

The “Shop-in-Shop by Aw”

The efficient solution





AW is a European manufacturer of tufted carpet with production plants in Ronse (Belgium) and Liberec (Czech Republic). In 2016, the company's annual turnover was around €178 million. Thanks to a focus on innovation and the expertise of its 650 employees, the company is one of the leading lights on the carpet market. AW maintains partnerships with its customers in over 60 countries with the United Kingdom, Germany, France, Scandinavia and Central Europe being among its main markets.

The “Shop-in-Shop by AW”

The efficient solution for more customers
and higher turnover!

The “Shop-in-Shop by AW” is a bundle of successful concepts and innovations: Sensualité®, Invictus®, Schöner Wohnen, Lifestyles, etc.

Customers can stroll around the collections, which are presented in clear displays, in a relaxed atmosphere.

Are you looking for a certain colour? Do you have a precise budget? Are you looking for a carpet to match your wallpaper?

The interactive AW tool will find the perfect carpet for you in a few simple steps.

The interactive “Shop-in-Shop by AW” not only enables customers to make a perfect decision, but also delights the shopkeepers because they can include a tool with fantastic experience value in their product offer.

The “CARPET ADVISOR” will definitely create greater loyalty and provides the sales team with a starting point to make the sales process even more successful.

The “Shop-in-Shop by AW” is a flexible solution for the modern retailer. Multiple modules can be tailored individually to the concept of your store to create a fantastic shopping experience.

Would you like to find out more about the “Shop-in-Shop by AW”?

Nadine Meseure will be delighted to tell you about the wide range of opportunities.

Contact:

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Customers simply cannot ignore the “Shop-in-Shop by AW” ...

For more customers
in your carpet department!



“Shop-in-Shop by AW”

is a dynamic overall solution for successful carpet sales. Offer your customers a positive buying experience with the best of the premium qualities from AW and the interactive, digital Carpet Advisor.



Flexible & modular

The “Shop-in-Shop by AW”
can be individually tailored
to your shop.





1. CARPET ADVISOR

Informative films, an entertaining lifestyle test, an interior design configurator and a fast search function: go on a digital journey through the successful AW collections with the Carpet Advisor app and your customers. With an extra large screen for an outstanding visual experience.

2. SENSUALITÉ

The stylish photos of the Sensualité® display can be seen from every angle and are backed by a crystal clear message: super soft carpets, specially developed for the bedroom. With large samples in four qualities from the extensive Sensualité® product range.

3. METAMORPHOSIS

This designer carpet is the soft alternative to marble, concrete and cement tiles. The Metamorphosis collection is supplied in perfect form in the Duo-Display: flexible, compact and for easy integration into the "Shop-in-Shop by AW". Two qualities to choose from, with matching inspiring images.

4. INVICTUS

The Invictus® display is just as expressive as the carpet itself. It has a playful touch with rotating elements which continuously create a new look. With large samples, the complete Invictus® collection on just one square metre.

5. MY LIFE STORY

Everybody has a personal style, everybody has a favourite colour. The butterfly display from AW enables you to find your customer the perfect carpet in a trice. Now in a new version for an even more stimulating purchase experience.

6. SCHÖNER WOHNEN

With its inspiring interior photos, mobile elements and large samples, the Schöner Wohnen display is just as great a trendsetter as the largest lifestyle magazine in Europe itself. The entire collection in a compact display: 8 qualities in 12 colours each.





SENSUALITÉ®

SUPER SOFT CARPETS

SO SOFT...
YOU WANT TO DRAG IT INTO BED

WWW.SENSUALITE.EU



SENSUALITÉ®

SUPER SOFT CARPETS

Sensualité® is the embodiment of tenderness and strength, so cuddly yet so durable. Sensualité® is made up of nine collections, each in a wonderfully subtle range of colours. The ideal carpet for a bedroom, full of softness, comfort and luxury.

The yarn, iSense®, is a unique, extremely soft polyamide yarn that outperforms any other carpet yarn when it comes to soothing comfort. Who wouldn't want to simply climb out of bed barefoot onto a silky soft, warm, comfortable carpet which is also durable?





INVICTUS®
GREAT CARPET · INVINCIBLE COMFORT

GREAT CARPET,
INVINCIBLE COMFORT



INVICTUS®

GREAT CARPET · INVINCIBLE COMFORT

Invictus® stands for invincible comfort that will convince even the most demanding amongst you.

The carpets' stunningly rich texture and opulent body is created using another revelation: iVinci®, the latest generation of solution dyed olefin yarns combining appealing softness with superb colours and outperforming stain resistance.

The yarn, iVinci® was developed in close collaboration with world-leading yarn manufacturers using state-of-the-art extrusion equipment combined with an unrivalled in-depth knowledge of polyolefin chemistry. The unique shape of the polyolefin filaments' cross-section and the high number of filaments both contribute highly to the outstanding softness, bulk and lustre of iVinci®.





