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# MULTIMO DEALER'S GUIDE



Discover the privileges of being a multimo representative with the store concept.



Make decoration ideas and store atmosphere more convenient for customers.



Dominate all details about product promotion and sales through marketing strategies.

**Since 1986...**

A solid orange horizontal bar spans the width of the page at the bottom.

# About Us

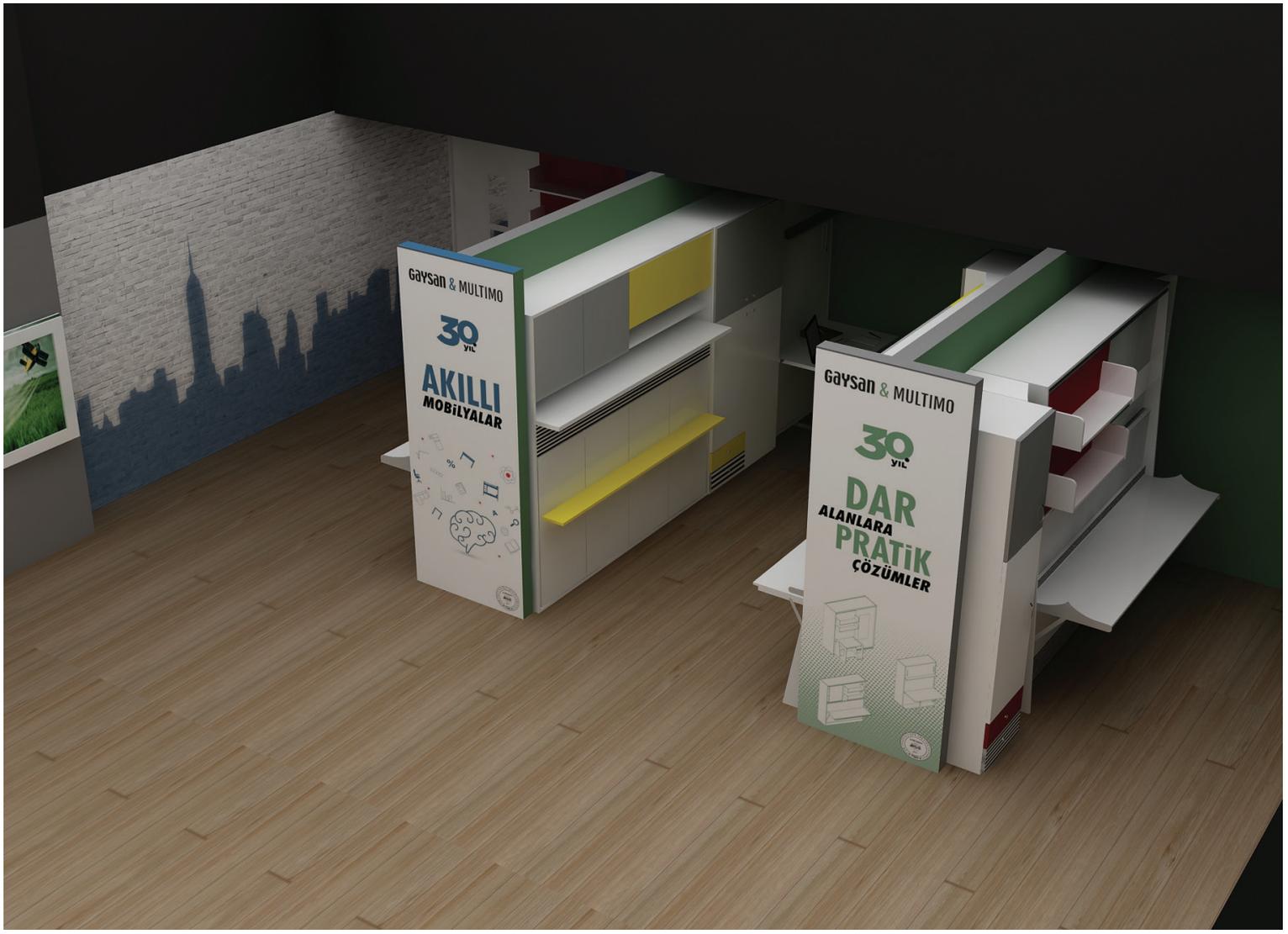
In the early 1980's, GAYSAN Gas Spring Co. first started its manufacturing with automotive spare parts production. As one of the leading manufacturer of gas springs, Gaysan adapted this technology to transformable wall bed furnitures after a long research and development. After this successful development, in 1986, GAYSAN Furniture Co. was established with the goal to provide quality, convenient and stylish wall beds that allow maximization of spaces. Since then, Gaysan Furniture is the one and only producer of multi-functional wallbed producer in Turkey.

The company is committed to provide the ultimate space-saving solutions with Multimo brand in world markets . In terms of product range and quality, it is among the first 5 producers in the world. As a result of our continuous R&D, tens of our patented functions we provide a bigger space and a desired comfort for living to today's ever shrinking places and homes. Our philosophy is not only to produce furnitures passing from father to son, but a confort, with continuous after-sales support which enables an even longer usage of our products. And our reward coming with this customer oriented service is, 97% satisfaction of our more than 200,000 customers.

