



**Complimentary for Authorized Retailers** 

# **Gallery Support**

Your gallery design is important. It helps your customers navigate your store easily and find information quickly. With our support material, we intent to help you outfit your Point of Purchase area with the best tools to effectively support our furniture on your gallery floor.



# **Small Sign**

### Wall Mounted (Includes Hardware)

We recommend a small sign when your Luonto floor placings are near a wall, but the wall is small. This 3/4" birch plywood sign is made with the same plywood we use in our furniture.

Engraved black Luonto stamp logo with "Handmade in Finland, Since 1964" engraved into the face of the board. Hangs on a wall mounted slat.

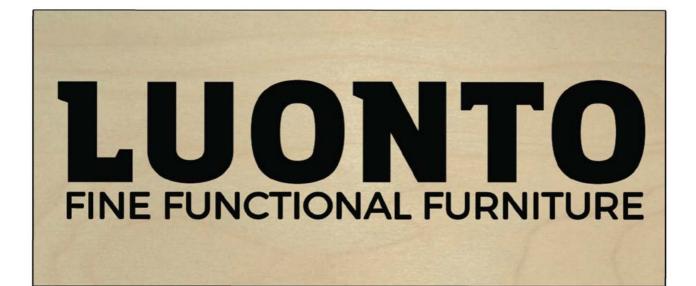
<sup>\$</sup>154

LUONTO LOGO 100X100

SMALL SIGN - WALL MOUNTED

Width:	
Height:	
Depth from Wall:	

*Rules: Limit 1 sign per gallery. Must be wall mounted and no more than 6 feet from your Luonto Furniture Floor Placements.* 



# Large Sign

### Wall Mounted (Includes Hardware)

We recommend a large sign when your Luonto floor placings are near a wall, and the wall is large. This 3/4" birch plywood sign is made with the same plywood we use in our furniture.

Engraved black Luonto logo with "Fine Functional Furniture" tagline engraved into the face of the board. Hangs on a wall mounted slat. <sup>\$</sup>280

LUONTO LOGO 90X200

LARGE SIGN - WALL MOUNTED

Width:	79 in/200 cm
Height:	35.5 in/90 cm
Depth from Wall:	1.75 in/4.5 cm

Rules: Limit 1 sign per gallery. Must be wall mounted and no more than 6 feet from your Luonto Furniture Floor Placements.





Includes a box of 25 complete collection catalogs. Request additional quantity of catalogs if necessary.

# **Catalog Stand**

On Floor (Includes Hardware)

We understand catalogs are important sales tools. This Luonto branded black metal stand works great to display our catalogs on your floor.

Solid metal construction with gloss black enamel finish, this sign includes all hardware (spacer winged bolts with clear acrylic facing) so the catalog is in view and accessible. \$43 STAND-BLACK

CATALOG STAND - FLOOR PLACEMENT

Width:	11 in/27 cm
Height:	43 in/110 cm
Depth:	12 in/30 cm

*Rules: Limit 1 catalog stand per gallery. Must be accessible on your floor and no more than 4 feet from your Luonto Furniture Floor Placements.* 



# Wall Decals

### By Request, Function/Frame

Luonto Furniture is interactive. Our Sleepers are offen mistaken for standard sofas. It is imperative for your customer to be informed of the function. Based on our testing, our Wall Decals catch customers' attention and inquire more about the specific sofa function.

Repositionable vinyl wall decal. Sticks to wall.

**\$70** WALL-DECAL-(CHOOSE: FUNCTION/FRAME)

WALL DECALS - STICKS TO WALL Width: ......12 in/30.5 cm

vviacii.	 	
Height:	 	48 in/122 cm

Rules: Limit 1 wall decal per frame function type. Must be no more than 3 feet from your Luonto Furniture Floor Placements. If no walls are nearby, special requests can be made.



