



THE **Flash** REPORT

How WPF Members are Growing Sales and Profits with the Industry's Most Progressive Dealer Group



WAVE
Casegoods



Value and Quality Help Ontario Dealer Ride a Wave to Success

BUSINESS INTERIORS

Even in these tough times, there are still plenty of people out there who for one reason or another are in the market for new office furniture. But their budgets are tighter than ever and they're looking not just for quality, but for a genuine, value-driven solution.



WAVE
Casegoods



The good news for WorkPlace Furnishings dealers is that their membership in WPF gives them access to a broad range of product that delivers superior value and then some!

BUSINESS INTERIORS

Case in point: WPF's private label line of casegoods. Offered exclusively only to WPF dealers under the WAVE brand, the line provides a very attractive option for any budget-conscious buyers looking to outfit their private offices, open plan areas and conference rooms.

Just ask Jeff Crane, president of the POI London Partnership in London, Ontario. Last summer, Jeff and account executive Mark Edmunds sat down with a new prospect to discuss their need for new furniture.

"They were looking for good quality, durable product for five private offices and about 25 workstations and price was a key consideration," Jeff explains. "They weren't necessarily focused on finding the lowest possible price but they did emphasize the need for maximum value from their purchase."

Under any circumstances there would have been plenty of competition, but with business already starting to soften, it was particularly fierce for Jeff and his team. Fortunately, though, once

the prospect saw the WAVE product, competition just faded into the background.

"They really liked the overall fit and finish of WAVE and even if we weren't the low bid, our pricing was very competitive," Jeff reports. "Debbie Young and her team at Woodlore (private label mfg. of WAVE) couldn't have been easier to work with or more supportive."

The result: Less than three months after POI and their new client started talking the furniture was delivered and installed. "The product came in about two weeks after we placed the order and it was virtually flawless," Jeff recalls. "We had one work surface with a minor blemish and that was all!"

The bottom line: Access to WAVE allowed POI to secure a new client, beat back competition and generate some attractive margin dollars in a tight market.

To learn more about how you can use the WPF family of value-driven suppliers to do the same for your dealership, visit the Supplier Information section of www.wpfdealer.com.