The company has also realized some housing projects integrated with these wallbeds such as moving wall and compact container living. Student dorms, hotels, studio apartments, home-offices are just some of the company's succesfully proven decoration/ alraedy decorated projects.

Multimo company operates the production in 6000 sqm main factory in Istanbul/Turkey and in satellite production office in Romania.

Multimo is proud to be the leading manufacturer of unique wall bed designs and their mechanisms it self. By using the advantage of being an authority on manufacturing the mechanism the company can controle cost of end product so can offer the best quality/price equilibrium worldwide.



# 1 SHOWROOM CONSEPT

## 1.1. Grouping Products

While designing a lay out of the shrowroom we group our products as mentioned down below;

- Youth Room
  - Single Wallbeds + Complementary Units
  - Bunk Beds + Complementary Units
  - Regular Beds + Complementary Units

- Double Wallbeds + Complementary Units
- Practical Furnitures
- Sofas

Location of the models in showroom should be in order with this grouping. For example; we don't use model "Double Saloon" with model "Diva Academy" in the same group.

## 1.2. Seperator Description

We should create seperate room lay outs by using walls, this group seperation will help customers understand model's functions seperately. We design the outer side of these walls as "T shape" so that depth of the units can be hidden and we can put up posters on. Height of walls should be 240 cm posters should be selected from mentioned pictures down below. Each poster should fit with the wall color.



### 1.3. Posters

Posters should be selected from mentioned pictures down below. Each poster should fit with the wall color For example; the poster with blue writings should be used next to blue wall.

# MULTIMO

## 30 year

# FUNCTIONAL YOUNG ROOM



# MULTIMO

## 30 лет

# умна мебель





**Bucharest**

**Miami**

**Moscow**

**New York**

**Nice**

**Hannover**

**Istanbul**

**Devon**

**Czech  
Budejovice**

**Panama  
City**

**Amman**

**Santiago**

**Jerusalem**

**MULTIMO**



## 1.4. Wall Colors

Color choices for separator walls will be used from "RAL color space" brand, alternatives mentioned down below or any other brands' similar colors.