## Posters

## Wall Mounted/Hanging

We know galleries come in all shapes and sizes. If in the event you simply don't have enough room to add all the frames you wish, we want you to be able to display the frame information.

Posters are a great way to display extra frame details, even if you don't have them on your floor! Available single-sided, or reversible. Note: for two-sided posters, front and back are same.

\$38*
POSTER-(CHOOSE: FRAME)

LARGE SIGN - WALL MOUNTED

Width:	
Height:	
* Two-sided +\$20	

Rules: Limit 1 sign per gallery. Must be wall mounted or hanging and no more than 6 feet from your Luonto Furniture Floor Placements.

# **Frame Support**

Now that you have some of our furniture on your gallery floor, let's support them with all the right supplies and materials. The following pages offer all the tools to strategically place information around our floor placements.





All Luonto Product Sheets are available at our Customer Resource Dashboard Website. wiki.luontofurniture.com

# **Product Stand**

On Floor (Includes Hardware)

Knowing content is king on your showroom floor, this stand is designed to house a powerful product sheet that includes just about everything there is to know about a frame.

From all the dimension, to foam specifications, even suspension details are listed. At the bottom, you'll find all the stock options if the item is in our In-Stock Program.

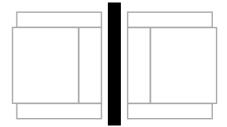
\$43	
STAND-BLACK	

**PRODUCT STAND - FLOOR PLACEMENT** 

Width:	11 in/27 cm
Height:	43 in/110 cm
Depth:	12 in/30 cm

Rules: Limit 1 product stand per floor model. Must be accessible on your floor and no more than 2 feet from its respective Floor Placement.





# Small Wall

### On Floor (Includes Hardware)

We're big on quality, and we believe quality presentation makes a big difference for the sale. Our divider walls offer a clean and organized method of floor model layout.

A "Small Wall" is best paired with a chair sized sleeper or stationary frame. **Preferred with functions: Nest, Hybrid, Level.** 

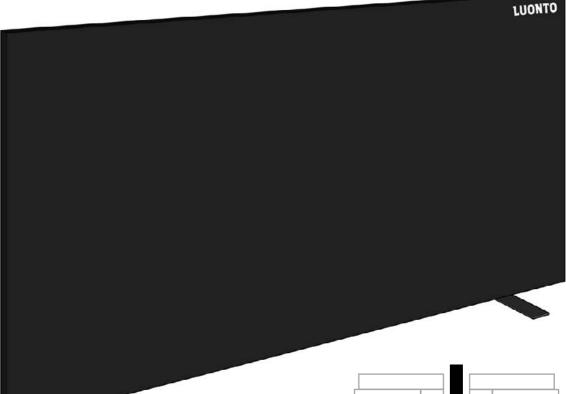
Overhead view (Preview Diagram)

\$**219** LUONTO BLACK DIVIDER WALL SMALL

DIVIDER WALL - FLOOR PLACEMENT

Width:	51.25 in/130 cm
Height:	39.75 in/101 cm
Depth:	2.25 in/6 cm

*Rules: Limit 1 Small Wall per 2 compatible floor models. Refer to above overhead view diagram for installation reference.* 



# Large Wall

### On Floor (Includes Hardware)

We're big on quality, and we believe quality presentation makes a big difference for the sale. Our divider walls offer a clean and organized method of floor model layout.

A "Large Wall" is best paired with a loveseat sized sleeper or stationary frame. **Preferred with Full XL or Queen sleepers with Nest, Hybrid, Level, or Easy Functions.**  Overhead view (Preview Diagram)

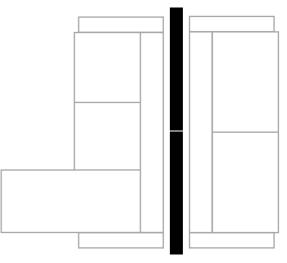
**\$248** LUONTO BLACK DIVIDER WALL LARGE

DIVIDER WALL - FLOOR PLACEMENT

Width:	78.75 in/200 cm
Height:	
Depth:	2.25 in/6 cm

*Rules: Limit 1 Large Wall per 2 compatible floor models. Refer to above overhead view diagram for installation reference.* 





# x2 Small Wall

### On Floor (Includes Hardware)

We're big on quality, and we believe quality presentation makes a big difference for the sale. Our divider walls offer a clean and organized method of floor model layout.