Our latest recruits will reinforce your sales team:
HANNES, MAE, BAS, ANASTASIA AND MICHEL!

Our brand new display will tell you a story with many chapters

- 18 inspiring new qualities: 6x loop pile, 7x Saxony, 4x frieze and 1x textured loop pile
- Extensive sample catalogues, including additional hangers
- Supplementary sample box – easy to transport, perfect for advising customers at home or in your store

Fun and efficient customer advice

With five clearly segmented lifestyles, each with its own colour collection, it has never been so easy to help your customer choose the perfect carpet.

Find out which lifestyle your customer prefers and create an emotional link between your customers and their carpets.

My Life Story

the new #stories carpet collection

Our “My Life Story” ambassadors are keeping it real

Our time-tested, proven lifestyle concept focuses on the lifestyle and preferences of your customers. That is why the updated version of our display, with its young, modern images and numerous links to internet media, is aimed at a wide range of customers.

They can immediately identify with our five ambassadors – real people with real homes, a passion for lifestyle and a powerful presence on internet media.

Here come Hannes, Mae, Bas, Anastasia and Michel.





Lots of AW partners have already chosen the “Shop-in-Shop by AW”!

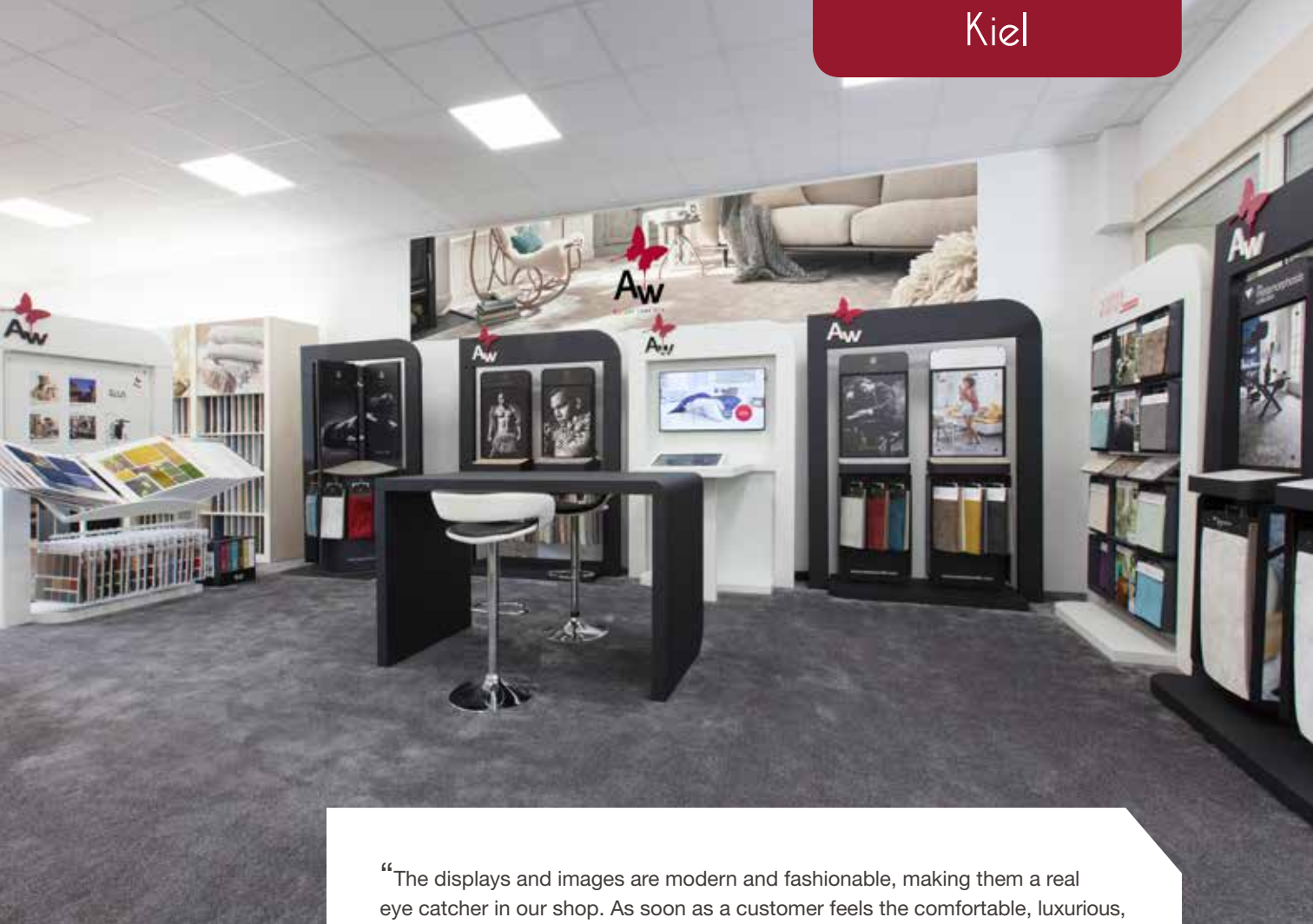
Be inspired by these 5 success stories



The efficient solution for more customers and higher turnover!