BLUE COLOR - RAL 5001



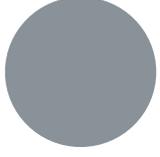
GREEN COLOR - RAL 6002



PURPLE COLOR - RAL 4006



YELLOW COLOR - RAL 1018



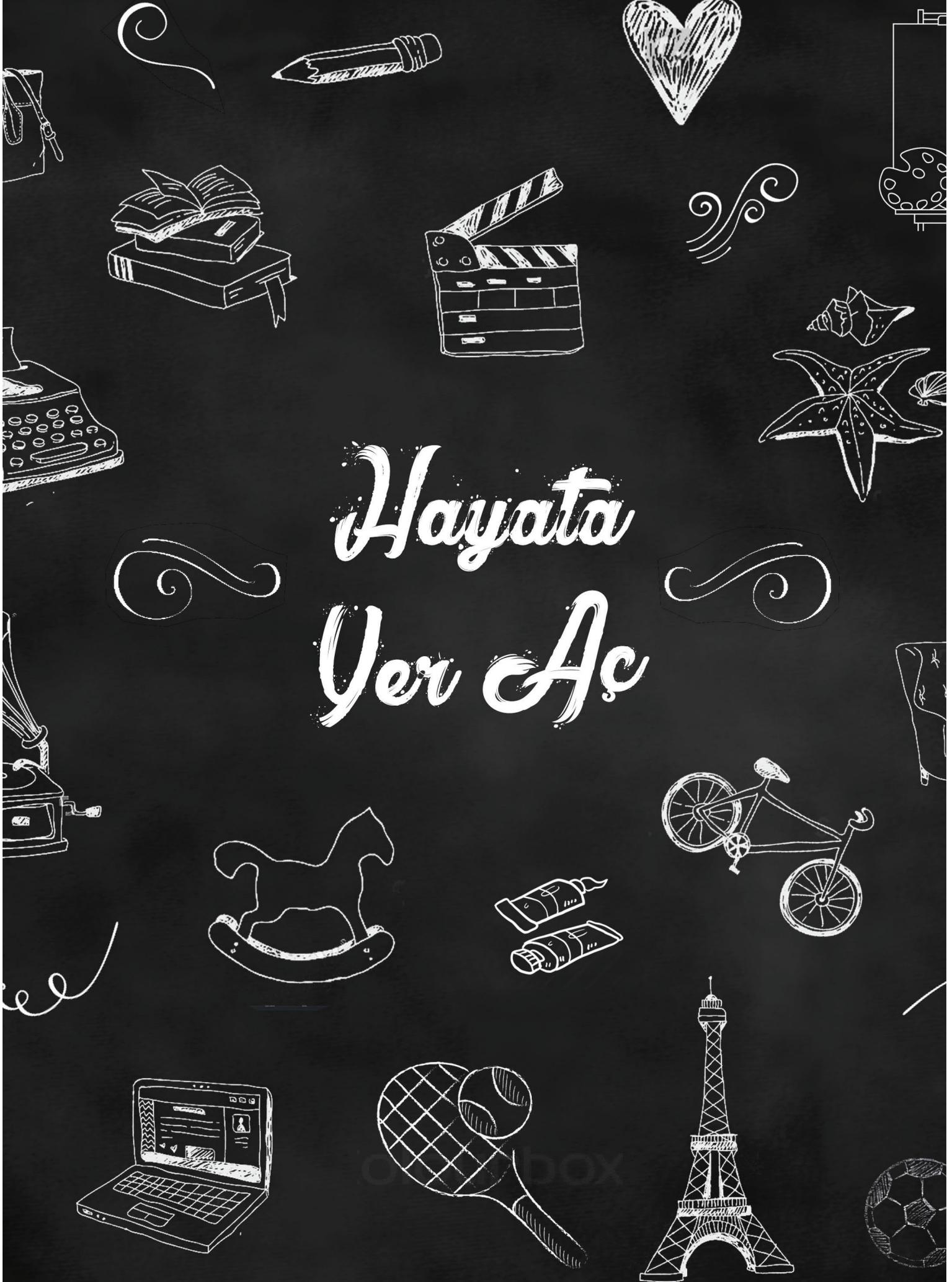
GREY COLOR - RAL 7046

CADENCE CHALK BOARD PAINT 2600 BLACK

Chalk Board 2600 black color will be applied on sanded and grinded wall and let it dry for 2 days. After this application surface will be patterned.



# Hayata Ver Ac



## 1.5. Floor

Agt brand PRK205 Alara oak (without seam) parquets will be used for flooring.



PRK205 ALARA OAK



## 1.6. Exterior

The logo and the colors will be used as designed in attached picture.



RAL 7016

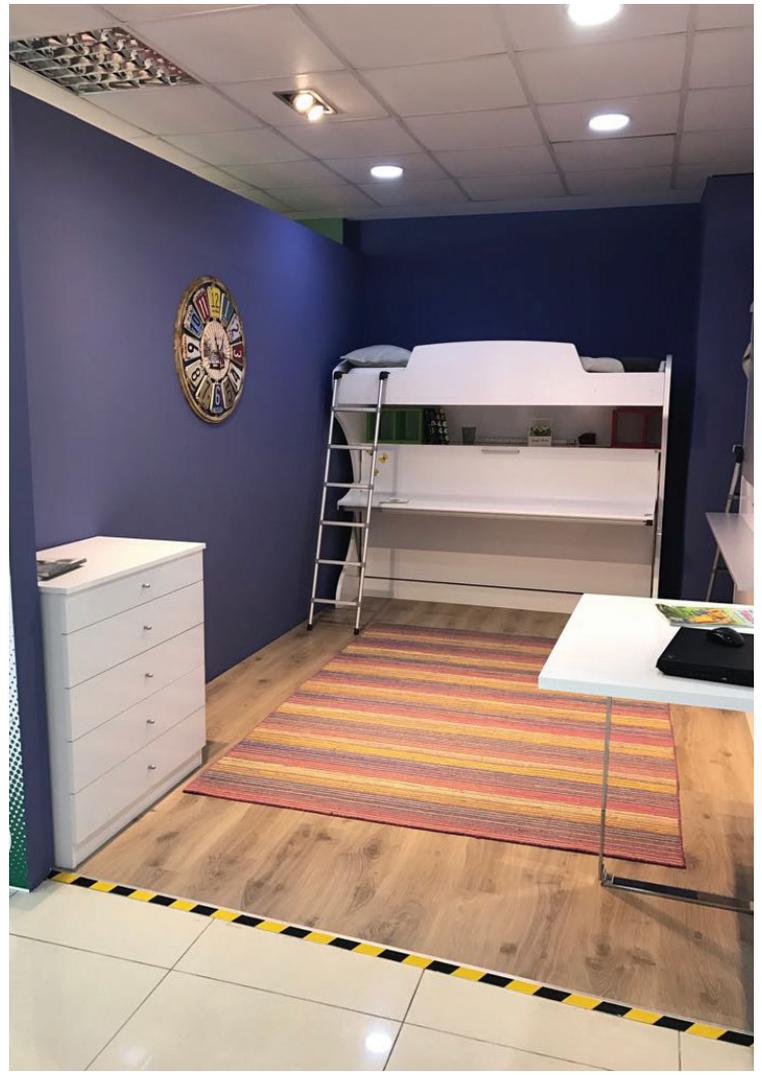


RAL 1003



## 1.7. Showroom Pictures 3D And Application







# 2 INTERIOR DECORATION

## 2.1. Carpets

Carpet models will be selected from the alternatives mentioned down below or can be supplied from Multimo company.