A "x2 Small Wall" is best paired with a sofa or sectional sized sleeper or stationary frame. **Preferred with King Sleepers (Nest, Hybrid, Level), or Sectionals or Easy Deluxe Sleepers.**  Overhead view (Preview Diagram)

**\$438** LUONTO BLACK DIVIDER WALL SMALL : QTY 2

DIVIDER WALL - FLOOR PLACEMENT

Width:	
Height:	
Depth:	2.25 in/6 cm

*Rules: Limit 1 x2 Small Walls per 2 compatible floor models. Refer to above overhead view diagram for installation reference.* 



Top view (Preview Diagram)

# Wall Topper

### **Requires Divider Wall**

All galleries are different, requiring different applications to support the floor models. For galleries with limited or no nearby wall space, we've designed these wall toppers to be used in conjunction with our divider walls to support the frames on either side of the wall.

Holds up to 2 function cards, each facing outward toward the respective frame.

Side view (Preview Diagram)

\$2 LUONTO WALL TOPPER (1 CLIP / 2 SIGNS)

WALL TOPPER – MOUNT + FUNCTION CARD

Width:	9.5 in/24 cm
Height:	
Depth:	1 in/2.5 cm

Rules: Limit 1 mounting clip per divider wall. Select all the cards required to support your floor models. Refer to above diagrams for installation reference.



# **Stop! Sleeper**

## Fabric Decal (Apply to Cushion)

With many of our sleeper designs, it is difficult to identify them as sleepers by the look of them in the closed position. We created these "Sleeper" Stop Sign decals to call attention to your Luonto Floor models.

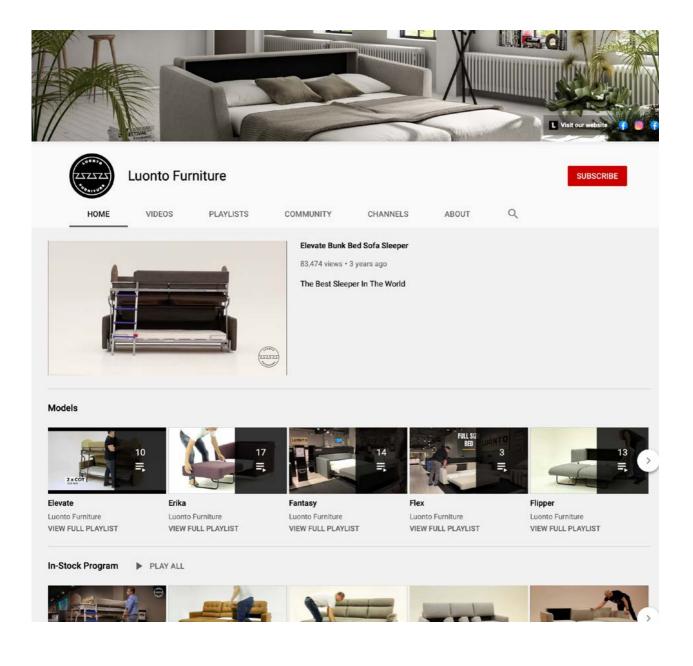
Simply select whichever color works for your gallery, and stick one decal on the back cushion of any of our sleeper frames.

