



SPRUCE UP

A Godrej Interio manual for Institutional display

PREFACE:

Dear Channel Partner,

It has always been our greatest pleasure to have you as an integral part of our extensive channel network. We would like to introduce you to our latest initiative - SPRUCE UP.

The seed of this idea has come from our inherent desire to continuously innovate and upgrade our robust channel network.

Extending Godrej Interio's philosophy of brighter living; we want our channel to reflect it through their showrooms to our customers, whether it is in terms of the store ambience, latest products displayed or service levels.

The main objective of SPRUCE UP initiative is:

To provide a platform for our channel partners to enhance the look and feel of their showrooms and propel sustainable growth.

To give direction to channel partners in basic visual merchandising.

To standardize display of institutional partners at dealer outlets.

To ensure the display of new products to improve brand image of Godrej Interio.

The manual has outlined all aspects in a detailed and comprehensive manner. Do feel free to contact us if you have any queries.

We hope you will make the most of this opportunity and utilize this manual to enhance the overall ambience of your outlet and create a good brand experience for the customer.

Yours faithfully,
Anil Mathur

A handwritten signature in black ink, appearing to read "Anil Mathur".

C.O.O, Godrej Interio.



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STORE FRONT DISPLAY

STORE FRONT VISUAL:



BRANDING GUIDELINES:

BRANDING GUIDELINES:

The combination of three colors is a unique and ownable visual element of the Godrej brand. Interio uses the same colour palette.

These colours are supported by white and black. No other colour should be used on Interio applications.

The gradient always runs diagonally from the light point in the top left corner to the dark point in the bottom right corner.

Supporting colours



Citrus: growth, harmony with nature and renewed life.

Light point

C 44 R 166
M 7 G 190
Y 85 B 69
K 0

Mid point

C 54 R 140
M 9 G 177
Y 93 B 51
K 0

Dark point

C 64 R 111
M 10 G 166
Y 100 B 39
K 0

Sky: big ideas, blue sky thinking, technology and innovation.

Light point

C 62 R 95
M 10 G 183
Y 0 B 227
K 0

Mid point

C 74 R 51
M 28 G 150
Y 0 B 206
K 0

Dark point

C 85 R 0
M 46 G 119
Y 0 B 185
K 0

Ruby: passion, indulgence, vitality and dynamism.

Light point

C 5 R 192
M 93 G 31
Y 21 B 99
K 18

Mid point

C 8 R 168
M 96 G 0
Y 25 B 82
K 21

Dark point

C 10 R 177
M 100 G 0
Y 30 B 82
K 23

BRANDING GUIDELINES:

- The following pages have creatives for different categories
 - Seating
 - OPOS
 - Desking (Premium Suites)
 - Storages
- These creatives should be placed over the walls which have the products on display. Example - with IMPRESS desk you can put either of the following creatives. (Image 01 / Image 02).
- You can decide which creative depending on your catchment area and profile of your target audience.
- In addition to the product category creatives there are also Collage/ Fill in creatives. These should be placed in an area in which there are multiple products. As given in the example - area where time out, Insight along with chairs are displayed (Image 03).
- None of the creatives should be repeated in the same store.
- All these creatives are only meant to be used indoors. They should not be used outside the stores (glass facade etc)
- The artworks of the creative should never be modified / changed to create a new design. You can only change the Size according to the different ratios given in the CD.
- The artworks shall never been hidden behind products. The artworks shall be placed above the products or 4 feet from the ground level. The ratio has to be followed irrespective of the length of the artwork.

Image 01



Image 02

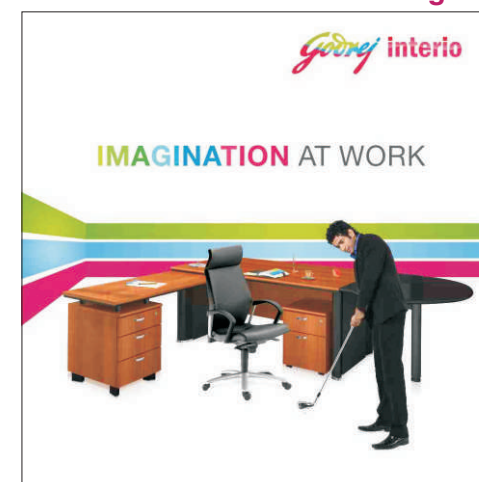
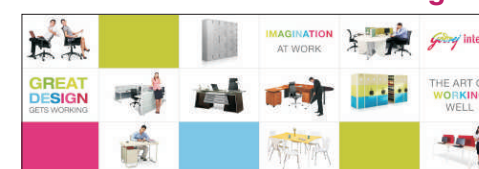
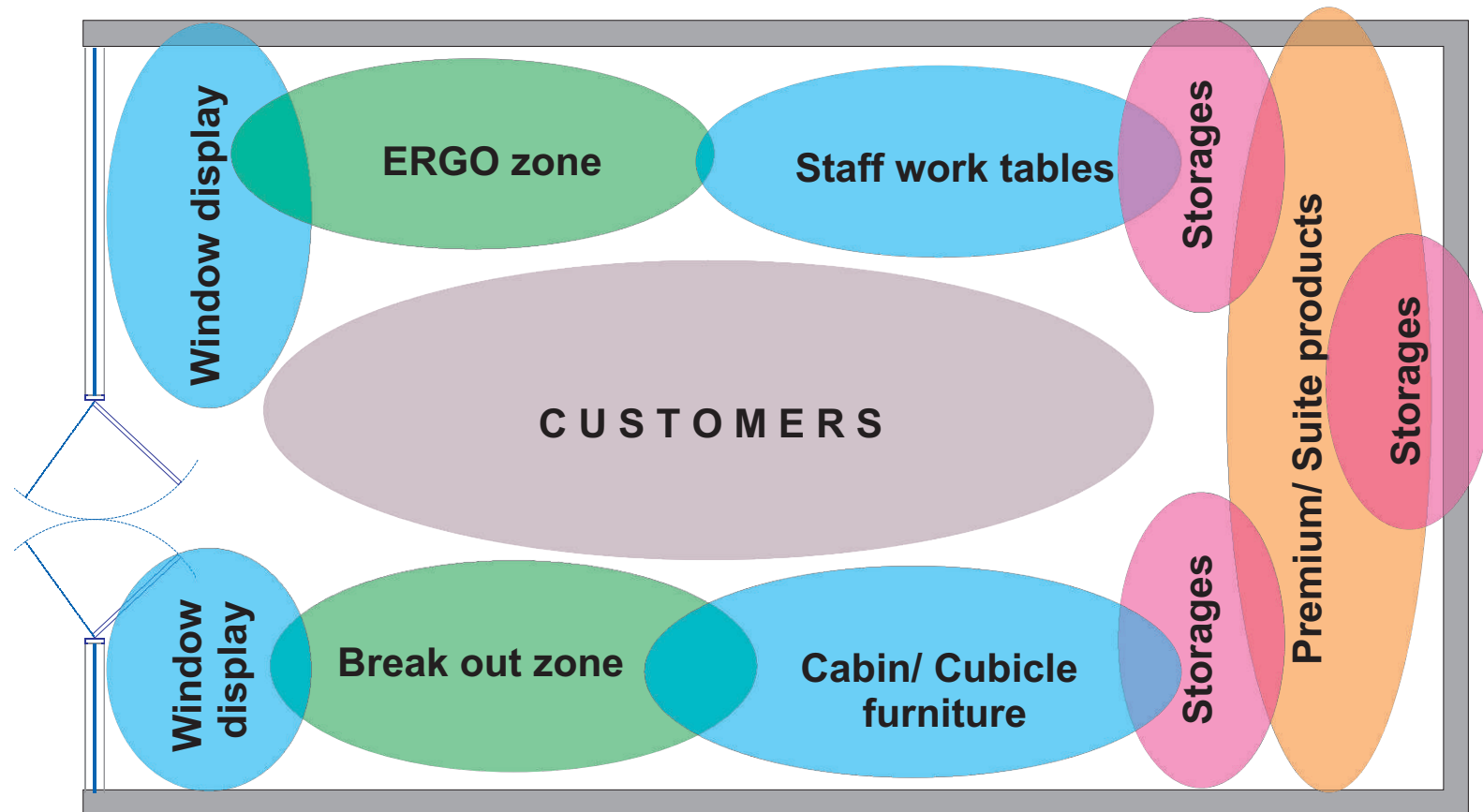


