

shoal case study

design for print

Velocity Seating

shoal  
effective  
creative

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**Alan Brown**

Furniture Sales Director, Komfort Workspace

# Velocityseating

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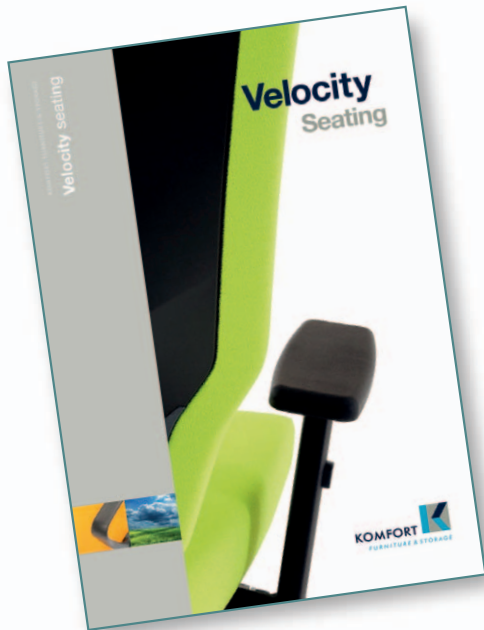
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## Taking on the competition... and winning!

**Velocity Seating** is a range of contemporary office seating from Komfort's Furniture & Storage division that has been specifically engineered with sustainability in mind.

**Objective:** To help increase their share of the extremely competitive office seating market, Komfort decided to launch the ergonomically designed Velocity Seating range. To enable the new range to be promoted effectively against the many bigger and more established brands already in existence, high quality sales literature was required.





**Solution:** We recommended the design and production of a seating range folder and family of product specific inserts, enabling customers to be individually targeted with the product(s) most suited to their requirements. Each insert was designed to present the seating product as large as possible on a clean white background, supported by close-ups of the different fabrics and finishes available. Product detail photos plus information on the features and benefits of the range is included on the reverse.

**Effective:** The Komfort sales team and dealers now have a range of visually appealing and informative sales literature that conveys exactly the right message through the quality of its design, image reproduction and print.



*“Based upon our requirement to boost seating sales and increase market share with a new product offering, Shoal’s design team produced an inspirational range of literature within a very tight deadline which met our exacting demands. Their enthusiasm and creativity throughout this project has provided both Komfort and our dealer network with an excellent sales tool. As a result, we have been able to forge ahead in this market at a greater pace than anticipated”.*

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