<sup>\$</sup>10

STOP-SLEEPER-(BLACK)

STOP! SLEEPER DECAL - APPLY TO	O UPHOLSTERY
Width:	6 in/15 cm
Height:	6 in/15 cm

Rules: Limit 1 decal per Luonto sleeper floor model. This decal uses temporary adhesive that is compatible with upholstery. CAUTION: AVOID USE IN DIRECT SUNLIGHT. UV EXPOSURE CAN EFFECT DECAL ADHESIVE, CAUSING DAMAGE TO UPHOLSTERY.



## **Product Media**

Compatible with Your Smart TVs

If you have Smart TVs set up in your gallery, we want to make sure you know you can take advantage of our video content.

Available from our YouTube Channel, you have access to hours of organized content to make your showings seamless. Select our In-Stock Program Playlist, limiting videos to our Stock Program. There is much more to explore.



FREE

### www.youtube.com/luontofurniture

*Our Youtube Channel content is available for your usage. Organized into playlists by frame, program, or functions. All free to stream.* 

# **Upholstery Support**

The final touches for your Luonto Furniture showroom space is all the material to help sell from our Made To Order Program. From Fabric to Leather, our sample swatches help you confidently make selections to build the ultimate designs for your customers.





$\mathcal{C}$		
LUONTO UPHOLSTERY WATERFALL SAMPLES		

# **Upholstery Rack**

## On Floor (Includes Hardware)

Order an Upholstery Rack to have a specialized location to store all your Luonto Furniture Upholstery Handles. Whether for our In-Stock Program, or our Made to Order Collection, this branded Luonto rack can house it all!

Perfect for storing extra catalogs on the lower shelf too. Comes with all collection Waterfall Samples and In-Stock and Leather Handles. \$360 FABRIC RACK BLACK

### UPHOLSTERY RACK - FLOOR PLACEMENT

Width:	11 in/27 cm
Height:	
Depth:	

Rules: Limit 1 Upholstery Rack per gallery. Must be accessible on your floor and no more than 10 feet from the Luonto Floor Placements.



## **Prescott Grade**

Leather Sample Book (5000+10%)

Our Prescott Collection includes 105 specialty colors of Italian Top Grain Leather. Our Prescott Grade Leather is available on any of our Made To Order frames.

Note: Due to the luxurious nature of these leather types, Prescott Collection samples are only able to be ordered as a booklet, larger or individual swatches are not available.

<sup>\$</sup> 50
PRES-LEAT-SAMP-MAP

### PRESCOTT GRADE LEATHER COLLECTION

Width:	8.5 in/21.5 cm
Height:	11.75 in/30 cm
Depth:	

*Rules: Limit 1 Prescott Grade Leather Samples per gallery. Must be accessible to your sales team on your floor.* 

INCLUDES 105 Leather Color Swatches

@luontofurniture

Farda Stationa

LUONTO ZZZZZZ <sup>1</sup>URNITUR<sup>1</sup>

## **Catalogs & Price Lists**

The meat and potatos of any sale are catalogs and price lists. We know in today's age, there are many tools we can take advantage of to more efficiently use this kind of data.

And so, we have taken progressive action to blend the digital with the hard copies. From interactive tools throughout the printed catalog offering dynamic rich information to be easily accessible, to a fully dynamic digital edition of our catalogs enabling link sharing or downloading for offline use.

We think this combination of media will help empower all our customers to use our content in their best way.



# Complete Collection

### Printed Catalog (No Pricing)

Our Complete Collection catalog offers our full year's line up of our best and most relevant and compelling designs. Each year we curate a balanced collection of sleeper and stationary styles, delivering fine functional furniture to our customers. This collection is the best summary of who we are as Luonto Furniture.

## \$12/each

CATALOG-COMP

### **UPHOLSTERY RACK - FLOOR PLACEMENT**

Width:	7.5 in/19 cm
Height:	
Depth:	

Rules: Complete Collection catalogs must be publicly accessible in the gallery. No more than 3 feet from the Luonto Floor Placements.