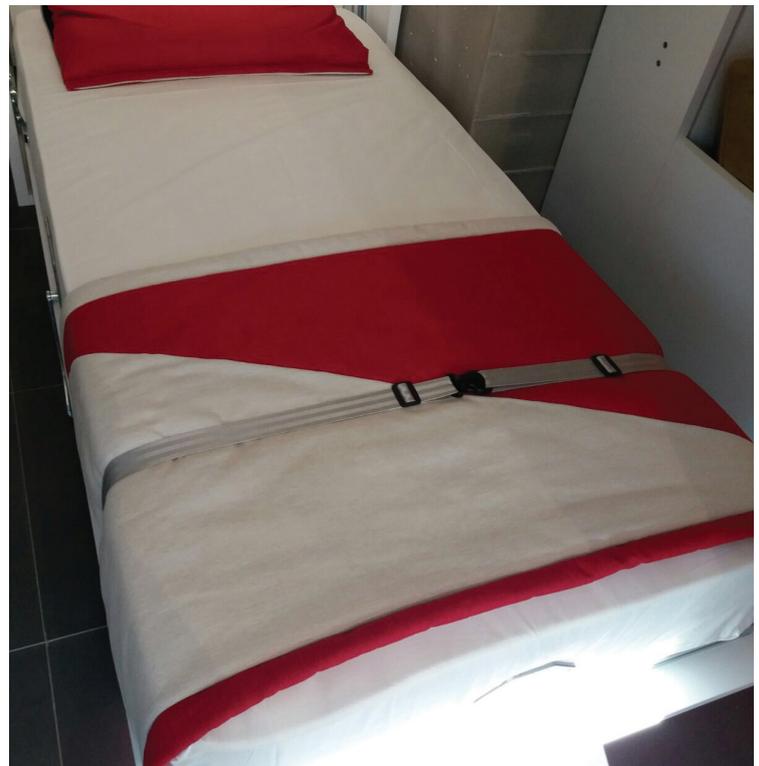
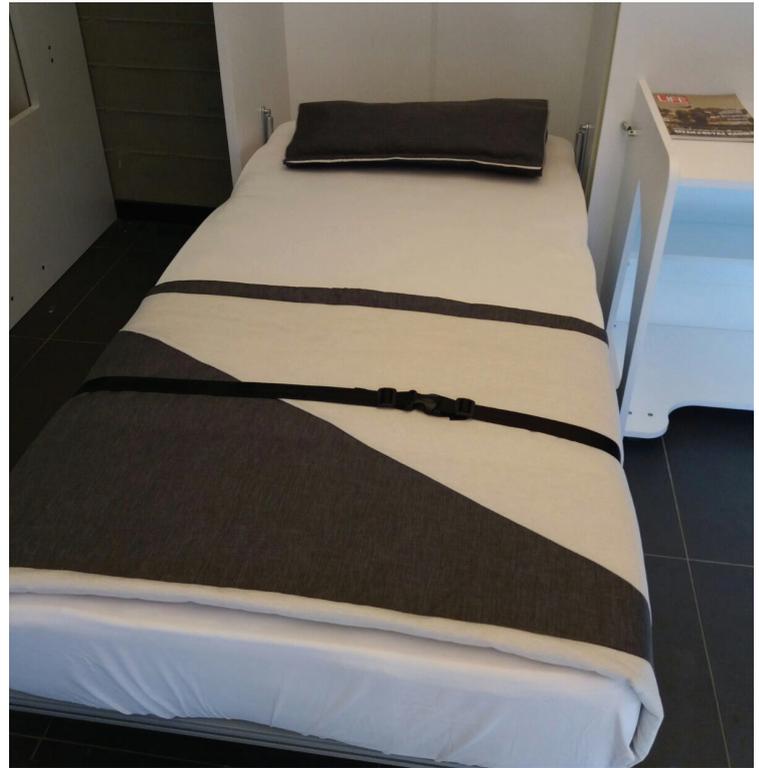


### 2.3. Laptop

For the furniture models which have study table, model laptops should be used on the tables.

### 2.4. Linens

For single models, Ketor 02, Ketor 03, Ketor 04, Ketor 05, Ketor 06 will be combine with Ketor 01 and used as headboards & foot boards. For double models simple and slight patterned linens should be preferred. Those selected models should be confirmed by the company's architecture department. Linen models can be provided by Multimo.



## 2.5. Selecting Accessories

Other than model laptops and books other accessories and paintings should fit together with the site where they are used. And you should avoid using exaggerated objects.

## 2.6. Advertisements In Showroom

Multimo animations are reflected by placing a TV in a location within general field of view. it should be contacted with the corporate communications department for Animations.



# 3 SHOWROOM AMBIANCE

## **3.1. Cleaning**

Smoking and eating should be forbidden in the showroom. Some available spaces should be created for these which are lawful and compatible with company rules. You should care about showroom cleaning and this should be completed before opening hours.

## **3.2. Music**

Relaxing and smooth music broadcast will help customers to spend more time in showroom.

## **3.3. Fragrance And Ventilation In The Showroom**

Everyday vent should be done and a nice smell should be used in the showroom.

