

Issue
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2019

QUARTERLY
JOURNAL OF
STUFF THAT
WORKS &
CAN MAKE
YOU MONEY!

BRAVO Bulletin

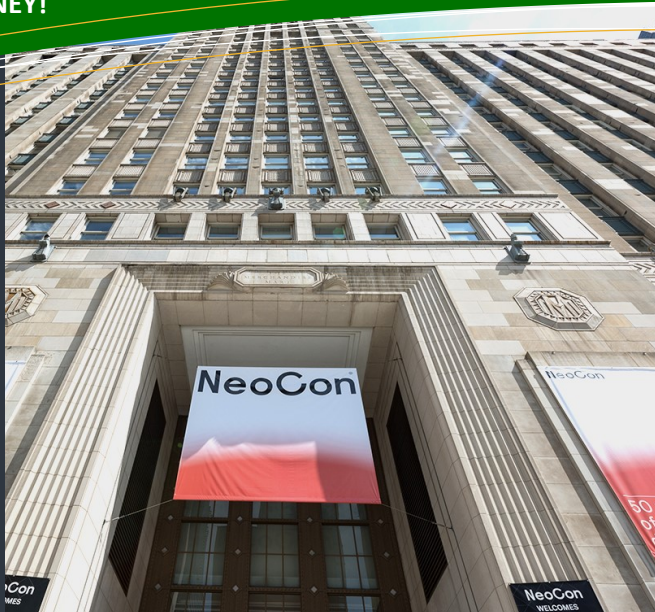
Helping Sell More Stuff!

The Bulletin was created to help share product and system news that we believe could help find new customers, develop new business, and introduce new products or significant developments with all of our manufacturing partners. We will also attempt to demystify some of the more complex issues of our industry and put it in plain English!

Usable Info

We will be writing this for and sending this to only the Dealer Sales Reps and Leaders we work with. This will allow us to offer more candid information on products, pricing, and competitive placement—and let you decide what and with whom you want to share this with.

We'll be interested in your feedback—good and not so good—so please don't hesitate to share—and knowing most of you—I know that won't be an issue!



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NeoCon 2019 Special Edition

What's the



The task seating market has long been flooded with options, knock-offs, imports and varieties of all sorts—its great to see a company that still manufactures in the USA (and Canada) and provides World Class Customer Service, industry leading quality, and at a price point that not only allows us to compete with virtually anyone, but also do it profitably!

Buzz has reached maturity by not resting on its laurels but rather continuing to create new

Models, enhancements to existing ones, fabric options, and as always, speed kills and they are committed to deliver their products quickly and damage free!

I recently had the opportunity to assemble more than a dozen of their most popular models—and as most of you know, I am not the most mechanically inclined guy—yet all the chairs assembled quickly and solidly...with no left over parts! Score!!



BUZZ SEATING



Rika Mesh



Stinger



Melo Mesh



Leather on Demand Model 68

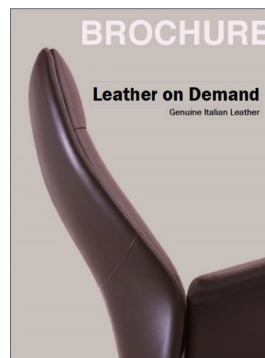


Leather on Demand Model 20

I am kind of a chair fanatic—I've been able to sit in almost everything, and being larger than the average bear, most are not the most comfortable sit—however, I was more than impressed with the RIKA in mesh seat and back. This is a model that resembled the Miller Aeron—only at a fraction of the price. RIKA is available with a mesh seating, fabric or leather seat. The frame can be black, chrome or black chrome. If you have a client who loves the Aeron but doesn't love paying a thousand dollars for one—have them test-drive the RIKA—I bet you'll both be impressed!



Another amazing group of chairs in their line is the Leather On Demand line. These are built in Canada-near Toronto and the quality is amazing. Their leathers are top grain—nothing from China or South America! The price points are very impressive! I've been sitting in their model 68 for a month



With nothing but great complements! They also have a number of Specialty chairs—the one that gets the most attention is their “Cop Chair” - called Shield. This thing is custom built for law enforcement or anyone wearing a utility belt (Batman??) Its upholstered in ballistic nylon, it has an optional 6-star base that is rated well past 500lbs. And it Ships **FULLY ASSEMBLED!** They also have many other models catering to healthcare, clean-rooms, education and training.

