

Raphaël

INTERACTIVE BRUSH DISPLAY A STROKE OF GENIUS THAT GROWS SALES

SELECTING THE RIGHT BRUSHES IN THE RETAIL ENVIRONMENT CAN BE VERY TRICKY AND STRESSFUL, AS IT REQUIRES A LOT OF COUNSELING AND BRUSHES DO LOOK VERY SIMILAR. FINDING A STORE ASSOCIATE WHO KNOWS ENOUGH TO HELP ARTISTS MAKE THE RIGHT CHOICE CAN BE EQUALLY CHALLENGING.



Featuring Three-Unit Floor Display
79" (H) x 56 1/4" (W) x 15" (D)



TO OVERCOME SUCH DIFFICULTIES, RAPHAËL BRINGS AN INNOVATIVE SOLUTION: THE INTERACTIVE DISPLAY THAT BOTH GUIDES END-USERS WHEN CHOOSING A BRUSH AND ASSISTS SALES ASSOCIATES IN KEEPING THE MERCHANDISING ORGANIZED.

DISCOVER HOW TO MAXIMIZE CUSTOMER SATISFACTION AND SIMPLIFY YOUR LIFE WITH THE RAPHAËL REVOLUTIONARY INTERACTIVE DISPLAY!

MAKING EVERYBODY'S LIFE EASIER AND CREATING A NEAT ENVIRONMENT

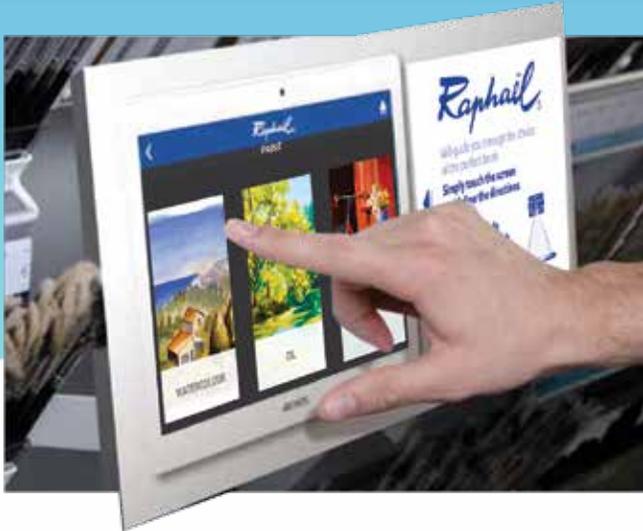
- ENCOURAGES SELF-SERVICE
- BETTERS CONSUMER SATISFACTION
- INCREASES LOYALTY
- CLARIFIES PRODUCT RANGE
- BOOSTS SALES
- SIMPLIFIES RESTOCKING
- MAXIMIZES SPACE
- OFFERS CONFIGURATION OPTIONS
- KEEPS DISPLAY CLEAN



TWO INTERACTIVE FUNCTIONS FOR A FLAWLESS SHOPPING EXPERIENCE

HOW TO FIND THE RIGHT BRUSH AND ITS LOCATION

A. USING THE INTERACTIVE TOUCH SCREEN

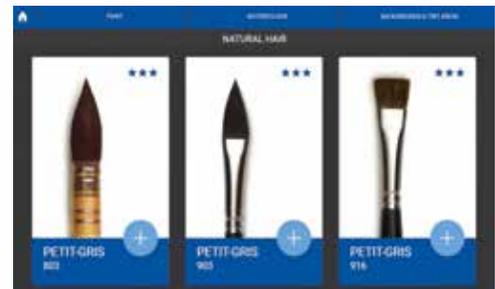


*Want to pick based on budget?
Follow the Star System and opt for
the Brush that fits your needs.*

CHOOSE THE MEDIUM

SELECT THE TECHNIQUE

DISCOVER THE SUGGESTIONS



WATCH THE SHORT DEMO
FIND THE BRUSH ON THE DIAGRAM

B. SCAN THE BRUSH THAT CATCHES YOUR ATTENTION



GRAB A BRUSH

SCAN THE BAR CODE

WATCH THE SHORT DEMO
FIND THE BRUSH ON THE DIAGRAM



DO NOT MISS THE USEFUL Q&A ON BACK PAGE

FREQUENTLY ASKED QUESTIONS

Q. *Do the racks have different configurations?*

A. Yes. They are also modular (Floor or Counter) to enable different pre-set brush assortments, but the software cannot be customized further.

Q. *Does my staff have to build and load the rack?*

A. No. The rack will come built and fully loaded.

Q. *Can I put more merchandise than in a traditional rack?*

A. Yes. The configuration of the rack maximizes the floor space, making it more profitable.

Q. *Can it be used without the interactive tablet?*

A. Yes, but why? Each shelf has a flip channel strip showing the brush information on the facing and bar codes on the back side for easy restocking.

Q. *Does the rack increase visibility?*

A. Yes. The innovative rack acts as a magnet for customers.

Q. *Does the interactive function improve staff productivity?*

A. Yes. The bar code scanner speeds up restocking and the touch screen allows customers to choose without too much help.

Q. *Does the interactive display increase sales and turns?*

A. Yes. End-users tend to buy more brushes as the educational videos increase their confidence.

Q. *Does the store need an electrical hook-up?*

A. Yes. However, the tablet has a battery capacity of a few hours (very useful in case of a power shortage).

Q. *What if my tablet has a problem?*

A. Savoir-Faire's customer service will arrange for a replacement.

Q. *Can the tablet be used for other purposes?*

A. No. The tablet is pre-programmed and protected.

Q. *Is there a risk someone would steal the tablet?*

A. Theft is minimized with a locking mechanism.

Q. *Is the use of the tablet intuitive?*

A. Yes. A decal points to both the tablet and scanner for the initial use, and then the touch-screen function allows for a step by step process.

Q. *Is there sound associated with the videos?*

A. No. There is no interference with the store life.

Q. *How do customers choose their brush?*

A. They can go by medium and technique, or by quality, and watch the demo video and/or go to the brush locator. They can also pick a brush they like, scan it and discover how it works.

Q. *Is the program suitable for my website?*

A. Raphael is working on an online version.

**CALL CUSTOMER SERVICE FOR THE CONFIGURATION THAT WORKS BEST FOR YOUR STORE
(6-Unit Counter - 4-Unit-Counter - 3-Unit Floor - 2-Unit Floor)**

Tel : 415.884.8090 www.savoirfaire.com



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by Savoir-Faire