## **3.4. Lightning**

Lightning is so important for attracting the attention of customers and having them walk in your store. Because correct lightning has important effects on people. Some spaces can look more wide or less wide by using correct lightning that shapes visual perception of people. Lights that are pointed at ceiling is going to show the height of a room. For rendering a wider room appearance, you can use a dim light for environment and spots for highlighting the furnitures. Correct lightning gives freshness and positive effects to showroom concept. Best lighting types are the ones that are closer to day light because the real shade of a color best appears in the day light. In case lighting is separated in two, general and product focused, rail spot lights are good utilities for enriching general lighting when used in certain distances. Dual or triple led light are good utilities for enriching general lighting when used in certain distances. Ray spot black color, 4000 Kelwin

light should be used in the place and absolutely white light should not be used.



# 4 SATISFIED CUSTOMER

## 4.1. Customer Definition and Customer Expectations.

Multimo customers are the ones that are looking for functional and easy-to-use furniture solutions for small spaces. They expect good quality, functionality, easy cleaning, sales and after-sales support from the company.

## 4.2. Greeting The Customers

Each and every customer should be greeted with a hearty welcome and behaved kindly like an important guest. As customers may not have necessary information about or furnitures, they should be guided by the sales person to right products that will meet customer's needs. Telling the qualities and giving information about the furnitures are important before waiting to be asked by the customer.

## 4.3. Hosting Area

The space should be lighted and wide where to entertain customers and complete sale operations. Also tables and chairs should be selected from the models shown down below. It would be a good idea to create a play ground for kids according to showroom sqm.





# 5 MARKETING STRATEGIES

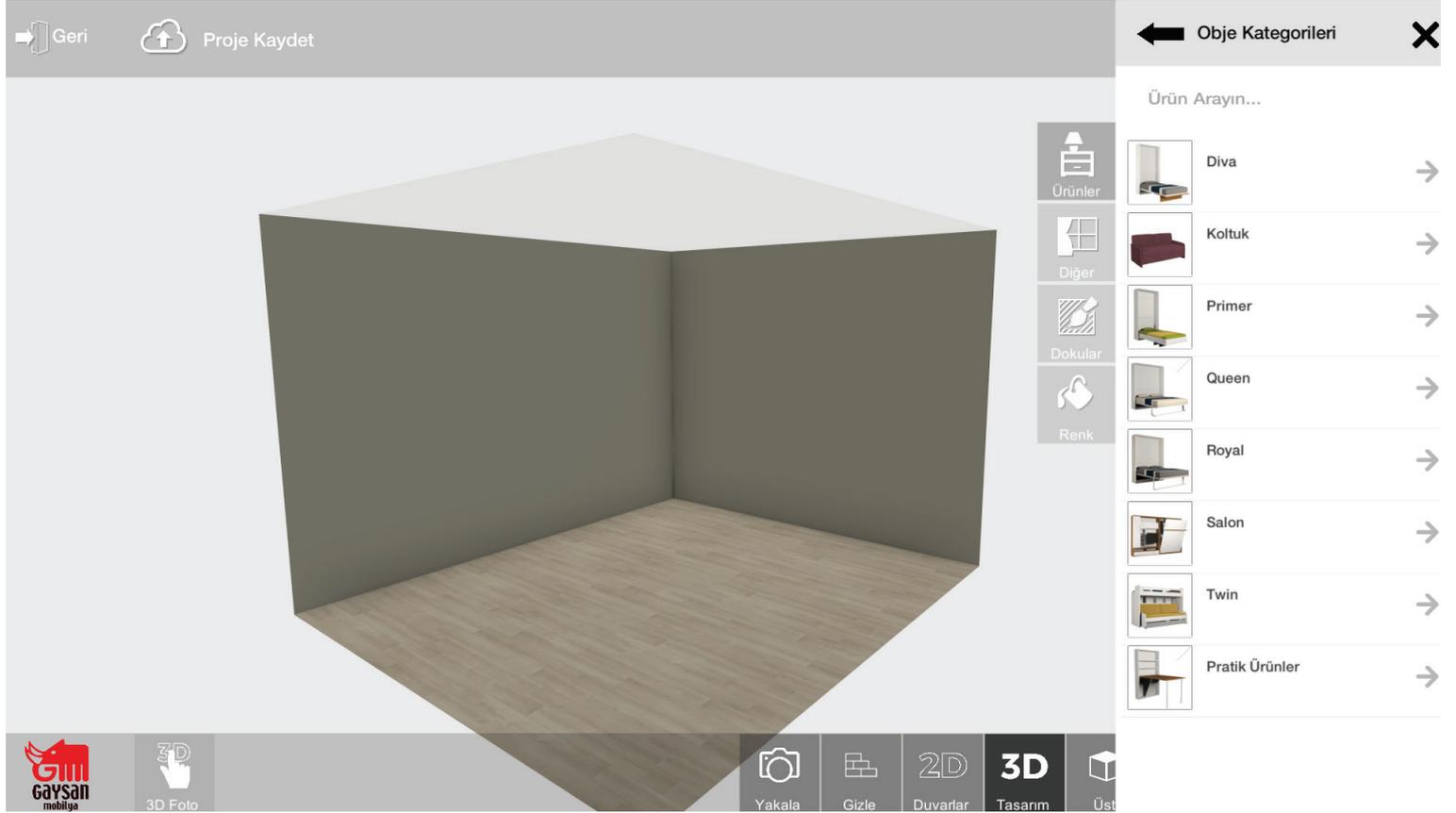


By long years' experience of Multimo on materials and marketing arguments will result in fast and clear feedbacks to dealer. Insight of below topics will be presented to dealer upon signing the dealer agreement.