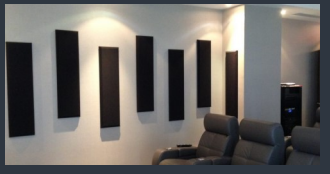
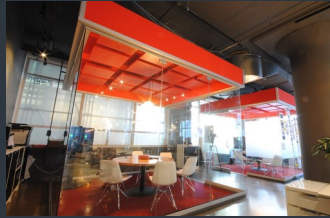
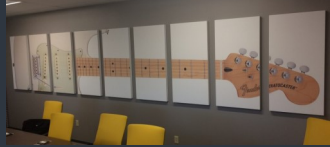


Call or ping us and we'll send you their latest pricing booklet and model guide. And you'll enjoy their Customer Service too—it's some of the best in the industry!



PRIMACOUSTICS

Primacoustic PHOTO ALBUM

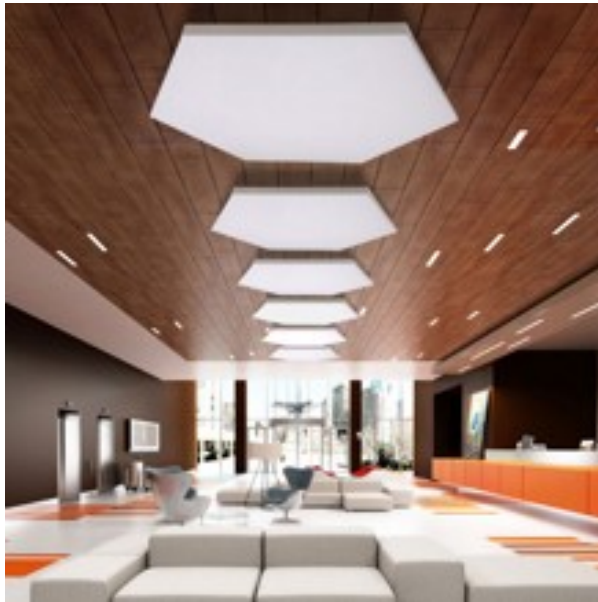


We are really excited to add PRIMACOUSTICS to our package! These guys were borne from the live performance and recording industry and their products are a out-growth from needing to provide high performance acoustic environments.

Primacoustic is a manufacturer of acoustic materials of all types. With over 30 years experience in studio and live sound and 15 years in acoustics, we have amassed a tremendous resource in the form of knowledge that is interspersed throughout this web site. We firmly believe that by sharing knowledge, not only will you enjoy better results from our products, you will pass along your learning to others.

Primacoustic Acoustic Panels Are

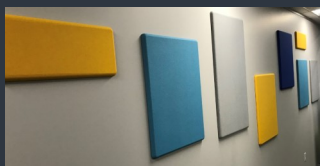
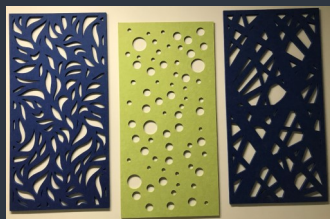
- Fabric covered acoustic panels with resin hardened edges
- Made from high performance 6lb glass wool
- Balanced absorption down into the bass region
- Panels that can be printed on and still acoustic!



