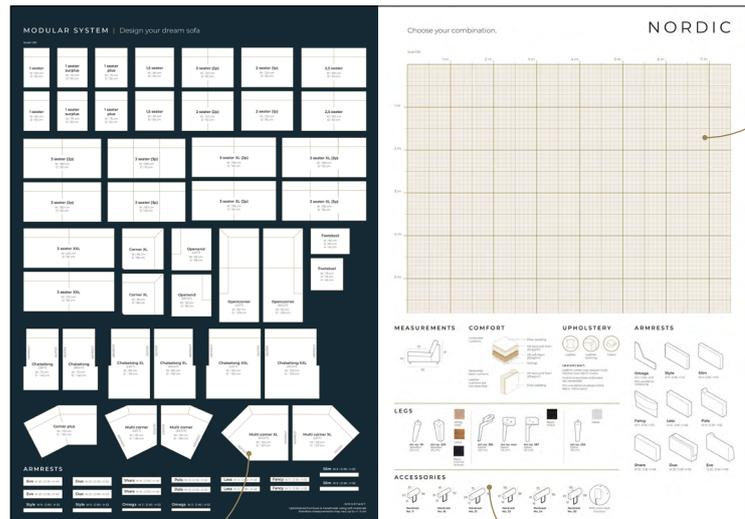


Front cover



A4 size

Inside



Grid

Magnetic parts

Technical information

5. Tear-off book

Single product technical sheet tear-off book. Consists of 40 pages.

Provide precise product information, such as the measurements and filler, as well as choices of modules, upholstery, legs, and armrests, etc.



Nordic VILMERS

Information

Comfort

Upholstery

Armrests

Legs

Single parts (Measurements with Share armrest)