## 5.1. 3D Design Software

Thanks to the software specially developed, 3D Animated states of the products are placed in the required space on a scale and functional products are animated. In this way, it is ensured that a proper placement is made by taking into consideration the space features (size, door, window, column, etc.).



## 5.2. Datas And Marketing Materials For Corporate Projects

Solutions are being produced to create livable ideal spaces such as small-square-meter new generation dwellings, public living spaces such as dormitories and accommodation hotels, apartments and residences. The criteria of the institutional project which is requested to be carried out in the first stage are determined and field research is carried out for this purpose. Projects that meet the specified criteria are determined and inappropriate projects are eliminated. References are shown by making appropriate presentations for the project. 3D visuals are prepared by presenting product recommendations suitable for the project. If visual presentations are agreed, products belonging to the project are produced and implemented.

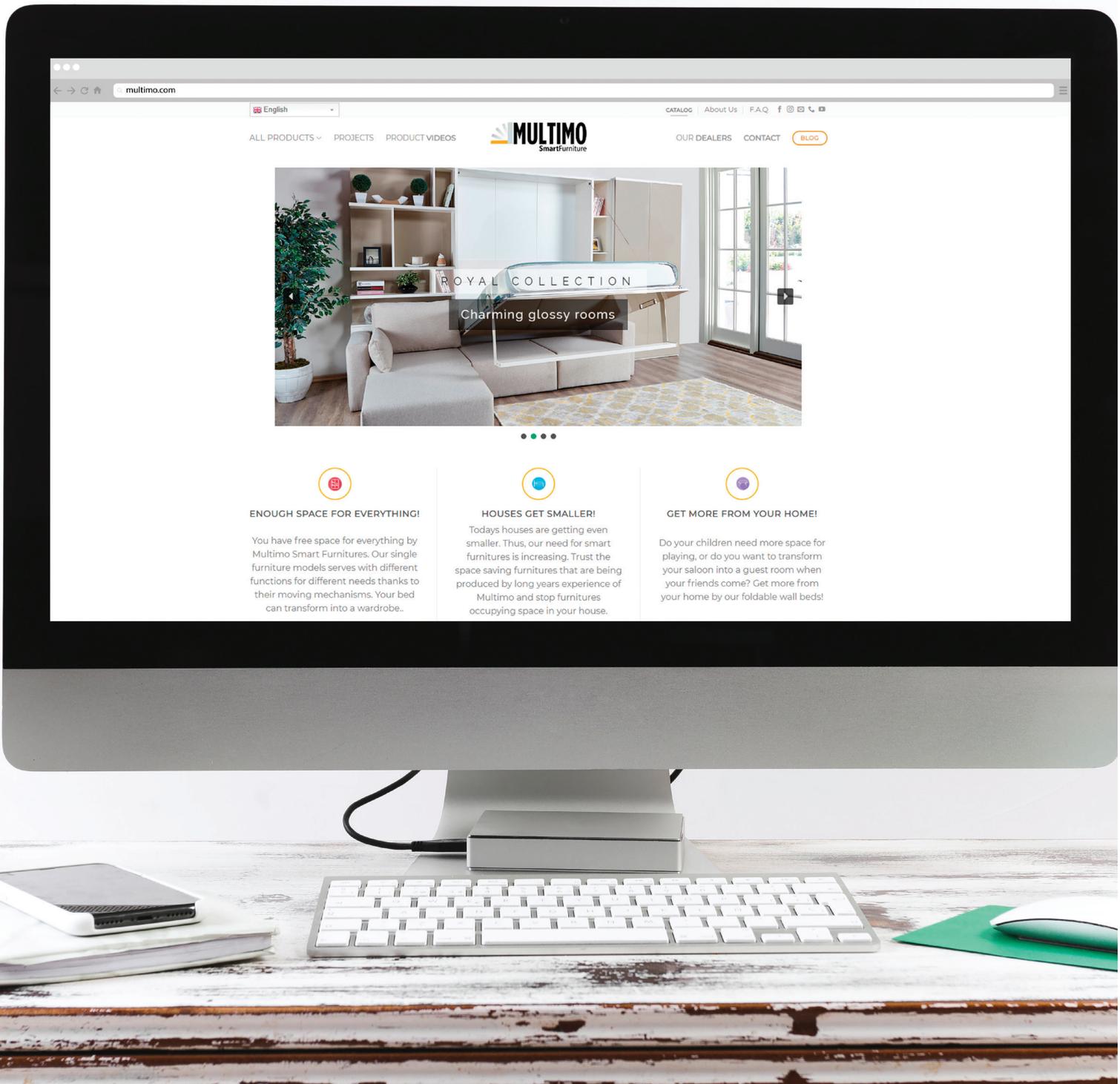
## 5.3. Translatable Visual Drafts, Catalogue, Insert, Roll up etc.