Check us out at: www.PRIMACOUSTICS.com

MERGEWORKS

MERGE PHOTO ALBUM

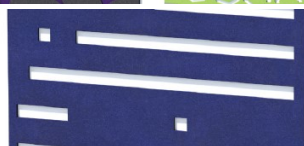
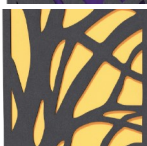
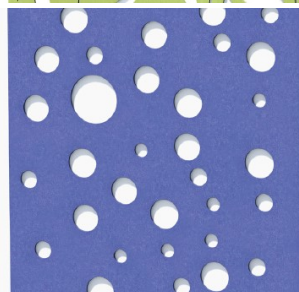
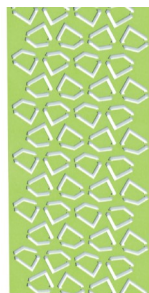
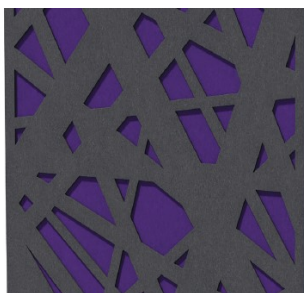
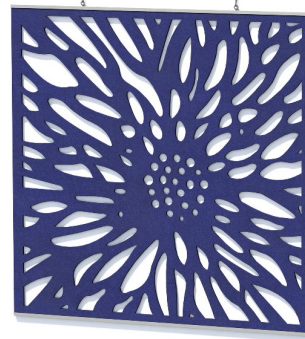


EchoDeco = Artistic Acoustics

There's a common complaint in today's Open Offices—they are too darn loud! The real complaint is the quality of the acoustics prevents the space from becoming a comfortable place to work, communicate, concentrate, or just spend time. And its not just work environments—places we eat, heal, learn, and live all have become too darn acoustically uncomfortable!



MergeWorks uses their PET materials, called EchoDeco to create amazing looking panels and tiles—using a variety of in-house created designs or any design you can imagine and digitize cutting edge in our industry. With NRC ratings ranging from 0.75 to 0.9 these are perfect combinations of art and acoustics to provide acoustic and visual repair to any space! With 14 standard colors, and many more available, creativity rules the day! Check these out on our website!



Check us out at: www.MERGEWORKS.com

MERGEWORKS

Margin Makers

MERGE PHOTO ALBUM



We've all been there—head into the library looking for something and not know which binder to pull and then it happens—you fall into the *Library Trance*! The blank stare that results from being overwhelmed by the colors and names...then we forget what we even went in there for to begin with! Well, here are a couple of great “everyday” products that are overbuilt and extremely competitively priced! All these products are extremely high quality that MergeWorks has sourced for years for others as an OEM supplier—now they have decided to make these available directly to us—and we can reap the financial benefits by eliminating the middle-man!



\$155 LIST
\$69.75 NDN



\$368 LIST
\$166 NDN

\$218 LIST
\$ 98 NDN



\$176 LIST
\$ 79 NDN



2-stage, 2-legged
w/ programmable
controller

\$729 LIST
\$328 NDN



3-stage, 3-legged
w/ programmable
controller

\$1440LIST
\$648 NDN

All are IN-STOCK and **Ship Freight Free**. Most have Rep SPIFFs too!

Check us out at: **www.MERGEWORKS.com**

SNOWSOUND

AWARD WINNER

MERGE PHOTO ALBUM



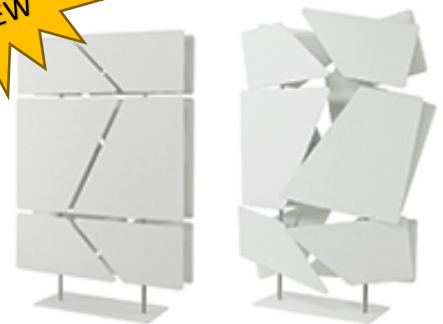
The Big News out of the NeoCon Show is that Snowsound has won the **NeoCon GOLD Award** for Best in Show. This is something they have been working hard for recognition.

Several new things were announced at the Show:

- FLAT
- Botanica
- PLI Over—freestanding divider
- Fiber Drapes & Roller Shades Complete Sets



NEW



FLAT



NEW

PLI Over



NEW

Botanica

Check us out at: www.SNOWSOUNDUSA.com

KFI STUDIOS

kfi STUDIOS

KFI Seating is now **KFI Studios**! This better reflects the new spirit and culture that is driving KFI these days—and is tremendously reflected in the new products they launched at NeoCon. From the practical to gallery pieces—KFI is moving the forefront of aesthetically pleasing and fully functioning products—still at the affordable pricing we've always known them for. Here is a collage of new products introduced at NeoCon.



