



## marketingUPDATE

Triumph

# Exciting Product Reviews for our 2006 Price Lists

Below are all positive changes which have been made to our General and Specifier Price Lists for 2006

## General Price List 2006:

- **Pg 4-5** Disclaimer added for M698T, M698 & M691T: These small units are height adjustable from 685-715mm. Designed to be used as a desk-end solution
- **Pg 6** MALCR8/10/12 additional statement: Holds a minimum of 275mm to a maximum of 340mm
- **Pg 6** New accessory MDCR8/10 - Universal cross rail kit for use side filers
- **Pg 7** New anti-tilt images
- **Pg 8** Cross Rails have been removed from all side filers - the new accessory MDCR8/10 has been added, this consists of 1locking and 3 non-locking rails
- **Pg 8-9** 45kg slides as standard in Superglider and Trilogy Filing Cabinets
- **Filing Cabinets - new standards achieved**
- **Pg 9** SOHO units removed from Price List
- **Pg 10** Everyday Side Tambours have a new warranty: 5 years on tambour doors and 10 years on the carcass **Price increase** E191T-£374, E161T-£352, E101-£288. Tambour doors come in Silver, Oak and Maple - there is a 5% surcharge and 3 week lead time. **Carcass colour options** of Black, Coffee/Cream, Pearl grey, Graphite and Silver(SG8) which will incur a 5% surcharge
- **Pg 10** Everyday cupboards - warranty changed to 5 years. Also the E1150C cupboard has been removed
- **Pg 10** Everyday Stationery Cupboards added E1950NC, E1800NC and E1000NC
- **Pg 11** Everyday Filing Cabinets warranty changed to 10 years
- **Pg 11** Everyday Pedestals added, warranty 5 years. For prices on Everyday Pedestals please refer to Specifiers Price List 2006

## Specifiers Price List 2006:

- **Pg 4&5** New disclaimer for Profile combinations units: All top mounted double door cupboards and flippers have slotted base shelves, which accept dividers which are sold separately
- **Pg 5** Profile Tambour warranty now 5 years tambour doors and 15 years carcass. New Profile Tambours added: L208T, L188T & L168T
- **Pg 5** Additional Double Door units: L181D & L161D
- **Pg 6** LDCR8/10 New accessory - Universal Cross Rail Kit for use with Side filers
- **Pg 7** Updated anti-tilt images
- **Pg 8** Profile Side Filers - all cross rails have been removed and are to be sold separately
- **Pg 8** New accessory LDCR8/10 - Universal Cross Rail Kit
- **Pg 10** Everyday Pedestals warranty 5 years
- **Pg 10-11** Mainline pedestals 10 years warranty. **All Deskhigh pedestals depths changed to 600mm and 800mm**
- **Pg 12** /T pedestal accessory increased to £28
- **Pg 12** Additional handle: Large D Handle. All costs of Handles increased to £7.50
- **Pg 15** New Personal Office Mobile Family section. 10 years warranty. New BUD98TR & BUD128TR mobile units, plus additional BUDS & BS accessories



## in the pipeline...

- **Website 2006**
  - Easier to find online
  - New Design March 2006
  - Search Facility
  - Password Facility
- Advert in OFAS
- Advert in Interior Channels
- Specification sheets
- Sheila Moore Catalogue
- PR strategy
- Everyday/Metrix Jan 2006 brochure/photoshoot
- Personal Storage Feb 2006 brochure/photoshoot
- OGC -exhibition
- Prima Exhibition June 06 - Profile/Profile Plus
- Profile March 2006 brochure/photoshoot
- Profile Plus April 06 brochure/photoshoot
- Features & benefits sheets Jan/Feb 2006
- Case Studies
- **Trilogy and European** Export Marketing and PR

Just to wish  
you a very  
Merry  
Christmas  
& an excellent  
2006 from the  
Triumph  
Marketing Team