1. Knutzen - Kiel
2. Hess - Königswinter
3. T-T Christiansen - Braunschweig
4. Scholz - Schöningen
5. Wohnstore Stelter - Versmold

Knutzen Kiel



“The displays and images are modern and fashionable, making them a real eye catcher in our shop. As soon as a customer feels the comfortable, luxurious, soft products, the purchase is decided!”

Mr. Gloe

Hess

Königswinter

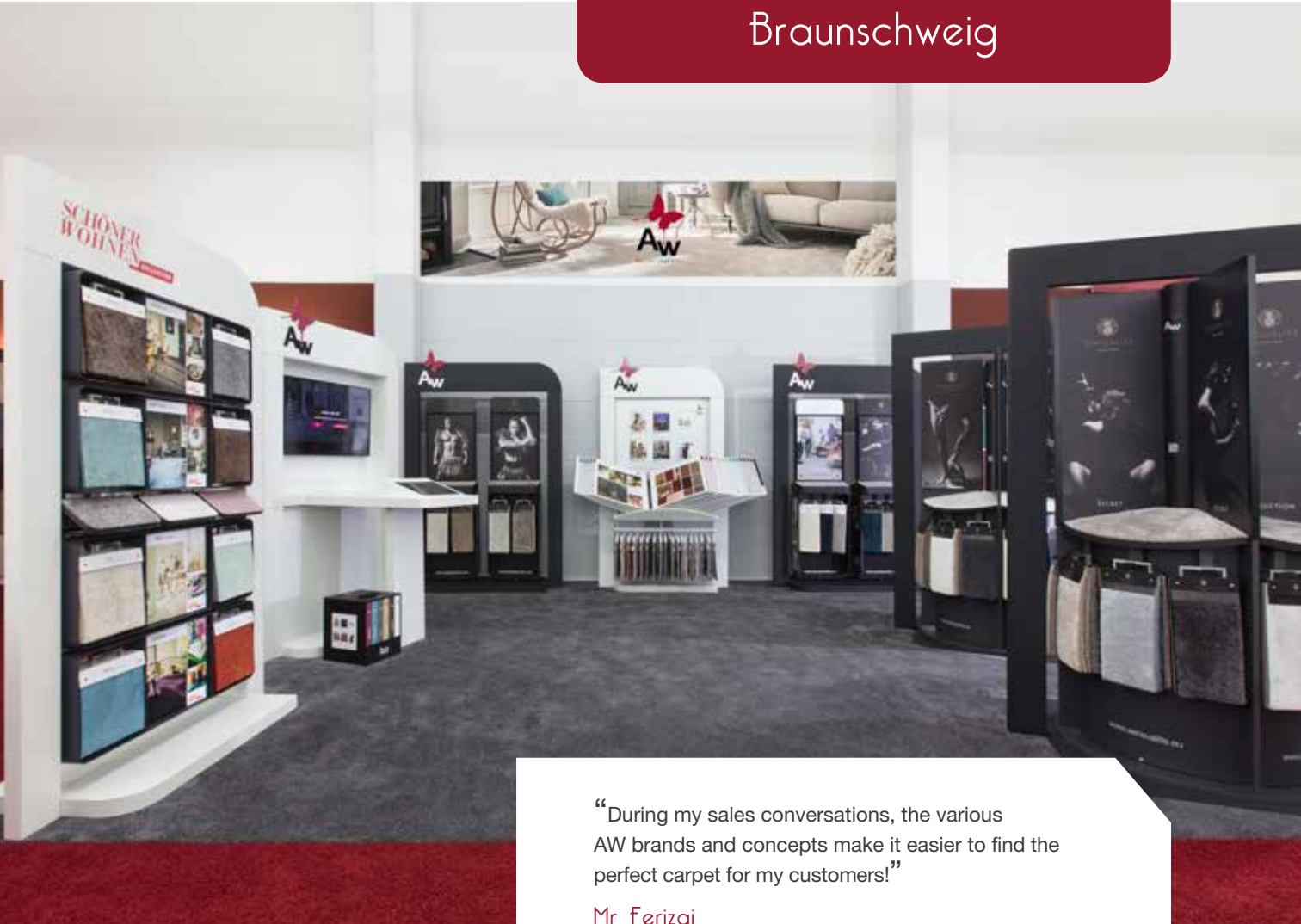


“Since I have the ‘Shop-in-Shop’ from AW in my store, customers simply cannot ignore AW! This has enabled us to double our general cut length turnover! The shop has significantly increased the readiness of customers to buy high quality carpets! It enables AW to present itself as a prestige brand.”