Midtown



Express Yourself



Bodi



Zoso



Ogee



Check out all our products at: www.KFISeating.net

FACTORY NEWS

tayco®

NEW

Tayco's brand New **2019 Look Book** is now available. Full of brand new graphics and layout and product pictures, this is an amazing selling tool



and leave-behind for your clients. We have these in stock, so please don't hesitate to let us know how many of these you need and we'll rush them out to you right away!

kfi STUDIOS

KFI is committed to having the fastest Quick Ship program in our industry. The vast majority of their products ship within **2 WEEKS!** Their QS program can ship product in **24 HOURS!** We know that **SPEED KILLS** and KFI is committed to helping you kill more business. They ship from Louisville, Kentucky, and have excellent delivery options for us in the PNW and Hawaii! Their assortment of "commodity" seating options is second to none—and typically in these products PRICE & Delivery win the business—we can HELP!



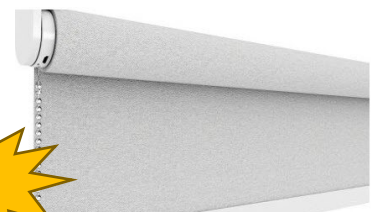
Tariffs are becoming a nasty word in the commercial seating business these days since so many components come from Mainland China. Buzz has announced their tariffs—and they are surprisingly little and affect a surprising few of their chairs. In fact, **ONLY** the ENTRY chair will incur a tariff surcharge of **18%**, which was effective June 10th. Their **Leather On Demand** line will also have a tariff surcharge, being **15%** across the board till further notice. **IMPORTANT** to note is that their LIST PRICE will **REMAIN UNCHANGED**, but the surcharge will be reflected on all acknowledgments or proposals they make for us.

SNOWSOUND®

Acoustic Technology & Design

If you look closely at their logo, you will see a subtle difference—they have changed their tagline to **Acoustic Technology & Design** in order to emphasize their commitment to owning the sophisticated acoustic solutions, both in the panel and tile products, but also in the fabric products as well.

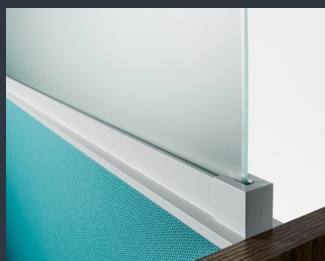
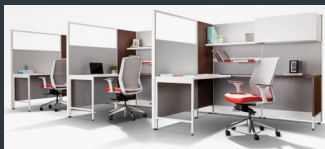
Also, they announced you can now purchase complete drapery and roller-shades direct from Snow-sound! Ordering made easy for you!



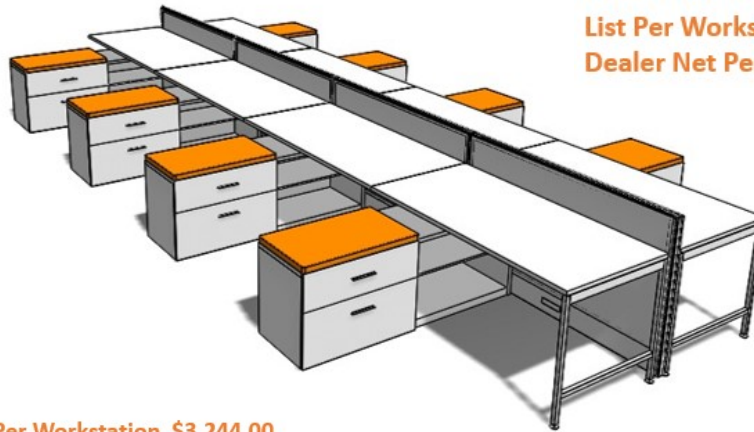
NEW

Check out all our lines at: www.bravopartners.net

SWITCH PHOTO ALBUM



Since Switch was introduced over a year ago Tayco has enjoyed some impressive successes! This includes a 300+ workstation project specified by Gensler! Here are some sample typicals priced out (using standard discount of just LIST LESS 65%) this should show just how competitive SWITCH can be—because we can get much more aggressive with our discounts!

