

# rom 1961

New

## Our rom1961 Premium brand partner concept

As partners, we help people find a whole new sense of togetherness in their home.

As a premium brand partner, become the most important ambassador of our brand **rom1961**.

ROM AG is one of the most progressive manufacturers of upholstered furniture in Europe.

With ground-breaking ideas, we design personalized dream sofas.

**WE ARE:**

- a family business founded in 1961, which is now managed by the second generation.
- a reliable partner for furniture retailers, having 4 production sites and around 900 employees.
- a globally successful stakeholder who sells more than 30,000 sets made of fabric or leather to more than 20 countries worldwide every year.

*We produce upholstery and we make highest demands when it comes to our work. Thereby, we continuously find better solutions.*

**OUR STRENGTHS - YOUR ADDED VALUE:**

- custom-made upholstered furniture personalized in every detail;
- impressive and trustworthy 3D visualization;
- convincing technology for perfect comfort.



We trust in this and, with you, we are ready to start the next innovation.

Every customer wants to experience something. Discover something. Wants to be impressed.

A customer buys a new sofa, aiming at positively changing their life. This is where **rom1961** comes in.

Our **rom1961** brand takes customers on a journey through history. Into their personal story. As the main character, they end up sitting proudly on their new sofa, which is tailored to them, their life and their individual needs.

With a consistent brand approach and with you as a premium brand partner, we help people to have more happy moments in their homes.

Turn the page and find out how you can become the most important ambassador and partner of our brand **rom1961**.



„I want a higher visitor frequency in my store.“

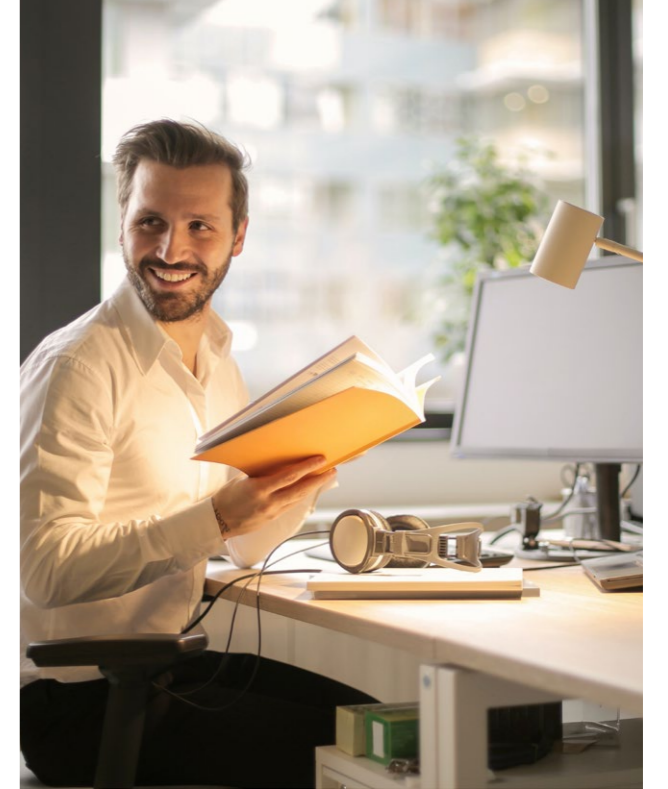
„I want to successfully face the competition of online shops.“

„I want to achieve better margins.“

Are these goals that you work on every day?

Become a **rom1961** premium brand partner and let us shape a successful future together!

For more than 60 years, we have been working successfully with more than 1,000 furniture dealers throughout Europe.



Modern living ideas, sofas made to measure or THE solution for unique 3D sofa planning are only a few of many of our successful concepts.

And now, the time for new innovations has come.

Keep reading and become part of the **rom1961** brand story!

**OUR ROM1961 PREMIUM BRAND PARTNER CONCEPT IS BASED ON 3 PILLARS:**

- 1 **Only TOGETHER** can we successfully shape the future.
- 2 We create **ADDED VALUE** for the consumer through individual advice.
- 3 We aim for the highest possible **PROFITABILITY**.

rom1961 is committed to the idea of creating a new centre of life for people by giving them individual advice; of creating a place where families grow together while opening to the outside world at the same time.

As a sales partner, YOU will be the advisor who is crucial for the process.



Tamour



No online retailer and no Swedish self-service warehouse can offer this.

Only YOU have the expertise and skills to assume this role.

This is exactly where **rom1961** comes in!

At **rom1961**, you become the most important and indispensable brand ambassador as a premium brand partner.

### Exclusively for you

## Your advantages as rom1961 premium brand partner



You are a central **PART OF THE BRAND STORY**.



You benefit from a regional geographic **EXCLUSIVITY FOR THE PREMIUM BRAND RANGE**.



You will be prominently featured on the **rom1961 WEB SITE** as an **AUTHORIZED DISTRIBUTOR**.



You benefit from the **CENTRAL COMMUNICATION AND MARKETING ACTIVITIES** of rom1961.



You get exclusive access to a catalogue of decorative **STAGING AND COMMUNICATION AIDS**.



You get access to our **TRAINING MODULES** and **EXCLUSIVE SALES AIDS**.

You obviously get to keep any products you already have in your showroom, as well as any existing benefits.



rom 1961

Market-leading variety

Our rom1961 premium brand collection

As you would expect from ROM, the **rom1961** premium brand collection convinces with modern design, a market-leading variety and of course the unique ROM customization in steps of 10cm.



**Further highlights of our new product range:**

**Best seating comfort** thanks to our new and unique **rom1961** seat structure

**Manual and electric comfort functions** available individually for each seat

A **diverse collection of covers**, consisting of over 300 fabrics and leathers

**Matching accessories** like cushions, carpets, side tables and footstools

**5-year warranty**



Sofas

The premium  
brand collection

# ADORA





Sofas

The premium brand collection

# RADIUS



Sofas

The premium  
brand collection

# MONAMI





Sofas

The premium brand collection

# SARI



Sofas

The premium  
brand collection

# TAMOOUR





Sofas

The premium brand collection

**NEW 2022**

*With a revolutionary recliner mechanism*

# MILLER



Armchair

The premium  
brand collection

# YOGA



Princess



Prince



Queen



Beautiful set-up

Modular staging elements

We all know how important it is to beautifully stage a products in an appealing way.

Turn your showroom into an eye-catcher and use our decorative staging elements.

Scan this QR code and get exclusive insight into atmospheric staging.

**YOUR rom1961 SHOWROOM COULD SOON LOOK JUST LIKE THIS!**



BRAND AFFILIATION IS REINFORCED BY:



A partition **wall system** that contains berths effectively, yet airily, and underlines the brand affiliation. An eye-catching banner that addresses the visitor directly.



Large **atmospheric images** ensure emotional appeal.

Decorative cushions with 1961 logo



Fabric trolley

Sewing on furniture



Stickers Banner for your iSafe

Decorative carpets in 12 trendy colours round off staging and allow you to achieve additional sales.



Brand appropriate staging

Added value for your showroom

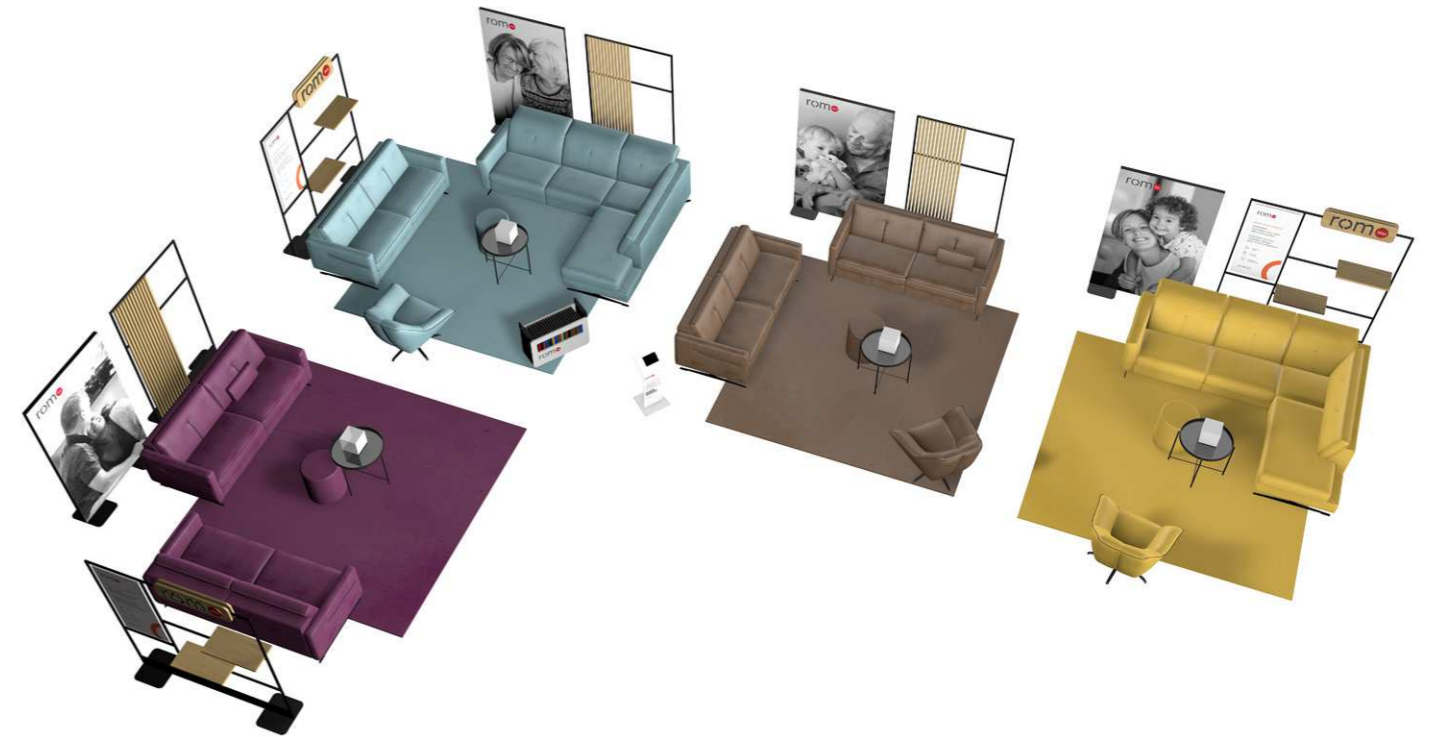
Let us work together to transform your showroom into a brand experience. Our staging elements always support you in showing a harmonious image to the visitor.

You can also benefit from the advantages of our preferential combinations:

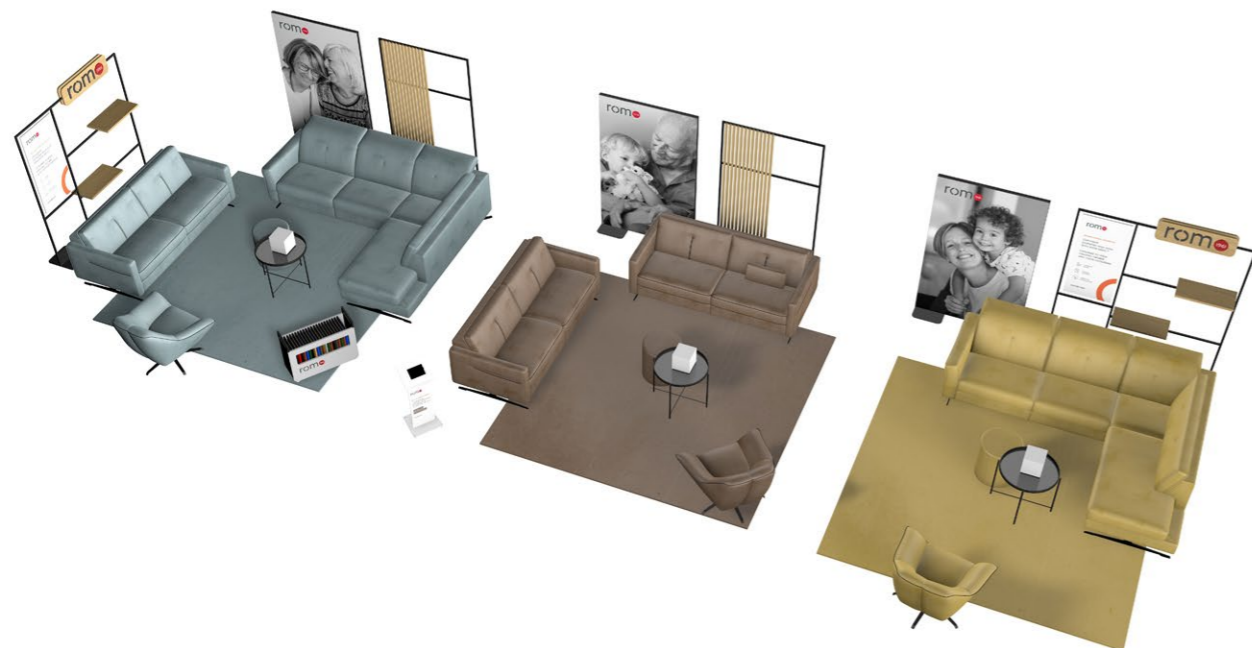
- Combinations selected by our designers
- Coherent brand image at all touchpoints
- Quick availability

We would be happy to work with you to find the right solution for your showroom. Here are some examples of staging:

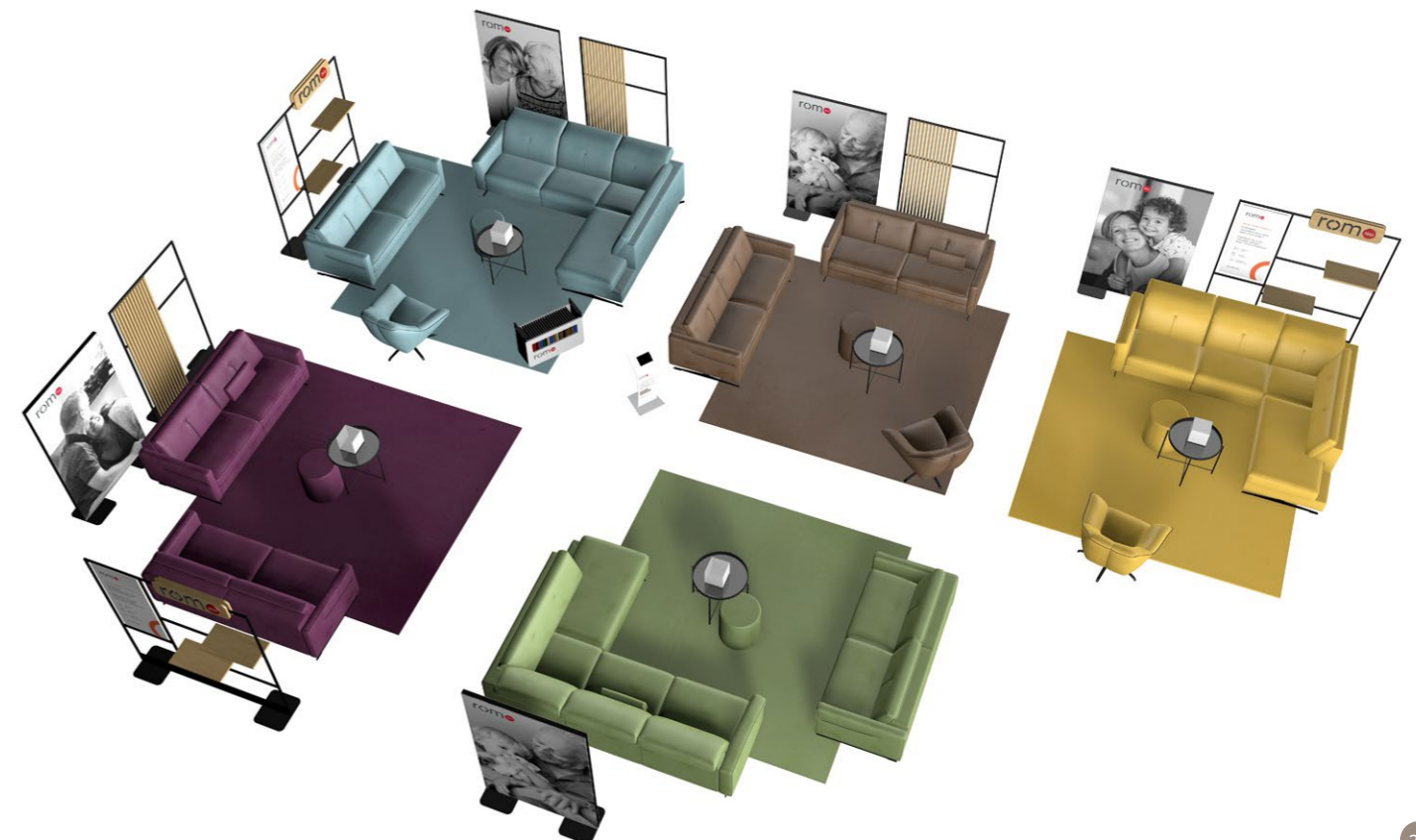
BERTH FOR 4 approx. 70-80m<sup>2</sup>



BERTH FOR 3 approx. 55-60m<sup>2</sup>



BERTH FOR 5 approx. 90-100m<sup>2</sup>





## Marketing-Mix

# A coherent communication strategy



### **www.rom1961.com**

Multilingual website with all the brand's arguments and listing of reselling partners. SEO optimization and SEA campaigns



### **ADVERTISING AT THE POINT OF SALE**

BtoC communication elements for your point of sale: POS-elements, product info, brochures, ...



### **COMMUNICATION AIDS FOR YOUR CAMPAIGNS**

We provide you with a catalogue of communication elements for use in your own channels: photos, content, advertising templates, etc.



### **FOCUSSED COMMUNICATION**

on different digital channels (Facebook, Instagram) and similar.



### **COMMUNICATION PLAN**

with commercial actions to support sales.



FOR FURTHER DETAILS, PLEASE REFER TO OUR ROM1961 MEDIA PLAN.

Act now!  
It's quite simple:

## 1 BECOME A rom1961 PREMIUM BRAND PARTNER.

**TOGETHER** we capitalise on the Internet and digital media and attract the attention of consumers.

## 2 BENEFIT FROM A BRAND STORY THAT IS FOCUSING ON THE INDIVIDUAL ADVICE YOU CAN OFFER.

The most important core message of **rom1961** is that **THE RETAILER** designs the perfect centre piece for the customer's home. As retailers, you are much more than just a point of sale for the brand. You are the centre for individual advice.

## 3 STRENGTHEN YOUR ROLE AS AN INTERIOR DESIGN ADVISOR AND INCREASE YOUR PROFITABILITY IN THE LONG RUN.

At **rom1961** the premium brand partner, as a competent advisor, generates **ADDED VALUE** and is the central key to success for the consumer. A service that justifies long term price stability.

Become an elementary part of our rom1961 brand story as a premium brand partner

## What you have to do:

You simply sign our **partnership agreement** and agree to our **rom1961 trademark guidelines**.

In an **individual agreement**, we then jointly determine your range of products and points of sale.

We will also set up separate credit accounts for **staging and communication measures**. Through invoiced sales, you build up a credit balance that you can use to purchase staging material or communication and advertising measures.

Finally, we need some information and pictures of your furniture store so that we can give you the visibility you deserve on our brand website.





A brand conveys security, provides orientation and ultimately creates the trust necessary for purchase decisions.

Become the most important and indispensable brand ambassador as a premium brand partner of our brand **rom1961**.

Let us successfully shape the future together!

Contact your sales representative or our brand manager

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[rom1961.com](https://rom1961.com)

Overview

The premium brand collection

SARI



MILLER



RADIUS



TAMOUR



ADORA



MONAMI



Princess



Prince

YOGA



Queen



King

rom 1961