1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100. 101. 102. 103. 104. 105. 106. 107. 108. 109. 110. 111. 112. 113. 114. 115. 116. 117. 118. 119. 120. 121. 122. 123. 124. 125. 126. 127. 128. 129. 130. 131. 132. 133. 134. 135. 136. 137. 138. 139. 140. 141. 142. 143. 144. 145. 146. 147. 148. 149. 150. 151. 152. 153. 154. 155. 156. 157. 158. 159. 160. 161. 162. 163. 164. 165. 166. 167. 168. 169. 170. 171. 172. 173. 174. 175. 176. 177. 178. 179. 180. 181. 182. 183. 184. 185. 186. 187. 188. 189. 190. 191. 192. 193. 194. 195. 196. 197. 198. 199. 200. 201. 202. 203. 204. 205. 206. 207. 208. 209. 210. 211. 212. 213. 214. 215. 216. 217. 218. 219. 220. 221. 222. 223. 224. 225. 226. 227. 228. 229. 230. 231. 232. 233. 234. 235. 236. 237. 238. 239. 240. 241. 242. 243. 244. 245. 246. 247. 248. 249. 250. 251. 252. 253. 254. 255. 256. 257. 258. 259. 260. 261. 262. 263. 264. 265. 266. 267. 268. 269. 270. 271. 272. 273. 274. 275. 276. 277. 278. 279. 280. 281. 282. 283. 284. 285. 286. 287. 288. 289. 290. 291. 292. 293. 294. 295. 296. 297. 298. 299. 300. 301. 302. 303. 304. 305. 306. 307. 308. 309. 310. 311. 312. 313. 314. 315. 316. 317. 318. 319. 320. 321. 322. 323. 324. 325. 326. 327. 328. 329. 330. 331. 332. 333. 334. 335. 336. 337. 338. 339. 340. 341. 342. 343. 344. 345. 346. 347. 348. 349. 350. 351. 352. 353. 354. 355. 356. 357. 358. 359. 360. 361. 362. 363. 364. 365. 366. 367. 368. 369. 370. 371. 372. 373. 374. 375. 376. 377. 378. 379. 380. 381. 382. 383. 384. 385. 386. 387. 388. 389. 390. 391. 392. 393. 394. 395. 396. 397. 398. 399. 400. 401. 402. 403. 404. 405. 406. 407. 408. 409. 410. 411. 412. 413. 414. 415. 416. 417. 418. 419. 420. 421. 422. 423. 424. 425. 426. 427. 428. 429. 430. 431. 432. 433. 434. 435. 436. 437. 438. 439. 440. 441. 442. 443. 444. 445. 446. 447. 448. 449. 450. 451. 452. 453. 454. 455. 456. 457. 458. 459. 460. 461. 462. 463. 464. 465. 466. 467. 468. 469. 470. 471. 472. 473. 474. 475. 476. 477. 478. 479. 480. 481. 482. 483. 484. 485. 486. 487. 488. 489. 490. 491. 492. 493. 494. 495. 496. 497. 498. 499. 500. 501. 502. 503. 504. 505. 506. 507. 508. 509. 510. 511. 512. 513. 514. 515. 516. 517. 518. 519. 520. 521. 522. 523. 524. 525. 526. 527. 528. 529. 530. 531. 532. 533. 534. 535. 536. 537. 538. 539. 540. 541. 542. 543. 544. 545. 546. 547. 548. 549. 550. 551. 552. 553. 554. 555. 556. 557. 558. 559. 560. 561. 562. 563. 564. 565. 566. 567. 568. 569. 570. 571. 572. 573. 574. 575. 576. 577. 578. 579. 580. 581. 582. 583. 584. 585. 586. 587. 588. 589. 590. 591. 592. 593. 594. 595. 596. 597. 598. 599. 600. 601. 602. 603. 604. 605. 606. 607. 608. 609. 610. 611. 612. 613. 614. 615. 616. 617. 618. 619. 620. 621. 622. 623. 624. 625. 626. 627. 628. 629. 630. 631. 632. 633. 634. 635. 636. 637. 638. 639. 640. 641. 642. 643. 644. 645. 646. 647. 648. 649. 650. 651. 652. 653. 654. 655. 656. 657. 658. 659. 660. 661. 662. 663. 664. 665. 666. 667. 668. 669. 670. 671. 672. 673. 674. 675. 676. 677. 678. 679. 680. 681. 682. 683. 684. 685. 686. 687. 688. 689. 690. 691. 692. 693. 694. 695. 696. 697. 698. 699. 700. 701. 702. 703. 704. 705. 706. 707. 708. 709. 710. 711. 712. 713. 714. 715. 716. 717. 718. 719. 720. 721. 722. 723. 724. 725. 726. 727. 728. 729. 730. 731. 732. 733. 734. 735. 736. 737. 738. 739. 740. 741. 742. 743. 744. 745. 746. 747. 748. 749. 750. 751. 752. 753. 754. 755. 756. 757. 758. 759. 760. 761. 762. 763. 764. 765. 766. 767. 768. 769. 770. 771. 772. 773. 774. 775. 776. 777. 778. 779. 780. 781. 782. 783. 784. 785. 786. 787. 788. 789. 790. 791. 792. 793. 794. 795. 796. 797. 798. 799. 800. 801. 802. 803. 804. 805. 806. 807. 808. 809. 810. 811. 812. 813. 814. 815. 816. 817. 818. 819. 820. 821. 822. 823. 824. 825. 826. 827. 828. 829. 830. 831. 832. 833. 834. 835. 836. 837. 838. 839. 840. 841. 842. 843. 844. 845. 846. 847. 848. 849. 850. 851. 852. 853. 854. 855. 856. 857. 858. 859. 860. 861. 862. 863. 864. 865. 866. 867. 868. 869. 870. 871. 872. 873. 874. 875. 876. 877. 878. 879. 880. 881. 882. 883. 884. 885. 886. 887. 888. 889. 890. 891. 892. 893. 894. 895. 896. 897. 898. 899. 900. 901. 902. 903. 904. 905. 906. 907. 908. 909. 910. 911. 912. 913. 914. 915. 916. 917. 918. 919. 920. 921. 922. 923. 924. 925. 926. 927. 928. 929. 930. 931. 932. 933. 934. 935. 936. 937. 938. 939. 940. 941. 942. 943. 944. 945. 946. 947. 948. 949. 950. 951. 952. 953. 954. 955. 956. 957. 958. 959. 960. 961. 962. 963. 964. 965. 966. 967. 968. 969. 970. 971. 972. 973. 974. 975. 976. 977. 978. 979. 980. 981. 982. 983. 984. 985. 986. 987. 988. 989. 990. 991. 992. 993. 994. 995. 996. 997. 998. 999. 1000.