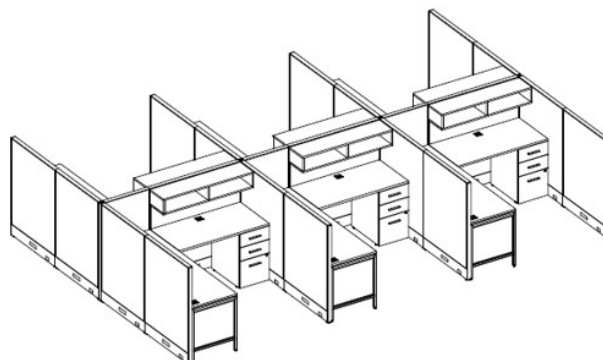
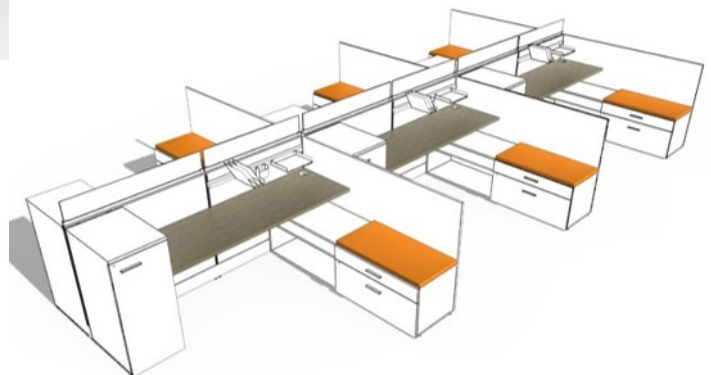


List Per Workstation \$1,908.00
Dealer Net Per Workstation \$610.50

List Per Workstation \$3,244.00
Dealer NET Per Workstation \$1,038.00
Dealer NET without Hgt Adj Surface \$540



List Per Workstation \$4,094.00
Dealer Net Per Workstation \$1,310.00



Cosmo \$26,506 LIST
\$ 4,418/ WS
68% off \$ 1,414/ WS

SWITCH \$20,378 LIST
\$ 3,396/ WS
68% off \$ 1,087/ WS

▲ -23%

NeoCon Blues

For those of us who make the annual pilgrimage to Chicago and attend the NeoCon show, we run the risk of coming away thinking the products we sell or represent may not be as unique or competitively strong as we did before we went! This is a pretty typical reaction a lot of us have—but there is one key thing to keep in mind—its all about the local execution of our sales and marketing efforts!



I used to have a Sales Manager at one of the Dealerships I ran who always seemed to come back from NeoCon in a depression. Everyone he saw looked so good! What were we going to do? How were we going to compete? It took some convincing, encouragement, and letting some time to go by before he finally agreed—it was all about how we went to market, what our message was.

There will most likely always be competition. It existed before NeoCon, and it will exist after! But how we position and sell the products that are in our portfolios is totally up to us! Keep in mind, few, if any clients venture to NeoCon—and those are the ones who get to make the final decision on which product are worth their investment—and that most often comes up to our own individual efforts. There is still a high degree of value placed in people doing business with people they like and see as credible.

So prepare your story of what's new and unique from the introductions the factories you do have access to and how they played at NeoCon. Accent YOUR positives. Tell YOUR story! Don't fear anything you saw or heard. How will those products and stories play in your marketplace? The people you compete with and against are still the same. Also remember, most of what you may have seen at NeoCon isn't immediately available—*maybe* by the end-of-the-year, heck, maybe never! Be encouraged that new opportunities exist for those courageous enough to pursue them! NeoCon.-Schmee-a-Con. Execute locally—win consistently!

Who Is Bravo Partners

Bravo Partners was created to help Architects, Furniture Dealers, and End-users provide client-centric solutions for businesses that demand enabled, reliable, and easy to use work environments, especially in Collaboration spaces. With our manufacturing partners; **Snowsound**, **Tayco**, **Buzz Seating**, **MergeWorks**, **KFI Seating**, **Primacoustics** and **Stilles**.

We also represent the Pacific Northwest's most comprehensive Professional-Grade single source provider of AV, IT, Security, Telephony, Electrical & Low-voltage Contractor designed to integrate with the Commercial Furniture Dealer network;

SNOWSOUND®
Acoustic Technology & Design

tayco®



MERGEWORKS
Define Your Workspace

kfi STUDIOS



stilles

Tempest Technologies LLC



Web-site: www.bravopartners.NET

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