

# Page turners

➔ To attract consumer attention, the cover and section introductions are themed with a family of friendly Transformers uniquely and entirely created from images of business products

Bryony Taylor previews some of the 2008 catalogues hitting the office products industry.

## Catalogues

**Y**ou might have got misty eyed as you closed your doors for the Christmas break wondering where on Earth another year had gone. With all its ups and downs 2007 was a busy and interesting year in the industry, that brought with it a great many changes. But they are in the past. Some dealers came, others went, but you're still here, and in 2008 you're going to need a brand new catalogue to help you keep on top of your game. Here we present a preview of some of the new and innovative things coming to an office products catalogue near you.

### Integra Office Solutions

Integra Office Solutions has announced a number of changes for its 2008 catalogue. These changes have been implemented following a detailed internal evaluation and will be effective from 1 January 2008.

Aidan McDonough, MD at Integra Office Solutions, said: "Integra will offer more choice to its members than ever before. Every Integra member now has access to the largest catalogue they have ever produced. It features the biggest ever product selection and comes in two formats; a compact catalogue designed to appeal to those members wanting to offer a more focussed product selection, and a larger catalogue to give members a total office solution available to customers."

"By developing alternative formats members can access a catalogue that best suits their needs. With alternative pricing options from retail priced to net priced, members can also adopt a pricing strategy tailored to their business."

Integra has worked closely with wholesalers to ensure its members can utilise these catalogues irrespective of their stocking policy. Members can also benefit from a free initiative insert in the front of their wholesaler catalogue to further promote the brand to their customers.

"With green being a real buzz word in the industry right now, these latest catalogues highlight many more environmentally sensitive lines such as 100% recycled products including paper and archival storage, making it easier for the consumer to make a conscious buying decision to purchase green alternatives," continues McDonough.

### NEMO

NEMO's 2008 Office Style catalogue has undergone a radical transformation in both look and usage. To attract consumer attention, the cover and section introductions are themed with a family of

friendly Transformers uniquely and entirely created from images of business products, designed to endear themselves to the user. NEMO believes this exciting concept to be the first of its kind in office product catalogue design.

Product pages, completely re-styled, offer a fresh new look with each item, associated SKUs, prices and copy occupying its own space. The new layout is easy on the eye, enabling quick referencing and clear product identification with excellent branding and eco logo visibility. The Breast Cancer Awareness campaign is well represented by highlighted products throughout the catalogue and a dedicated section featuring the top brands that will support the three charities with donations from Office Style catalogue sales.

Two important features have been retained from the previous year due to popular demand. Firstly, the short cut-off easy reference section at the front of the catalogue and secondly the comprehensive index section by both brand and alphabetical list, completing what Nemo believes is their most innovative and inspiring catalogue ever produced.

### Office Club

The 2008 Office Club catalogue has increased in size predominantly to incorporate the increasing demand for products that minimise the effect on the environment, and to ensure these benefits are clearly defined.

For 2008 the covers are laminated using a film laminate produced from cellulose fibres, meaning that the laminate is recyclable and biodegradable. All pages are printed on an FSC paper.

The content of the catalogue continues to be presented in a simple manner with space allowed for clear imagery and an increasing amount of further detailing of product features and benefits, making use of application and lifestyle shots.

Unbranded Star Buy contract lines remain a key feature of the publication, although for 2008 there has been greater consideration to category management with a view to increasing the cash margins of dealers through product positioning on page.

Additionally, the 2008 publication features a consumer competition to win a Weekend for Two in Paris. The competition works as a response mechanism for members, helping them to develop and maintain customer database details.



## → Selling environmental products will certainly be a large part of office products dealer's lives in the forthcoming year

### Spicers

In response to shifting patterns in consumer purchasing, Spicers has sourced 2,600 new products for its *2008 a-z Big Book*, including a massive expansion in EOS and a focus on environmentally friendly and ethically traded office supplies. According to the wholesaler, Spicers continues to improve its marketing tools for dealers. These help resellers respond to trends in the market, such as the *Green Book* for the ethical consumer, and target specialist areas, including furniture, FM and legal supplies, with dedicated catalogues and mailers.

The development of Spicers catalogues is based on specially commissioned market research. In 2007, this research showed that paper catalogues are still very much in demand and are also key to driving online purchasing. This year all Spicers catalogues and mailers are being produced, where possible, on 100% recycled material – part of Spicers commitment to achieving ISO14001 accreditation in 2008.

And, for those end users who are greening their businesses and want to cut down on paper consumption, dealers can choose green *FLiCKi* – Spicers *Green Book* developed as an online, browseable catalogue dedicated to environmentally-friendly and ethically-traded products. Users flick through the pages using their mouse. New for 2008, this *FliCKi* will be perfect for generating new business as green issues move up the agenda.

### XPD

Dealer groups, Officepoint and OfficeStar, are launching a new style catalogue also to support the UK's ever growing environmental concerns.

The *Go Green* catalogue is a 68-page, A4-sized publication packed full of information features, each focusing on different environmental issues. The catalogue will run from February through to December 2008.

Kylie Rafferty, tactical marketing manager, comments: "So many so-called Green catalogues in the market simply lift a selection of recycled products

from a standard catalogue and bunch them into another samey looking mailer. We don't believe this goes far enough to explain the reasons why a consumer should choose these types of products. It is clear from all of our development work with consumers and suppliers, that green consumers tend to be interested in the effect that all of our activity has on our environment and not just recycled products."

The *Go Green* catalogue will provide an educational style of information about accreditations, organisations and why certain products are classified green and will provide members with the opportunity to promote their own environmental policy.

Rafferty concludes: "This is a tremendous opportunity to play an important role in addressing concerns over the environment and meeting the increasing customer demand for environmental information and product options."

Selling environmental products will certainly be a large part of office products dealer's lives in the forthcoming year, as anyone who attended wholesaler events towards the end of the year would have noticed. It's a demand that company's are responding to in earnest, as CPD's Matthew Skipworth noted, while promoting CPD's range of green cleaning products Maxima Green, people have come up to us and said that if they're presented with two products, but one has green benefits, then that's the one they'll go for every time.

Enjoy the innovations these catalogues bring to help maximise your sales in 2008. ●

