



## Words to Sell By

### Store-UP

#### **Position Statement**

Store-UP : utilizes the unused wall space, making every penny count in today's shrinking offices.

*(It's important to understand the position of the product in the market so that it becomes easier to explain to the customer its features, benefits, price etc)*

- Wall Mounted
- Unique Storage
- Options in Sizes and colors
- Economical
- Aesthetic



Happy selling,

Marketing Team