Nordic VILMERS

Half sets (Measurements with Share armrest)

Sets (Measurements with Share armrest)

Accessories

Follow us on:

A4 size

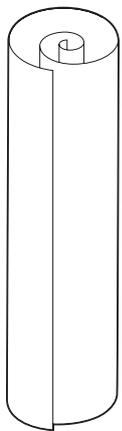
6. Logo sign

Logo is made of plastic and is painted in brass colour. It comes with spacers (A) and a stencil for facilitate mounting (B).

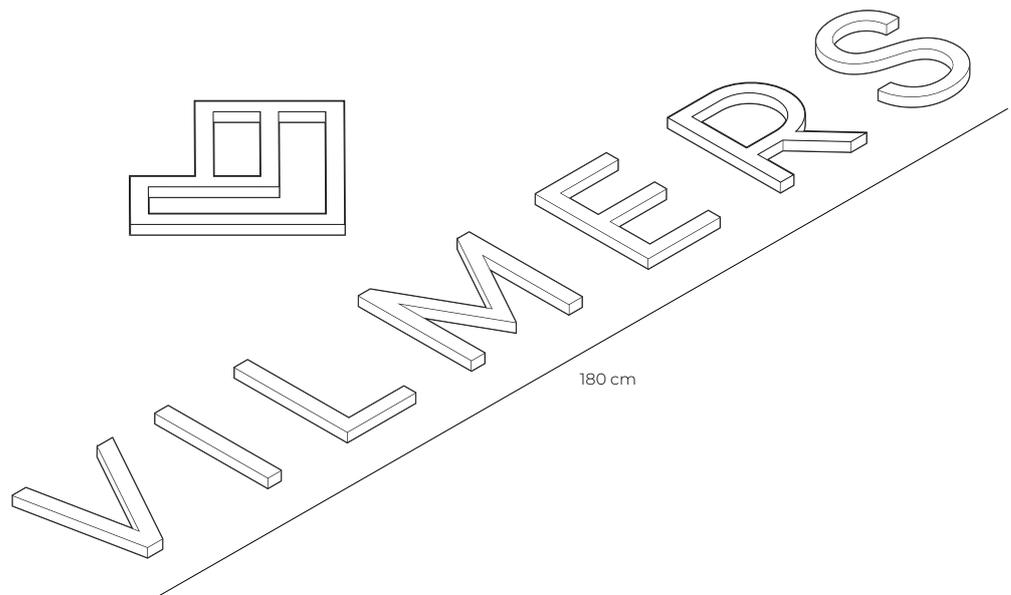
Installation instructions are included. Screws for mounting are not included.