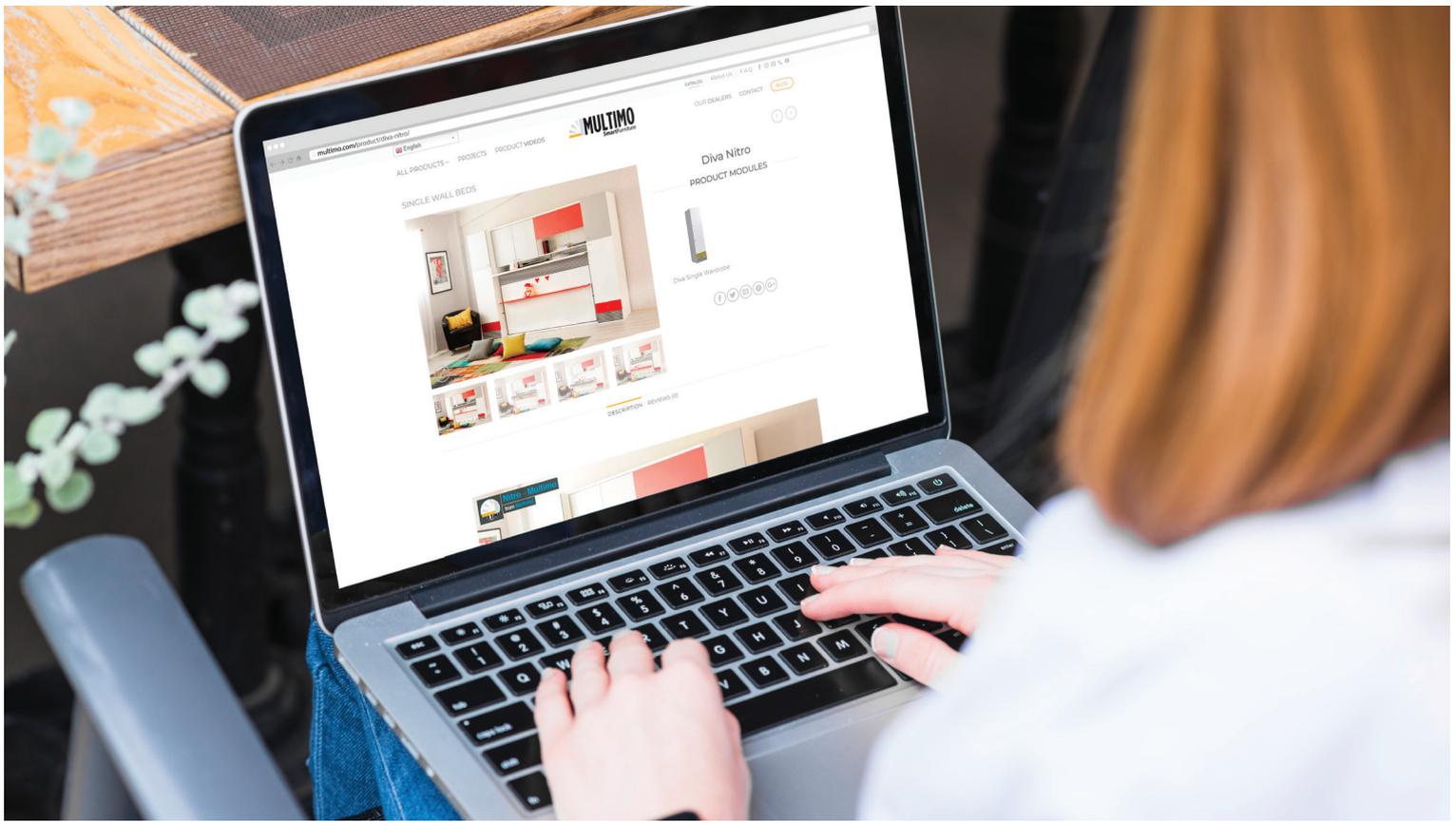
All kinds of printed and digital catalogues, brochures, roll ups, prepared and updated by the corporate communications department are used as part of video marketing. All these documents are provided by contacting the relevant department.



## 5.4. Web Site Draft

With the developing web technologies, people spend most of their time on the internet. It is an inevitable fact that everything about real life has taken its place in the virtual world. Therefore, we attach great importance to maintaining our presence in the virtual world with the Multimo brand. In order to present our corporate identity and products in the best way, our website template developed by our software team is included in the image.





The rate of smartphone and tablet usage is increasing rapidly compared to desktop or laptop users. Thus, the importance of mobile-compatible websites emerges. In order to exist in the virtual world, it has become mandatory to design user-friendly interface and mobile compatible websites. Our mobile-compatible website template, developed by our software team, is included in the sample.





