

A.S. Création Press Release

Gummersbach, April 2009

The future of wall covering sales has arrived: the digital wall covering order-shop from A.S. Création

The wallpaper manufacturer A.S. Création has developed an innovative sales tool for the retail market; the first intuitive wall covering order-shop as an attractive POS advisory tool with a large operation and display monitor using the most modern touch-screen functionality as its centrepiece.

With this the salesman and the customer can work together to find their individual dream wallpaper from a range of over 2,500 papers by using the search function and then at the end they can see it visualized in their chosen living setting.

As a consequence, not only does it enable the dealer present and advise more simply across the comprehensive range on offer but it allows the customer to profit from the attractive selection and the close-to-reality presentation. In the new A.S. Création order-shop the comprehensive presentation of the range is always assured.

Uncomplicated and quick: inspiration in all stylistic directions

The vendor can, by means of various points of entry such as 'the mood of the room', 'collection search' or 'Top 50' articles, enable the wallpaper to be configured according to 'world of colour', 'room design', 'material' and 'price' and then to be displayed as a digital room view.

The chosen wallpaper will then be shown in five different room presentations from modern through classical all the way to children's' room ambiences so that the customer gets a pretty accurate picture of how the wallpaper will look 'on the wall'. With a simple finger movement the collection, the pictures and the article can be flipped to the left or the right – a technology which made the iPhone popular.

Basic dependable planning and calculation basis

A further convincing advantage of the optimised customer service A.S. Création order-shops is that when a paper is found, if you wish, our integrated calculator can give you a price calculation and the amount of paper the customer needs for redecorating.

If an order is placed then an order form can be printed out with all the calculations which can then be faxed by the dealer to A.S. Creation. According to the customer's request the wallpaper can be delivered to the customer's home or to the branch or Do-It-Yourself store.

Further advisory videos can be called up with useful advisory tips and brand information from our partners Esprit home and Schöner Wohnen.

High advisory competence

"With the digitalised A.S. Creation wallpaper order-shop we are offering the trade a first of all a modern and at the same time an attractive alternative to the classic pattern book sale" asserted Jörn Kämper, the Chairman of the Board of A.S. Creation Tapeten AG. Because with this live advisory concept the customer doesn't just get a sample of the paper to look at but also the overall look of the paper in area and repeating pattern as an atmospheric experience of the room. In this way it is easier for the end user to make a better and quicker choice of paper. At the same time this raises the advisory competence of the salesman either in a branch shop or in a Do-It-Yourself store.

User-friendly design

The screen design is made in such a way that a salesman or a customer can intuitively find their way around in the new wallpaper order-shop without any previous instruction. Regular A.S. Creation wallpaper updates can be carried out by the dealer himself with a USB Stick.

The wallpaper order-shop is available for branches and Do-It-Yourself stores from April 2009 in the form of POS modules of differing sizes.

Prices on request.