Image 03



SCHEMATIC ZONING FOR FURNITURE PLACEMENT:



TYPICAL FLOOR PLAN OF A RETAIL STORE.

IN STORE GRAPHICS

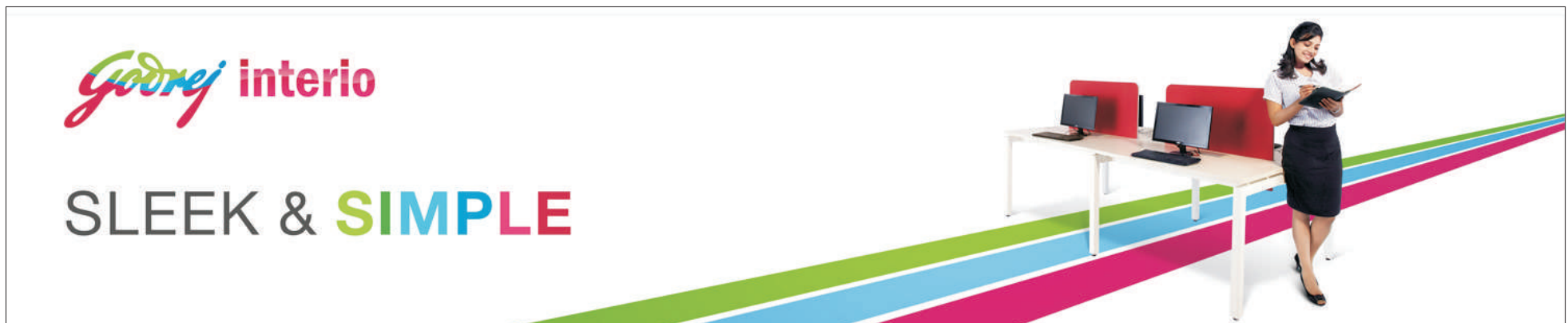
GRAPHICS FOR WALLS

CHAIR DISPLAY AREAS



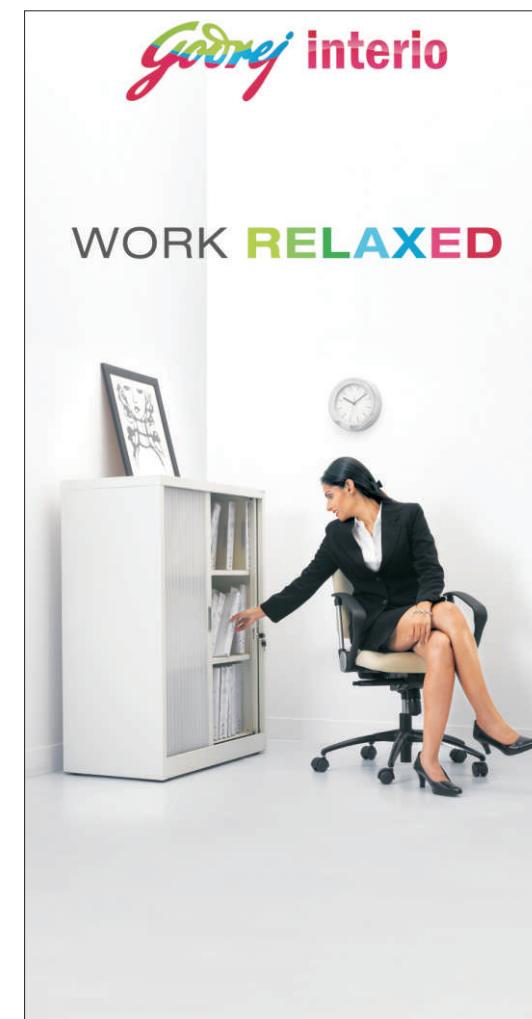
GRAPHICS FOR WALLS

MODULAR FURNITURE AREA



GRAPHICS FOR WALLS

STORAGES




GRAPHICS FOR WALLS

PREMIUM SUITES

Godrej interio

PREMIUM SUITES




MARQUIS

DUKE

EARL

Godrej interio

**IMAGINATION
AT WORK**



GRAPHICS FOR WALLS

GENERAL OFFICE PANELS



PANEL RATIO 1:4



PANEL RATIO 1:2



PANEL RATIO 1:3

3D VISUALIZATION - EXISTING STORES:



AREA OF STORE - 1000 sq.ft.

VIEW 1

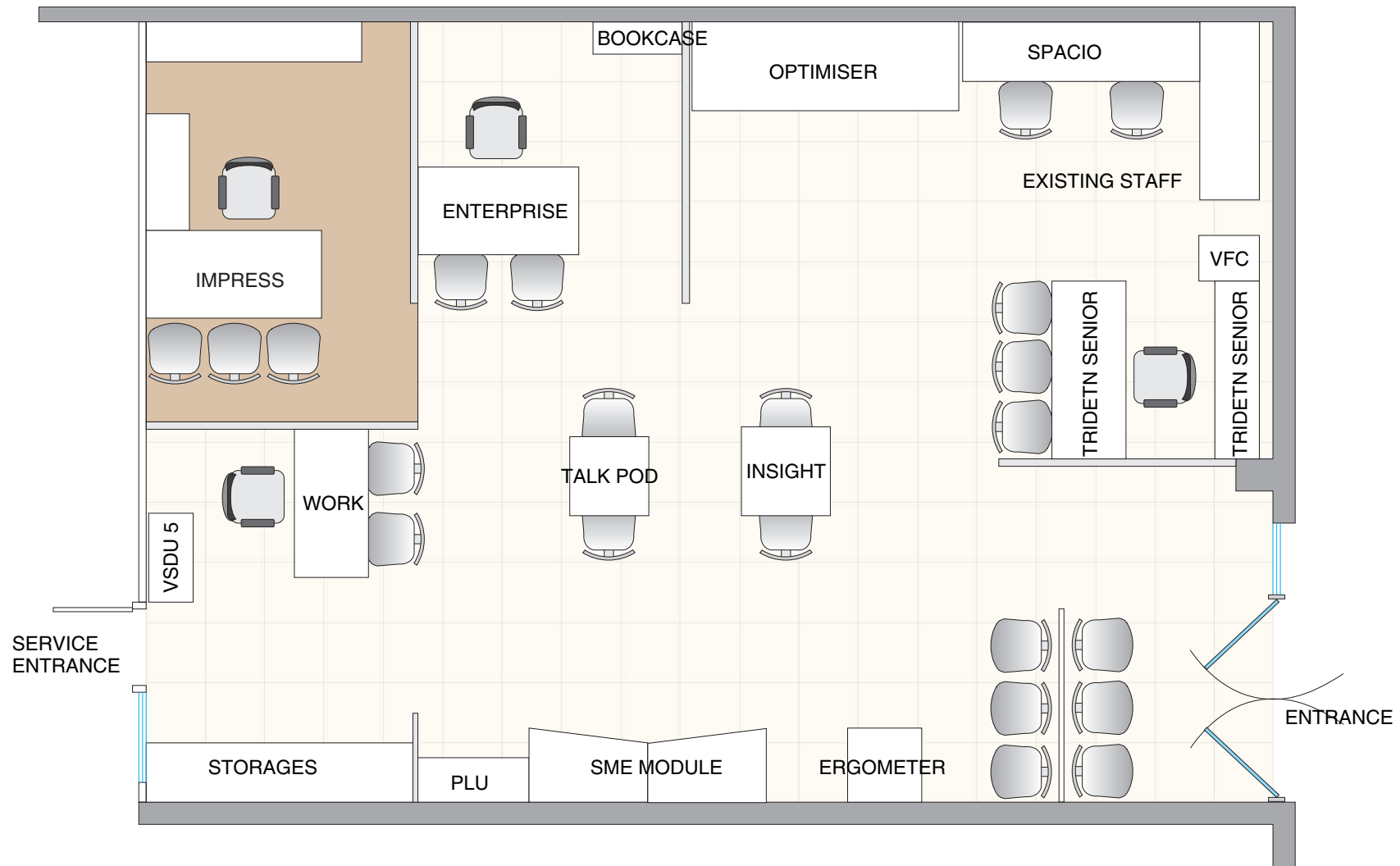
3D VISUALIZATION - EXISTING STORES:



AREA OF STORE - 1000 sq.ft.

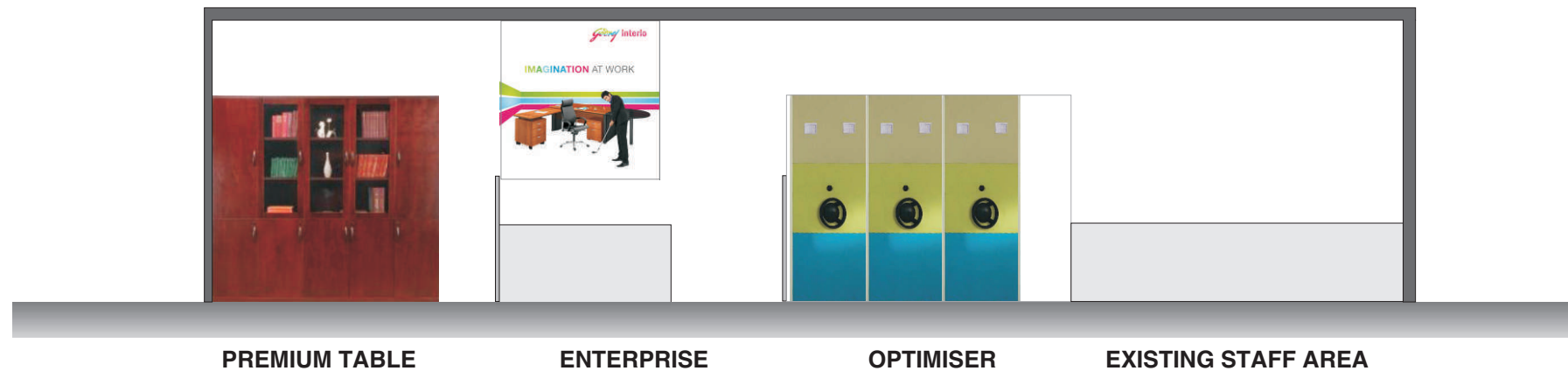
VIEW 2

EXISTING STORE LAYOUTS:

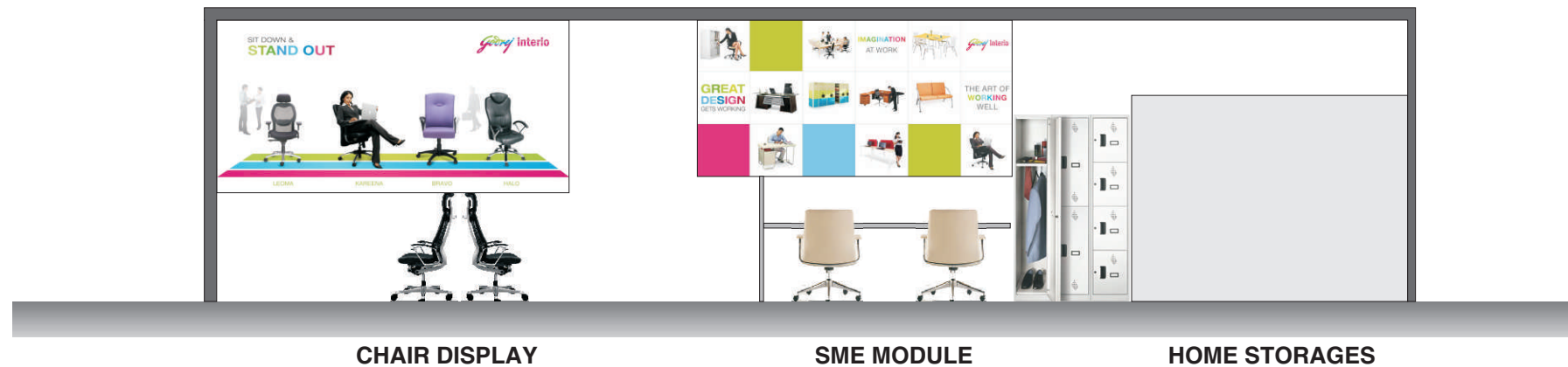


AREA OF STORE - 1000 sq.ft.

ELEVATIONS - EXISTING STORES:



RIGHT WALL ELEVATION



LEFT WALL ELEVATION

3D VISUALIZATION - EXISTING STORES:



AREA OF STORE - 515 sq.ft.