A Spacers



B Stencil for mounting



7. Wall poster

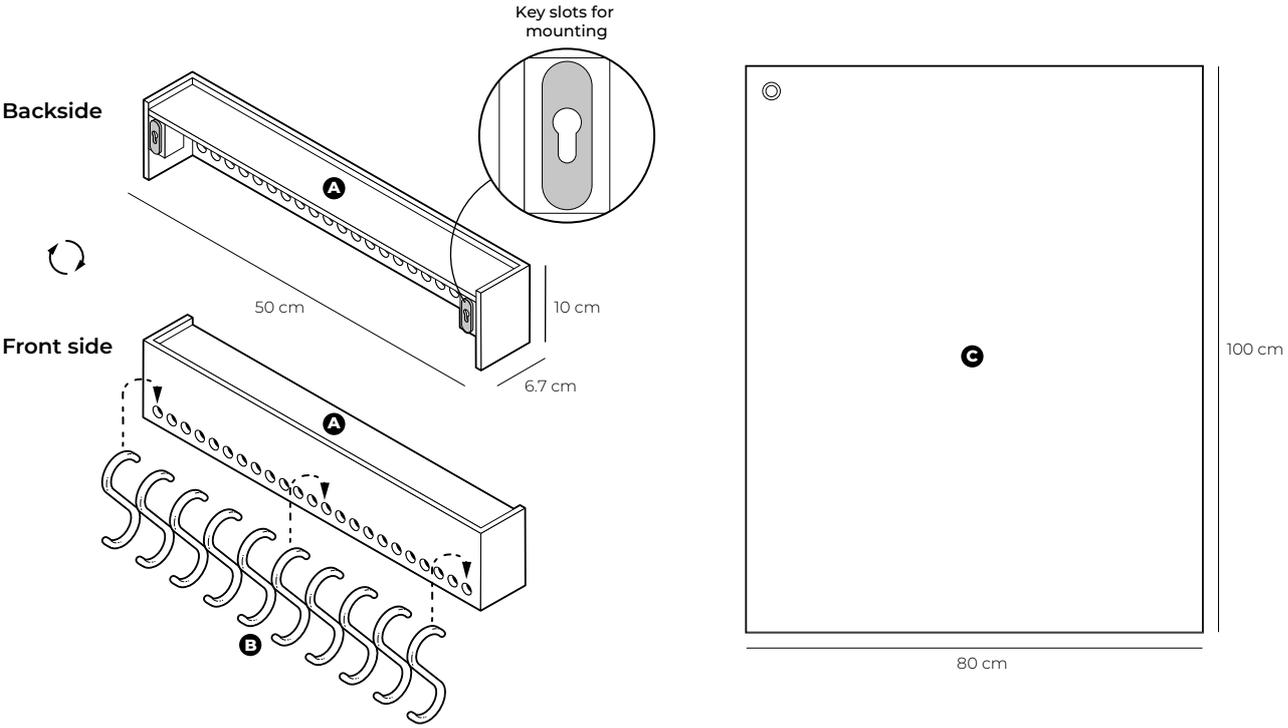
Single product wall poster. 160 x 100 cm in size.
The poster is hung with plastic holders on the sides.



8. Fabric sample wall

A. S-hooked wall rack for fabric samples.
Installation instructions are included. Screws for mounting are not included.

B. Hooks (1 rack comes with 10 hooks).
C. Fabric sample.



9. Leg colour samples

Wooden square plates with engraved information. Four colours.



White oiled



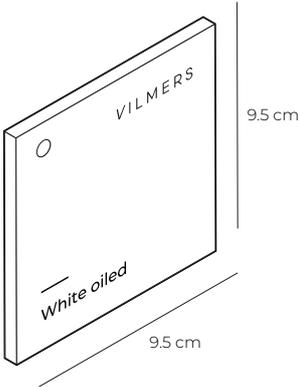
Oiled



Black

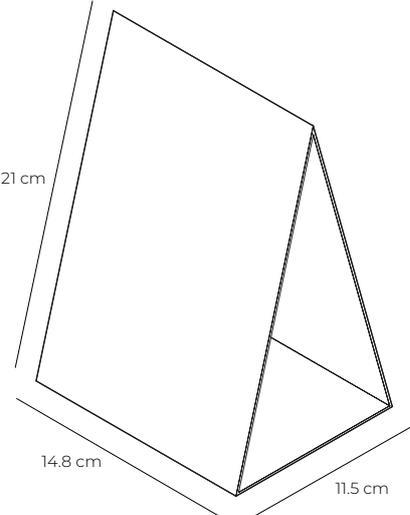


Walnut



10. Table tent

An A5-sized table tent designed for a specific sofa, featuring a QR code that links to the product's technical information.