Mr Hess



T-T Christiansen Braunschweig



“During my sales conversations, the various AW brands and concepts make it easier to find the perfect carpet for my customers!”

Mr Ferizaj

Scholz Schöningen

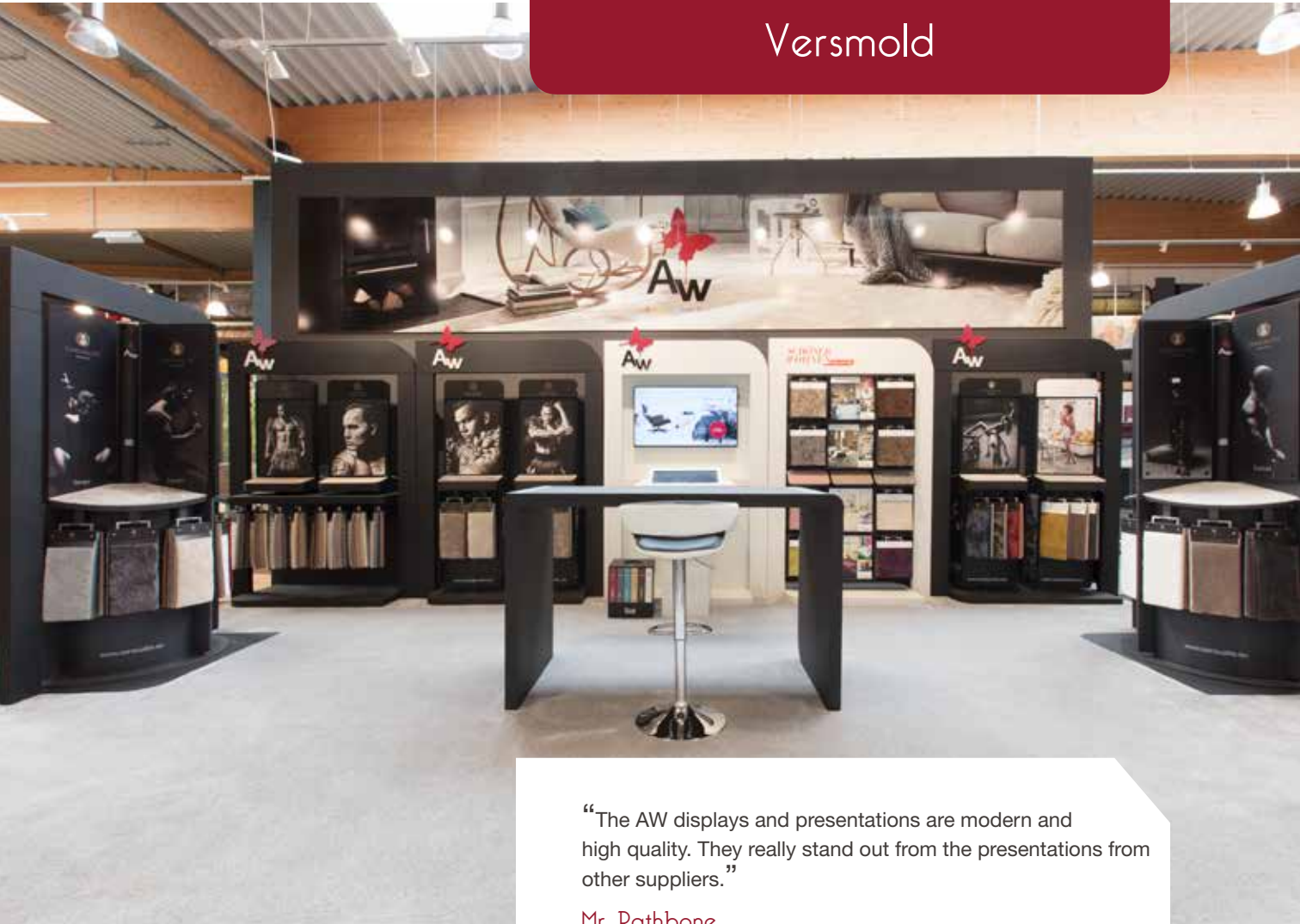


“The AW products in the attractive shopping island are a real bonus for my shop. My customers discover how soft the carpets are from the large samples on the stands... And they often take their shoes off when they think I'm not looking. Their kids take off their jackets and lay down on the floor as if it were a bed.”

Mr Scholz



Wohnstore Stelter Vermold



“The AW displays and presentations are modern and high quality. They really stand out from the presentations from other suppliers.”

Mr Rathbone



www.carpetyourlife.com