## 5.5. Social Media Target Populations And Break-ups For Advertisements

Key points for advertising such as digital advertising, seo arguments, target audiences, filters, hashtags are shared after the representation agreement.

## 5.6. Presentation Videos

Multimo brand general promotional film, multimo factory presentation, video catalog containing all products, animated films and videos where the functions of products are introduced are shared with all our sales representatives. Thus, it is aimed to increase brand and product awareness.

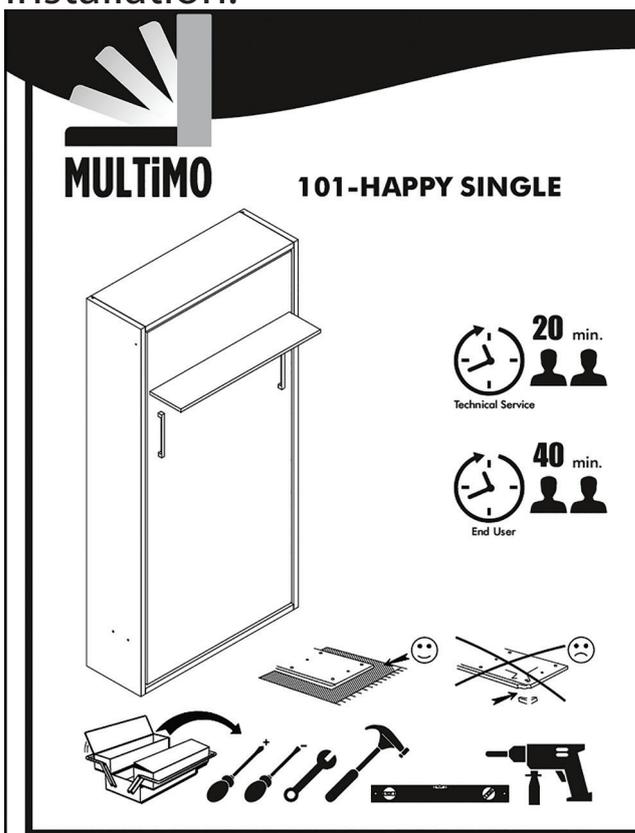
## 5.7. Mobile Showcase

The sample of a mobile showcase that we designed to draw attention to products and brands at points such as store front, street side, activity areas where there is heavy human traffic is shown in the image below.



## 5.8. Assembly Instructions

One of the most important issues that customers have in mind when buying products is the installation of the product. There are installation instructions explained in a detailed and understandable way of product installation, qr codes that provide access to videos with the stages of installation.



VIDEO



<https://www.youtube.com/watch?v=kg6WWbenNrY>

## 5.9. Color Charts

Tables with product color options are prepared in a clear and understandable way and shared with dealers.

## 5.10. Vehicle Wrapping

Thousands of people are together in urban traffic. Vehicle wrapping technique is used as a marketing element in order to create brand awareness.



# 6 FREQUENTLY ASKED QUESTIONS

## **Leave no question mark in your mind!**

We answered thousand of questions from our customers for last 30 years. We collected frequently asked questions below so you will have quick access to informations about us and our products. In case below answers are not enough for you, you can send a message from contact page or leave a comment at the product pages.

### **1. What is life-time of the mechanism? What kind of problems we may face?**

Folding bed mechanism, also designed and produced by Multimo professionally, have a minimum 10 years of lifetime and this period may extend much longer depending on a careful usage. 25 years old Multimo products are still working and being used in homes and offices safely. Only, you may need to change the gas spring of mechanism after averagely 7 years (Duration may change depending on proper usage of beds).

### **2. Risk at earthquakes?**

Our furnitures consist of wooden panels as all standart furnitures. Furnitures are fixed at the wall by metal connections. Being a folding bed doesn't raise any extra risk at these furnitures other than standart furnitures.

### **3. Bed opens itself?**

Multimo Furniture ensures opening and closing function of all wall beds with gas-springs. The nature of gas-spring only lets it operate when an opposite-power applied. This means, if a certain man-power isn't applied, the system doesn't open or close itself, so the bed doesn't move.

#### **4. Moving and disassembly?**

Multimo products are being assembled by minifix connections and so can be easily disassembled. An experienced person can assemble the furniture by following the instructions that come within the boxes.

#### **5. What is the guarantee period and lifetime of the products?**

Multimo products are guaranteed for 3 years. (2 years official guarantee and +1 year producer guarantee). Lifetime of our all products and spareparts guarantee are 10 years.

#### **6. What is the period that product requires a technical service?**

Under normal conditions, gas-springs may change every 7 years.

#### **7. What material do you use?**

Our all products are produced with laminated chipboard in EU quality standarts. The mattress bases are supported by aluminium frame and slats for extra comfort and increasing the durableness. All visible and hidden edges are side banded.

**more space for your life**



**MULTiMO**  
smart furniture



**MULTIMO**  
smart furniture

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