# **In-Stock Cost**

### Printed Catalog (FCA Charleston)

Our In-Stock Program consists of our best selling and most popular styles. Each year we introduce new frames based on our customer feedback, and retire slower moving inventory to make room for new exciting designs.

These booklets include pricing for each In-Stock variety, with all the specifications and details required to support your team on the floor.

## \$**10**/each

CATALOG-FCA

### **IN-STOCK FCA CHARLESTON - COST**

Width:	7.5 in/19 cm
Height:	
Depth:	

Rules: In-Stock catalogs must be used to your discretion. FCA Charleston books are not to be shared with the end-consumer as they include wholesale prices. Note: Red signals "STOP"



# In-Stock MAP

## Printed Catalog (Minimum Ad Price)

Our In-Stock Program consists of our best selling and most popular styles. Each year we introduce new frames based on our customer feedback, and retire slower moving inventory to make room for new exciting designs.

These booklets include pricing for each In-Stock variety, with all the specifications and details required to support your team on the floor.

## \$**10**/each

CATALOG-MAP

### IN-STOCK MINIMUM AD PRICE - MAP

Width:	
Height:	
Depth:	

Rules: In-Stock catalogs must be used to your discretion. MAP offers a 2.3x mark-up on FCA Charleston pricing.



# In-Stock MSRP

Printed Catalog (Suggested Retail)

Our In-Stock Program consists of our best selling and most popular styles. Each year we introduce new frames based on our customer feedback, and retire slower moving inventory to make room for new exciting designs.

These booklets include pricing for each In-Stock variety, with all the specifications and details required to support your team on the floor.

### \$10/each

CATALOG-MSRP

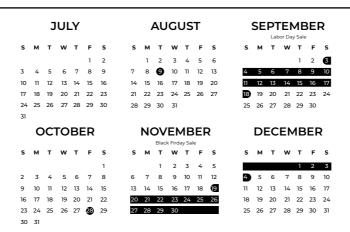
### IN-STOCK SUGGESTED RETAIL - MSRP

Width:	7.5 in/19 cm
Height:	10.25 in/29 cm
Depth:	

*Rules: In-Stock catalogs must be used to your discretion. MSRP offers a 3.3x mark-up on FCA Charleston pricing.* 



### VISIT WIKI.LUONTOFURNITURE.COM



© 2021 Luonto Furniture, Inc. | Marketing@luontofurniture.com | (888) 255 2951 | wiki.Luontofurniture.com

# Promotions

### Scheduled Luonto Sales

Each year we promote several sales where we offer a 5% match for specific items in our collection. Any of our Retailers can participate. And we encourage matching our 5% to offer 10% to the consumer.

All details for the Promotional Calendar are digitally available at wiki.luontofurniture. com and ahead of each sale will be a required

## **Requires Enrollment**

LUONTO PROMOTIONAL CALENDAR

enrollment form, which helps us know what frames you have on your floor at that time and provides us with critical contacts for your store.

Once you submit the form, you will receive the current Promotional Code for the upcoming sale, to be included on any valid Purchase Orders.

# Configure **Your Order**

Make ordering from a Luonto Authorized Retailer effortless. Use the process below to decide exactly what you want. Spend less time shopping and more time relaxing on your new Luonto Furniture!

> Select a Category Are you seeking a Functional, Modular, Stationary, or Dining Design

# 2 Select a Design

Pick the design you like. For example, the "Monika" design



### Select a Style

Every design is available in specific styles. "Monika" is available in Chair, Small Loveseat, Large Loveseat and Sofa

Select Upholstery and Color 4 Select from available In-Stock Upholsterv options or choose your Upholstery and color for a design Made to Order

Select a Leg and Color 5 Each design is compatible with specific leg styles. Each leg style has specific colors. Choose from In-stock options or

choose your Leg Style and Color for a design Made to Order Select Accessories

Add Decoration Pillows, a USB Charger, Ottomans, Headrests, or a Mattress Protector to your order to make your design more you!