VIEW 1

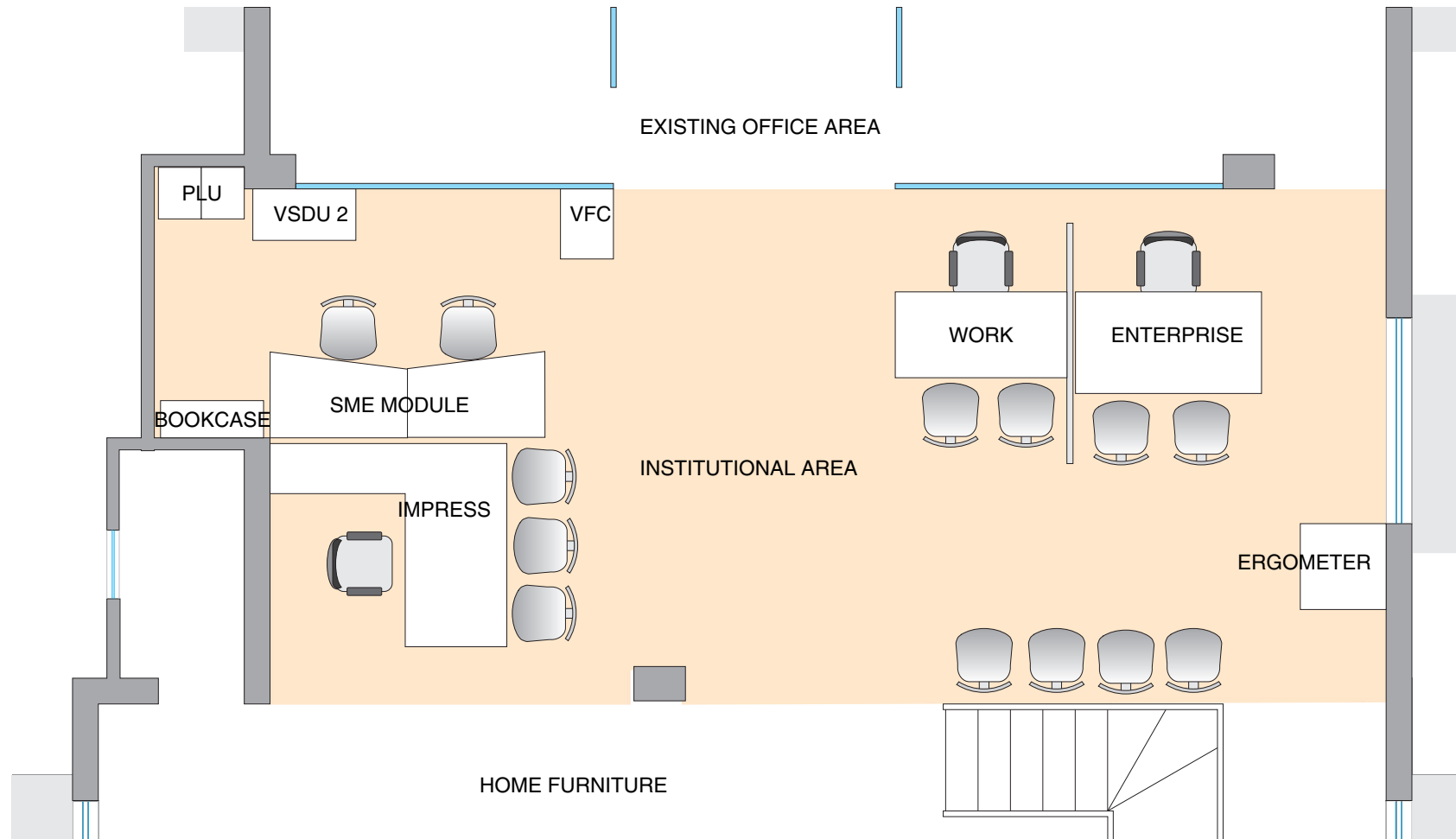
3D VISUALIZATION - EXISTING STORES:



AREA OF STORE - 515 sq.ft.

VIEW 2

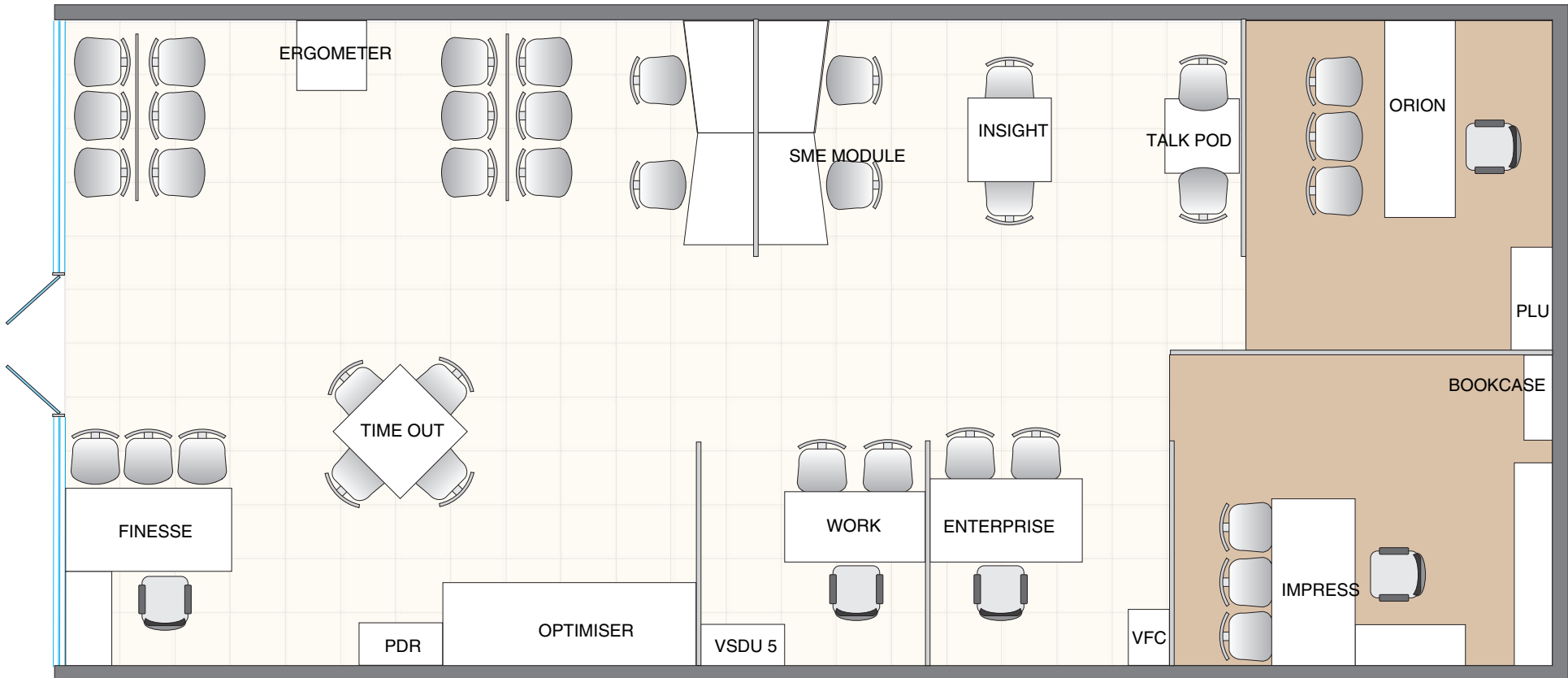
LAYOUT OPTIONS - EXSITING STORE WITH SHOP IN SHOP:



AREA OF STORE - 515 sq.ft.

LAYOUT OPTIONS:

STORE SIZE 1200 sq.ft.



FLOOR PLAN AND FURNITURE PLACEMENT

LAYOUT OPTIONS - artwork recommendations

STORE SIZE 1200 sq.ft.

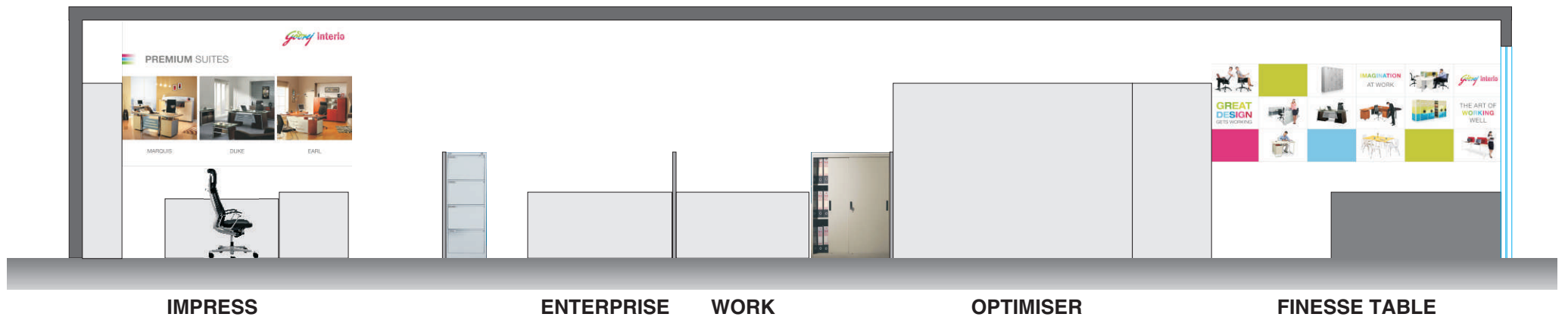


LAYOUT OPTIONS - ELEVATIONS:

STORE SIZE 1200 sq.ft.



