

PRODUCT POSITIONING

PRODUCT NAME:

VERTEX



PRODUCT CATEGORY:

Premium Desking Suite

PRODUCT DESCRIPTION:

VERTEX is a premium suite which offers aesthetics with functionality. VERTEX is a combination of Marine Ply and Corian with polyester coated profile decorative veneer which gives the Premium Suite an elegant premium look and feel, Vertex has Discussions table, return Unit, Back Unit and White Board. It's a complete solution for Executive Cabin.

TARGET MARKET SEGMENT:

Corporate, MD's of Indian Fortune 500 companies, CEO's of BSE top 500 companies

PRODUCT DIFFERENTIATION:

MAIN TABLE:

1. The **main table** has an organic profile, with an extended active area for placing gadgets and accessories of one's choice and use.
2. The **understructure** is made up of powder coated M.S material which provides ample stability and support to the table.
3. The **legs** made of seasoned solid wood add to the dignity to the complete suite.
4. The **unique personal pullout drawer** is accessible to only the main user adds to the utility of the table.
5. The **modesty panel** also made of Corian complements the top suitably.



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RETURN UNIT:

6. The low height **Return Unit** has an electrical console powered with an A&H Meyer *Netbox*, which provides neat accessible power, voice and data sockets to power the gadget and accessories.
7. The 2 push to open drawer gives a smooth experience of operating the drawers while maintaining the clean flush front look

BACK STORAGE UNIT:

8. The **Back storage unit** complements to the main desk and the return storage unit and can house ample items of secondary use.
9. The storage is divided into the upper and the lower sections. The **push to open** feature makes its appearances in the shutters of these storages also.
10. The table along with the storage gives that additional **space for display** of memorabilia, collectibles and trophies.

DISCUSSION TABLE & MARKER BOARD:

11. Discussion table for a meeting of 2 to 4 persons.
12. Marker Board is made of PU painted extra clear toughened glass.

PRODUCT TO BE PROMOTED AT:

1. Institute of Indian Interior Designers (IIID)
2. Top Management (MD , CEO)

COMPETITION:

1. Italy imported Desks
2. Custom made desk in high end finishes.