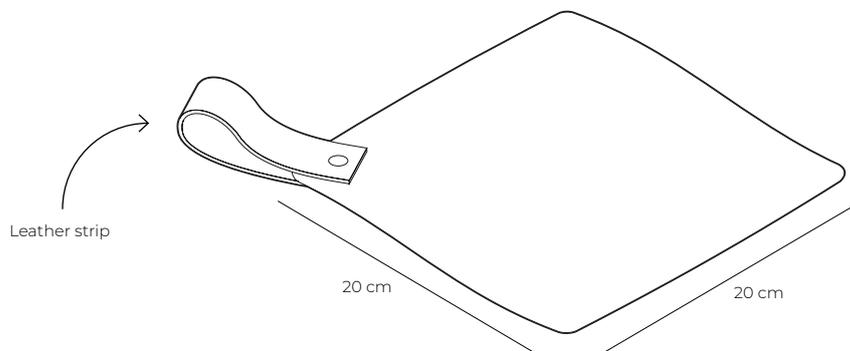


11. Rug swatches

Samples size 20 x 20 cm. They are grouped by design. The collection consists of 6 design sets.



Picture shows one set.



MARKETING MATERIALS

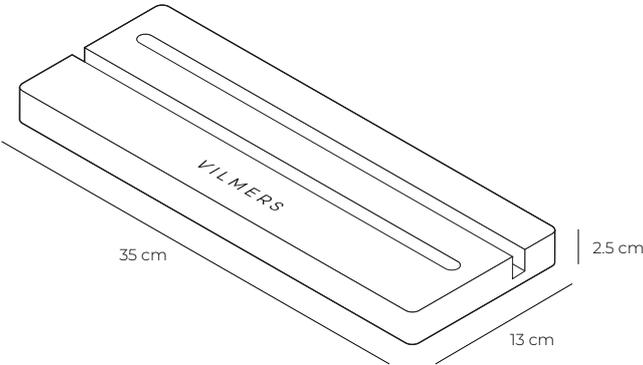
12. Lookbook

Printed version of the Lookbook. 25 x 20 cm in size. 64 pages.
Minimum order quantity 20 pcs.



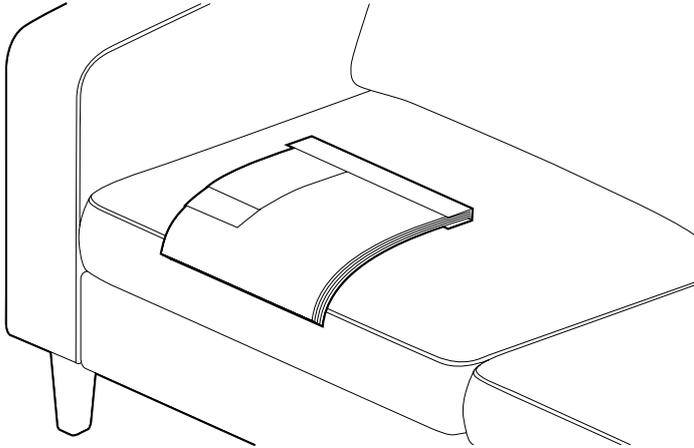
13. Table top colour samples

Eight table tops samples neatly arranged in a wooden holder. Sample size 8 x 6 cm.



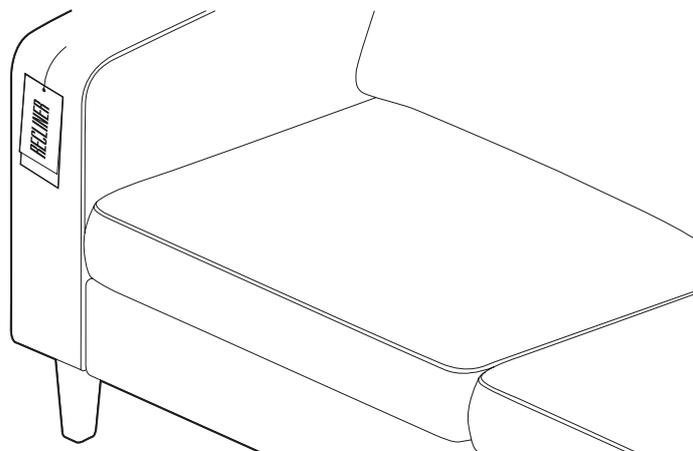
14. Fabric hanger for expo sofa.