## Locate an Authorized Retailer

## **FINLAND FACTS**

the land of a thousand lakes Capital : Helsinki Population : 5.5 Million Currency : Euro (€) Area : 130.5 sq mi (2x Florida State) Lakes : Over 188.000 Land: 70% Forests, 10% Lakes

Finland one of the largest producer of timber products in Europe. Forestry here is managed sustainably in order to preserve the health of the earth and our environment.

6

# LUONTO WARRANTY

The exclusive Luonto Furniture Inc. warranty becomes effective upon the delivery date of furniture and is non-transferable. Luonto Furniture Inc. will repair or replace at our discretion any piece of furniture that is defective in material or workmanship under the terms and conditions outlined here. If Luonto Furniture Inc. determins that a repair is impractical, you will be furnished a substitute of the same or similar color, design, and guality.

THE REPAIR OR REPLACEMENT OF DEFECTIVE GOODS CONSTITUTES LUONTO FURNITURE INC. ENTIRE OBLIGATION. THERE ARE NO OTHER WARRANTIES, EXPRESSED OR IMPLIED, INCLUDING ANY WARRANTY OR MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

#### Please register your purchase at www.luontowarranty.com

How to proceed if you observe a defect:

First and foremost, should you notice a manufacturing defect, it is important that you promptly notify the Authorized Retailer where your purchase was made. If it is impossible or impractical to notify your local retailer, please submit your claim to Luonto Furniture Inc. Customer Services. To exercise your rights under this warrant, you must submit the original sales receipt and delivery ticket when making a claim.

For your convenience, there is a Toll Free number: (888) 255 2951 ext 3 or email: customerservice@luontofurniture.com

CATEGORY	Period	COVERED COMMENT
Frames & Springs	10 Years	<sup>1</sup> Warranted against loss of resilience under normal conditions. All
Mechanisms	2 Years	cushions and pillows will naturally soften with normal use. This is not a material or manufacturing defect.
Cushion Cores, Pillow Inserts, Back Cushions, Back Pillows and Padding	2 Years <sup>1</sup>	Warranty does not cover any normal softening of cushion core, flattening of a fiber top or loss of loft.
Sleeper Mechanisms	2 Years	<sup>2</sup> Warranted against seam slippage, fraying, and dye transfer. Except where intrinsic to natural characteristics of fabric (i.e., velvets,
Sleeper Mattresses	1 Year	silks), warranted against nap loss and marking. All COM (customer's
Electrical Components, Motors, and Controls	1 Year	Own Material) and merchandise subject to after-market protective treatments are excluded from warranty.
Covering Fabric	1 Year <sup>2</sup>	<sup>3</sup> Warranted against splitting, seam slippage, and dye transfer. Nature's
Covering Leather	1 Year <sup>3</sup>	own characteristics such as wrinkling, marking and variations in grain or color are not covered.



1 il luitet

Timo Viitala, Chairman Of The Board Pohjanmaan Kaluste LTD.

### PLEASE REGISTER YOUR PURCHASE AT WWW.LUONTOWARRANTY.COM





Founded in 1964 in Finland on the idea, "Quality furniture should be available at fair prices". With each generation we have kept our commitment to quality at the center of every decision, enabling us to maintain this vision and continue delivering high quality furniture priced fairly.

### Visit Our Showroom

### HIGH POINT MARKET

### LAS VEGAS MARKET

IHFC Showroom D-1036 210 E Commerce Ave, High Point, NC 27260 WMC Building B 701 475 S Grand Central Pkwy, Las Vegas, NV 89106

Follow Us



@luontofurniture

Or Visit Us Online at luonto.com

#### LUONTO DISTRIBUTION CENTER

1007 Trident Street, Suite A, Charleston, SC 29410 customerservice@luontofurniture.com

©2023 Luonto Furniture® All rights Reserved. v3