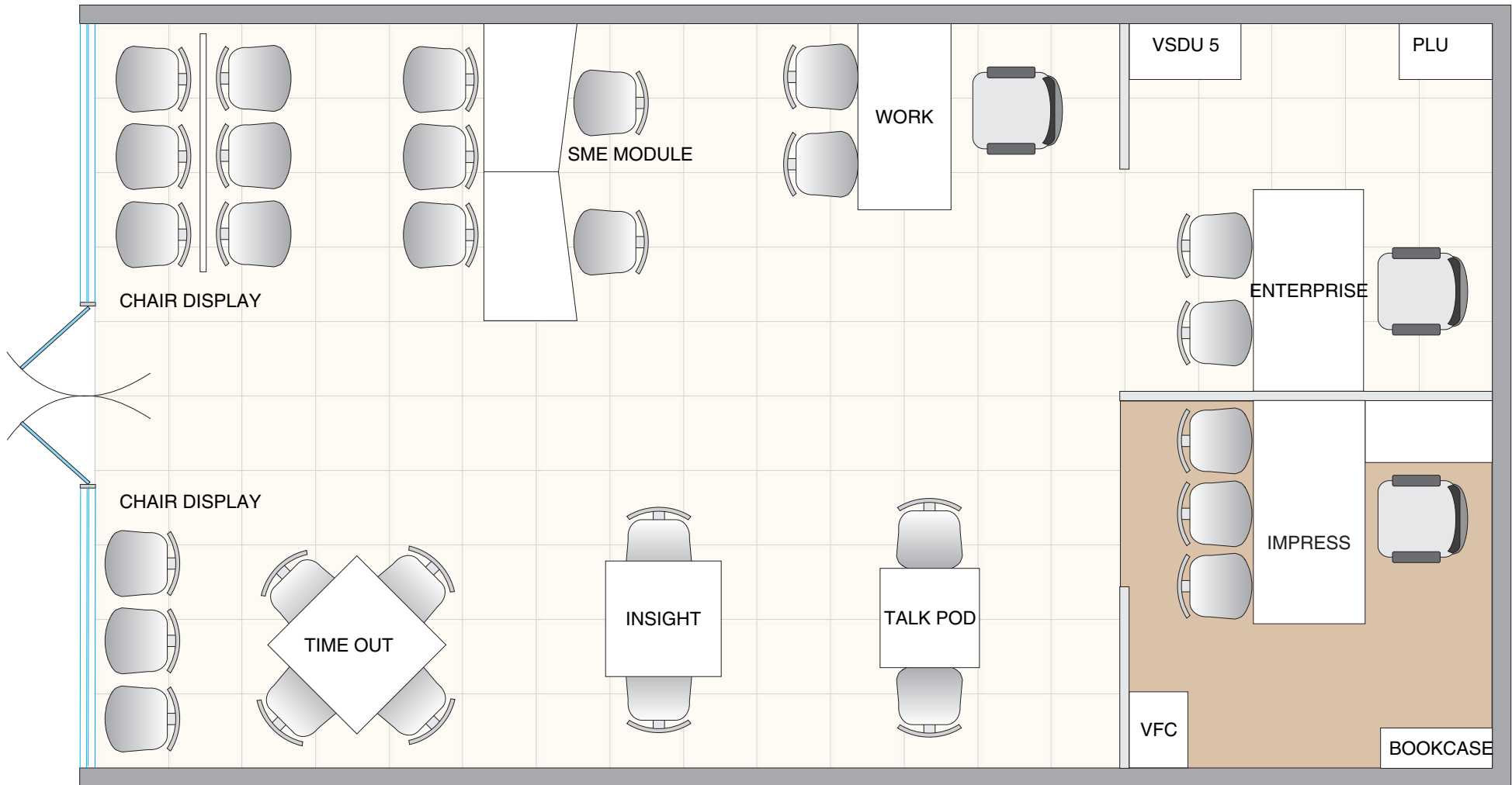
LEFT WALL ELEVATION



RIGHT WALL ELEVATION

LAYOUT OPTIONS

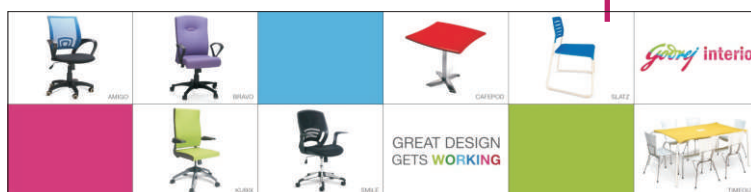
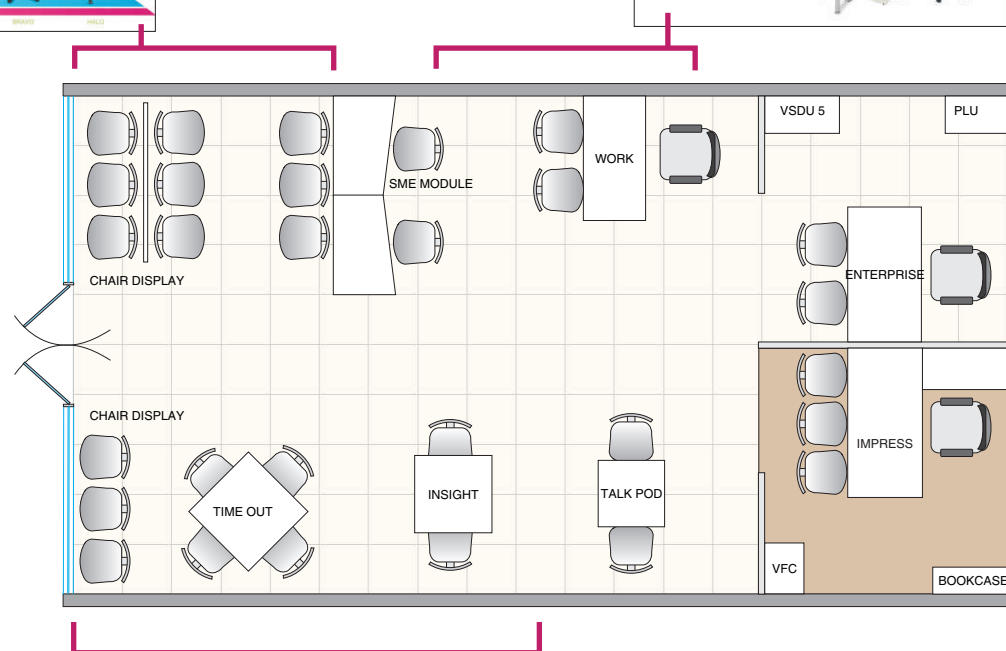
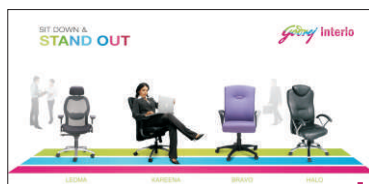
STORE SIZE 750 sq.ft.



FLOOR PLAN AND FURNITURE PLACEMENT

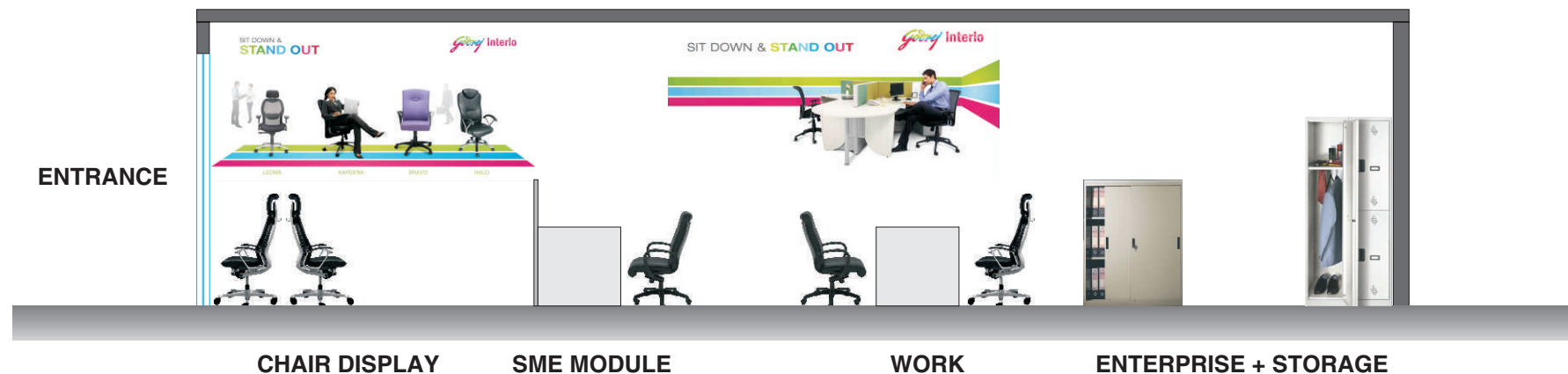
LAYOUT OPTIONS - artwork recommendations

STORE SIZE 750 sq.ft.

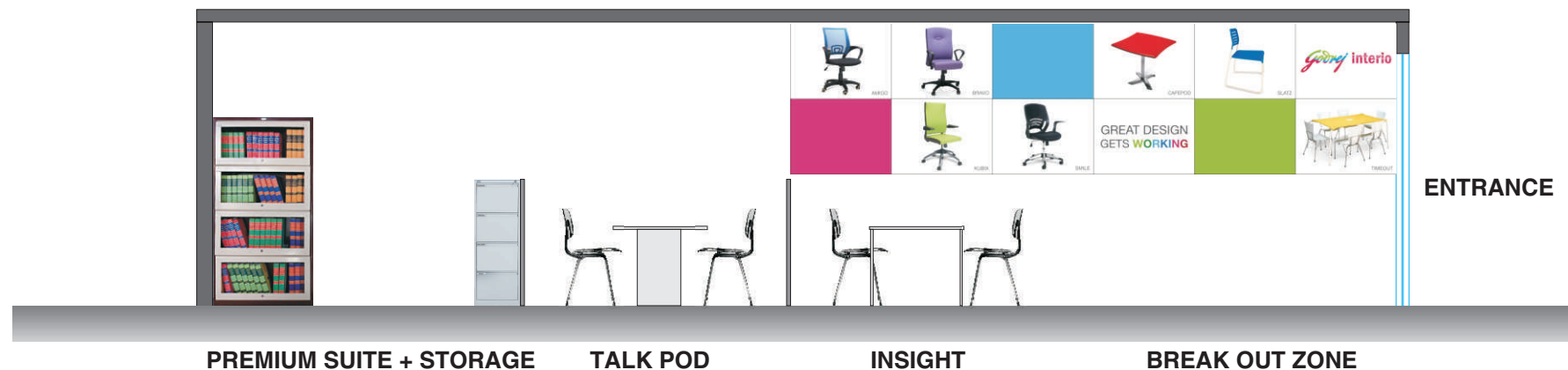


LAYOUT OPTIONS - ELEVATIONS:

STORE SIZE 750 sq.ft.



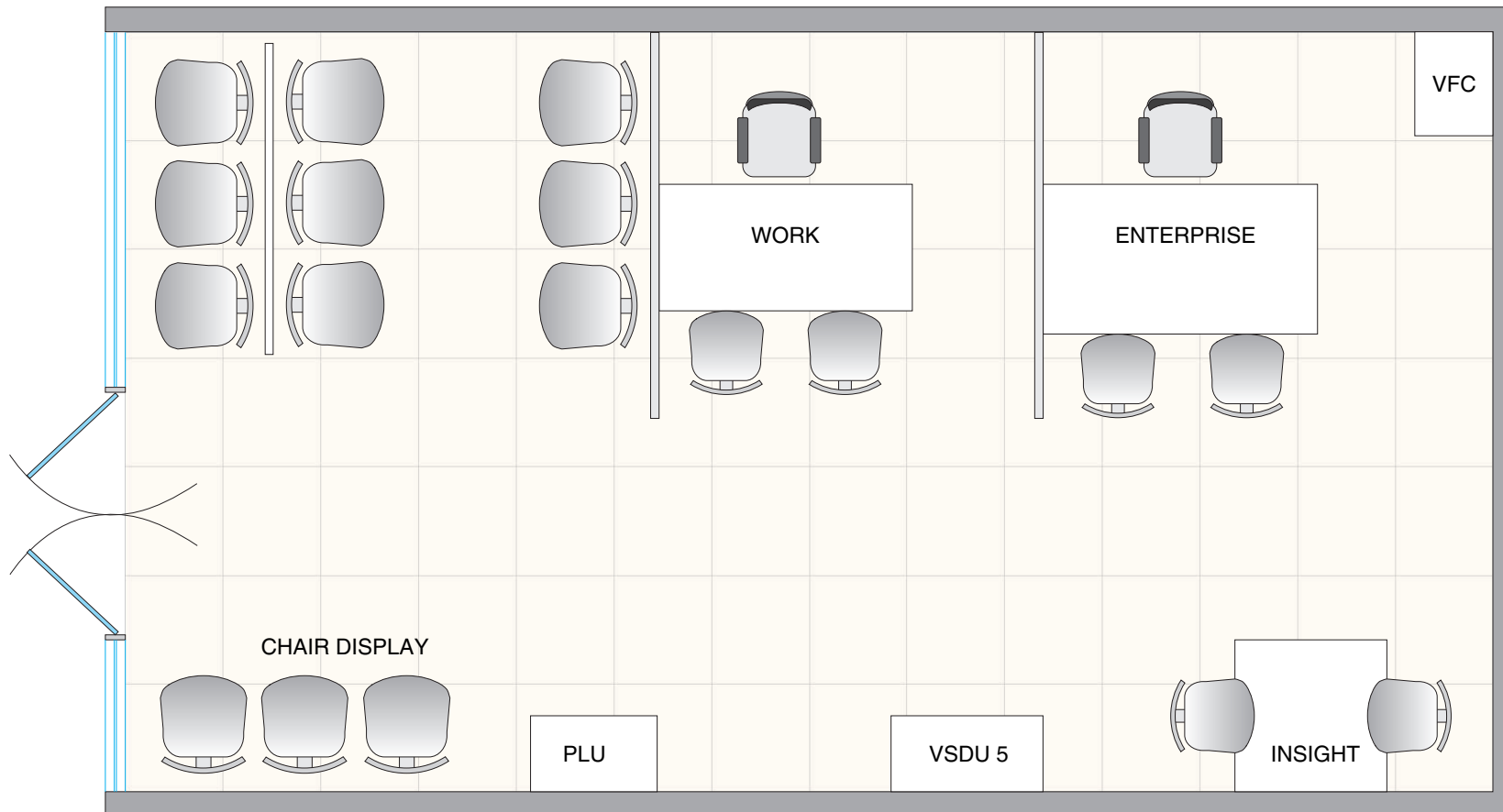
LEFT WALL ELEVATION



RIGHT WALL ELEVATION

LAYOUT OPTIONS

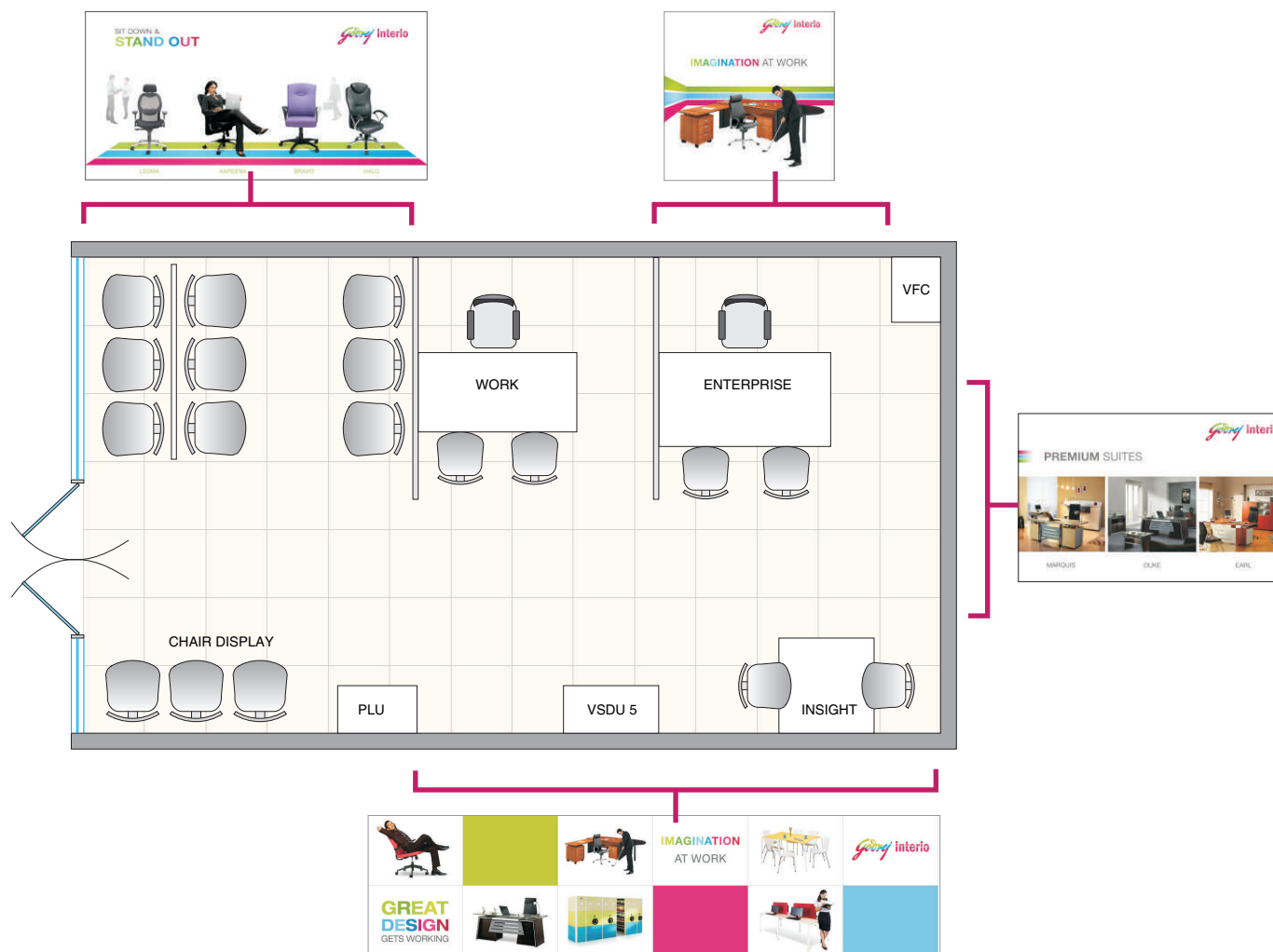
STORE SIZE 400 sq.ft.



FLOOR PLAN AND FURNITURE PLACEMENT

LAYOUT OPTIONS - artwork recommendations

STORE SIZE 400 sq.ft.

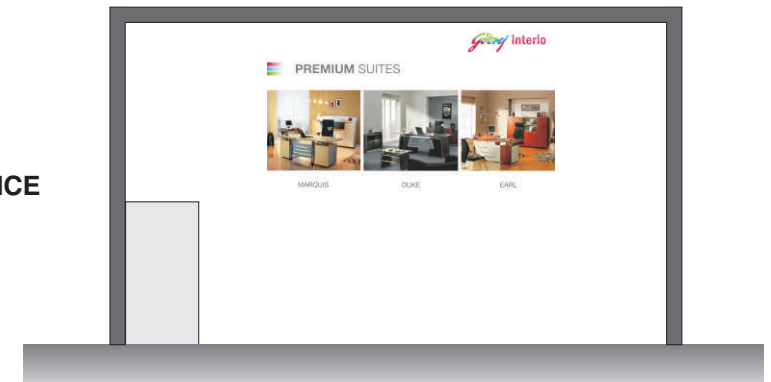


LAYOUT OPTIONS - ELEVATIONS:

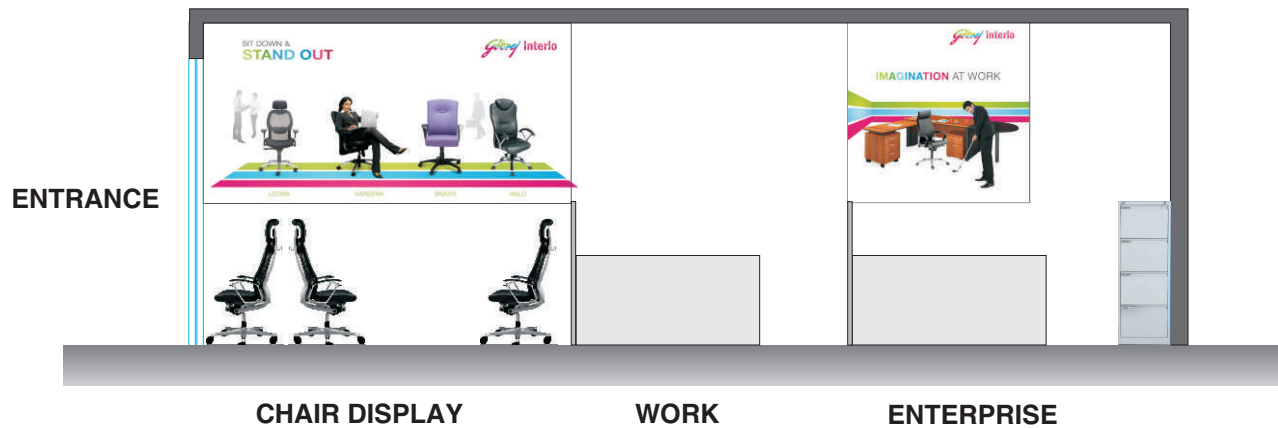
STORE SIZE 400 sq.ft.



RIGHT WALL ELEVATION



REAR WALL ELEVATION



LEFT WALL ELEVATION

CHAIR DISPLAY WITH PARTITION:



PARTITIONS:

Partitions to be made between chairs and other furniture zones with 12 - 18 mm thick Mdf and finished with white paint. Clamps to be made at the bottom for holding the same in place thus avoiding fastening to floor or walls. The partitions can also be moved around for flexibility of the furniture layout in future with newer products.

ERGOMETER:

An anthropometric measuring device combined with a software program for finding the right chair for the users.

A comprehensive report with recommended chair options as well as correct work settings to ensure proper body posture.



ZONE WISE ACCESSORIZATION:

EXAMPLE:

The image along side shows an example of how a premium suite area can be accessorized to make the area look better and more realistic when compared to an actual office area.

The use of plants, photo frames, lamps, dummy laptops, phone and printers all add up to make the place look vibrant and complete.



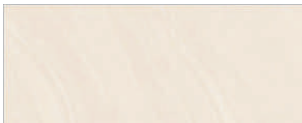

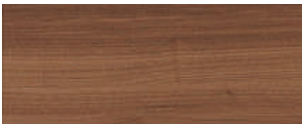

ZONE WISE ACCESSORIZATION- CABIN FURNITURE:




ZONE WISE ACCESSORIZATION - STORAGE ZONES:

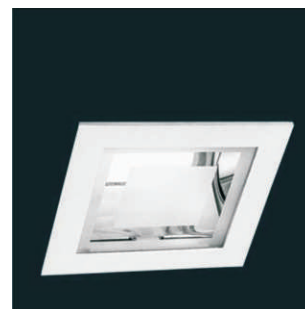


MATERIAL SPECIFICATIONS:

	ITEM	DESCRIPTION	CODE / NAME	IMAGE REFERENCE
01	FLOORING: 2'x2' Vitrified tiles for flooring	NITCO. Flooring for entire showroom.	Brillo Ivory	
	Door and window frames.	Jet black granite		
	Vinyl flooring for premium suite area.	Locally available brands.	Walnut shade.	
	Carpet flooring in raised display areas.	Godrej Carpets		
02	ELECTRICALS: Wiring Downlights for ceiling.	 Polycab Havells / Locally available	 DL 12, 2x18W CFL [PL-C]	
03	LAMINATES: Laminate finish if required for partitions.	Greenlam/ Sunmica		

	ITEM	DESCRIPTION	CODE / NAME	IMAGE REFERENCE
04	FALSE CEILING: Gypsum false ceiling.	India Gypsum		
05	PARTITIONS: Partitions in between furniture items.	12mm MDF paint finish.		
06	PAINTING Walls Ceiling	Asian paints Asian paints	Pure Ivory L124 Brilliant white	

LIGHTS:



PRODUCT LISTING AS PER SHOWROOM SIZE:

<500 sq.ft.	500 - 1000 sq.ft.	>1000 sq.ft.
Desks [to be displayed along with chairs]		
Enterprise [along with Swing / Kubix chair]	Enterprise [along with Swing / Kubix chair]	Enterprise [along with Swing / Kubix chair]
Work	Work	Work
Insight [Any one - 7044, 1004, 1007 or 1018]	Insight [Any one - 7044, 1004, 1007 or 1018]	Insight [Any one - 7044, 1004, 1007 or 1018]
	ANY ONE: Trident Middle / Finesse / Trident Senior	ANY ONE: Trident Middle / Finesse / Trident Senior
	Time Out [Any one - MPC-4, Slatz or FPC1]	Time Out [Any one - MPC-4, Slatz or FPC1]
		ANY ONE - Impress [Main table + ERU + Bookcase] / Viva / Earl / Marquis.
Storages [ALL in RAL White]		
VSDU 5	VSDU 5	VSDU 5
VFC 4 Drawer	VFC 4 Drawer	VFC 4 Drawer
PLU [1 Main + 1 add on]	PLU [1 Main + 1 add on]	PLU [1 Main + 2 add on]
	Bookcase	Bookcase
	PDR	PDR
		VFC 2 Drawer

PRODUCT LISTING AS PER SHOWROOM SIZE:

<500 sq.ft.	500 - 1000 sq.ft.	>1000 sq.ft.
Chairs [to be displayed along with the desks and remaining models separately]		
ACE Gallop [Mesh] Bravo Kubix Swing Crest Kareena Slatz Regent	ACE Gallop [Mesh] Bravo Kubix Swing Crest Kareena Slatz Regent Sedna	ACE Gallop [Mesh] Bravo Kubix Swing Crest Kareena Slatz Regent Sedna [along with Premium Suite]

Ergometer to be given on a case to case basis.

O P O S		
2 Seater SME Module	2 Seater SME Module	2 Seater SME Module

STANDARD OPERATING PROCEDURE:

Mandatory:

- All plastic coverings/ bubble wrap etc must be removed from the products when on display.
- Desks must not be displayed without a chair. The chair desk combination should be such that the price of the chair should be reasonably matched with the desk.
E.g. WORK table could be displayed with a SWING or AMIGO.
- For the executive desks and premium suites, a complete family of chairs must be kept; main chair + visitor's chair.
- While placing products on display and while shifting the products from one place to another, adequate care should be taken to ensure that there are no scratches on the flooring due to the movement.
- Arrangement of the products should not be disturbed. If any product position gets disturbed due to customer handling, demos etc it should be promptly placed in proper order.
- Zoning according to the schematic diagrams must be maintained. E.g. In the premium suite zones, only the premium suites should be displayed.

STANDARD OPERATING PROCEDURE:

Highly Desirable:

- The objective of the SPRUCE UP program is to continuously display new products. Products to be displayed should be as per the guidelines given. A complete list of products has been given as per the store sizes. However channel partners may like to keep certain products on display according to local catchment preferences.
- Accessories enhance the aesthetics of the product and the showroom. It would be desirable to accessorize all furniture displayed in the different zones. A detailed section on dressing your furniture has been highlighted.
- The product on display should be sold off to the customers in the normal course of business. A healthy ageing in the showroom would be an average of 6 months or less.

Desirable:

- Adequate aisle space should be left in the store for proper circulation of the customers.
- Air conditioning of the showroom.
- False ceiling with lighting.
- Vinyl flooring for the premium suite area - demarcates the area and gives an exclusive look and feel for the manager's cabin.

ROLES AND RESPONSIBILITIES:

- The following costs shall be borne by Godrej Interio:
- Architects fees to design and create the Spruce Up Manual.
- Creative artworks of panels, standees etc. and customization of size to each dealer outlet.
- Visits to WD outlets from HO wherever required.
- New products for display at display discount (as specified in the Display Discount Policy).
- Front signages will be given.

The following costs shall be borne by Channel partner:

- Any Interior work (lighting, painting etc.) as specified in the Spruce Up Manual and depending on the condition of the outlet.
- Printing of the adapted communication panels provided by HO.
- Purchase of product categories as specified in Spruce Up manual.

THANK YOU