Each Expo sofa comes with a fabric sample hanger featuring the exact same type of fabric as the sofa itself, presented in a variety of colors.



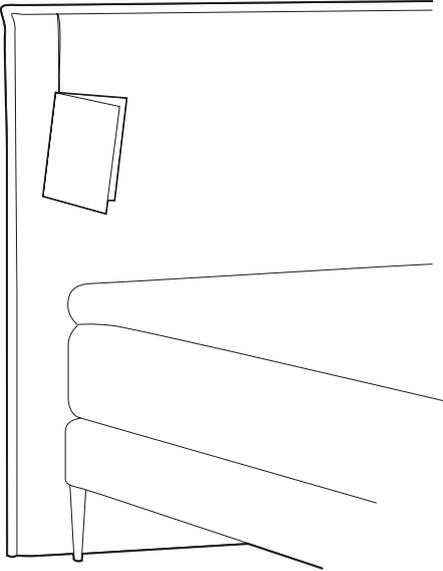
15. Product labels

Each Expo sofa comes with a general label attached to it that indicates the product category.



16. Bed info labels

Each Expo bed has a label attached to the headboard. This label provides the bed's product codes, materials, dimensions and care instructions, as well as other technical specifications.



A close-up, artistic photograph of a hand holding a pen, with soft lighting and a blurred background. The hand is positioned in the center-right of the frame, with the pen held between the fingers. The lighting is warm and directional, creating strong highlights and shadows that emphasize the texture of the skin and the fabric of the sleeve. The background is a soft, out-of-focus gradient of light and dark tones.

EXPOSITION
RULES

Clients and independent stores

In Addition!

Upon achieving a sales turnover of 7500 EUR, there is an option to receive a **fabric sample wall** upon request.

Marketing tools could be ordered
upon request

A close-up, artistic photograph of a hand holding a pen. The hand is positioned in the center-right of the frame, with the fingers gripping the pen. The lighting is soft and warm, creating a gentle glow on the skin and the pen. The background is a blurred, light-colored surface, possibly a desk or a piece of paper, which adds to the overall aesthetic of the image. The text "PRICE LIST" is centered in the middle of the image, overlaid on the hand and pen.

PRICE LIST

PRICE LIST

| | | |
|---|--|-----------------|
|  | Mini fabric hangers
(complete set). | 224 Eur* |
|  | Magnetic board. | 43 Eur |
|  | Fabric trolley with fabric collection. | 600 Eur |
|  | Product catalog. | 79 Eur |
|  | Tear-off book | 15 Eur |
|  | Logo sign. | 71 Eur |
|  | Wall poster. | 32 Eur |
|  | Fabric sample wall (1 rack with
10 hooks without fabrics).
Fabric sample (1 pcs.). | 64 Eur
6 Eur |
|  | Leg colour samples (1 set). | 11 Eur |
|  | Table tent. | 6 Eur |

*Price varies based on the number of samples included.



Important!

All prices are given under EXW factory terms and are excluding VAT.

PRICE LIST

| | | |
|---|---|---------|
|  | Rug swatches
(complete collection). | 150 Eur |
|  | Rug swatches
(one design set of your choice). | 25 Eur |
|  | Lookbook (1 pcs.)
Minimum order quantity 20 pcs. | 25 Eur |
|  | Table top colour samples. | 30 Eur |

**Price varies based on the number of samples included.*



Important!

All prices are given under EXW factory terms and are excluding VAT.

VILMERS

Rest assured.

Follow us on:

