



Dear customer,

We are very pleased to send you our sales material for the Collection 2020. In addition to the supply of a number of new products and textiles, we have made adjustments on the price list structure, partly new item number structure, new website and of course a new brochure. Some models have got a new name and a few textiles have had both a new name and/or dessin number – see the enclosed specification. Last but not least we have recalculated all our prices in connection with adjustments in our computer system which has resulted in a minor increase of the price of some models, and a lower price on others. You will find more detailed information in the enclosed sales folder that also contains our “Point-Of-Sales” folder. In the POS folder we offer different effects that can contribute to the staging in the shop just as you find a guide to our photo server that you can access from our website. The modifications are valid as at 1st March 2020.

The above is a selection of the investments we have started with a view to expand our range of sofas and chairs – keeping in mind where we come from and thereby also our position in the market. All in order to be an even more attractive supplier so that we can hopefully expand our cooperation. Below you will find a presentation of the new products.

Modular Sofas

We have added some new and extended existing modular sofas, all having in common that is shall be simple to sell. Consequently, the price is the same no matter which arm and which leg the customers may prefer. Moreover, we have added a table that makes it easy to compose the item number according to the choice of the customer.



Kornum is our new, nice lounge sofa system which has both nozag- and pocket springs in the seat. On top there is a layer of different types of foam in order to obtain the right comfort and a soft idiom, resulting in the sofa appears tight and with a nice and soft comfort. The back is padded with a thick layer of foam so that it fits well when sitting on the sofa. The sofa is packed in a thick layer of wadding on all surfaces in order to obtain a softer idiom. Moreover, Kornum has the unique leg system where the legs can be modified in the height from 3 to 5 cm and vice versa without having to buy more legs. We also offer a selection of pillows in different types and sizes which you will find in the Kornum price list.



Shea has been converted into a more regular modular sofa concept. In order to make it as clear as possible, we have already defined the available options. i.e. “what you see is what you get”. You will find line drawings of all combinations as well as a description of the combination in question, for instance Open-end+2seater. For Shea you can choose between 2 arms and 2 different legs that are described in the item number. All seat and back cushions are turnable. In the seat we have used a 30kg HR foam sandwich construction for optimal comfort.



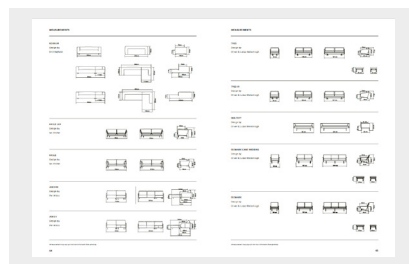
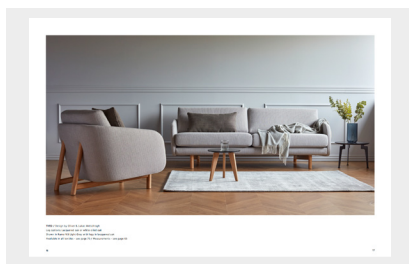
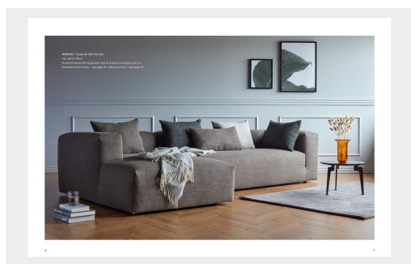
Shea Flip is a special variant of the Shea and is unique because of the movable foot stool that creates the lounge on the sofa. The cushion on the chaise lounge is turnable making it possible to change at any time, if you want the foot stool on the left or right side. The strong price/quality combination of the Shea Flip in addition to the above mentioned makes the sofa ideal to stock in a commercial textile as it hits wide.



Nabbe is the new modular concept with turnable cushions both in the back and seat. The seat cushion is made with 40kg HR foam and pocket springs for optimal comfort. For Nabbe you can choose between 2 arms and 4 different legs.

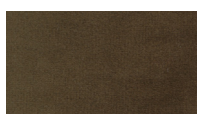


Singles Collection: This new price list is now indicating the item number for the individual model, i.e. all you need to create the correct item number is to add a surface - this means that the complete item number is made for all products in the price list, even with a description of the legs and finish. Having the possibility to order via the item number, we can consequently minimize the risk of mistakes in the management of orders. Moreover, we have made a detailed description of the content of the seat and back cushions.



Brochure

This time we have chosen to focus more on environment photos. Moreover, all sofas are shown as line drawings at the back of the brochure making it easy for you to have an overview of the sofas and combinations in each series as well as the dimensions of the individual sofa.



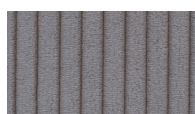
Velvet / 547 Army



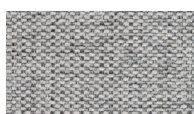
Velvet / 544 Brick Red



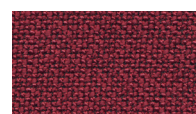
Corduroy / 595 Burnt Orange



Corduroy / 596 Dark Grey



Micro Check / 590 Grey



Kenya / 576 Bordeaux



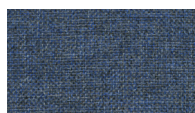
Kenya / 577 Dark Grey



Kenya / 578 Taupe



Kenya / 579 Gravel



Larmony / 133 Blue



Larmony / 135 Curry



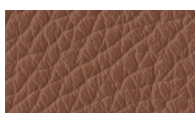
Larmony / 136 Dark Grey



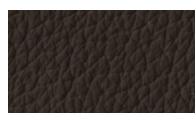
Larmony / 137 Stone Grey



Martel / 920 Black



Martel / Cognac



Martel / Dark Brown

Textiles and Leathers

To our range of textiles, we have added more colours in the Velour as Brick Red and Army Green. We have also added the top modern Corduroy. MicroCheck is a popular textile quality in an extremely commercial grey colour. Kenya in 4 colours is a new strong textile that looks good on all sofas. The new Larmony in many different colours has already been sold well to more customers. In general, we have increased the quality of our textiles, however, still maintained the simplicity through similar, low prices which makes it more a question about what design the individual customer prefers.

Our leathers have been added the nice Martel semi-aniline in 3 popular colours black, brown and cognac. It is one of the best leather qualities on the market and with a fantastic grip. The Toledo collection has been trimmed in order to ensure a better delivery in the colours we have in the collection.

Enjoy and good sales.

Enclosed: Folder with price lists, Kragelund brochure, 2020 fabric and leather collection and "Point of Sales" manual.

