

Issue
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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 Update

Another NeoCon has come and gone! This one was Number 50! For those who went it may have felt like SSDD—Same Stuff, Different Day! The lack of innovation struck most of those I spoke with. But “new stuff” was around if you looked and new what to look for.

In this issue we'll take a look at some of the new and refreshed product launched during this show period. Some of our manufactures don't attend the show—but still are making new product introductions that we want to share with everyone.

If there were trends being noticed they may have been in a couple of categories; acoustic management and casual clustering.

Acoustic Management brought a slew of Personal Phone booths and nooks as well as acoustic panels in all types

of shapes, styles, sizes, and colors. This is most likely in response to all the research we've been seeing lately on how bloody loud today's typical offices are!

The other trend we saw was this casual collaboration seating style that appears to be modelled after either early Salvation Army or our Grandma's basement! Everything in muted earth tones tweeds and velvets – I even saw one photo with a doily in it! Table lamps, area rugs, toss in the aroma of mothballs and it'd be perfect!

So in the following pages we take a visual tour thru our new and refreshed stuff! Hope you see something you can turn into a rock'n selling opportunity!

Snowsound Photo Gallery



Snowsound Baffles



Snowsound Diesis



Snowsound Art®



Snowsound Backlit Flap Tiles



Snowsound Diesis, Blade, Giotto

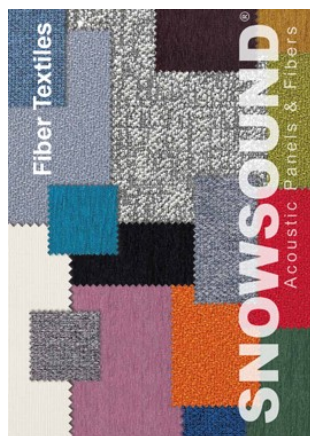
SNOWSOUND

The Big Introduction this year was their Ready for Prime Time Family of **Acoustic Fiber**. These patented technical fabrics have a soft polyester acoustic thread interwoven throughout. These fibers are inherently fire-resistant. The interaction between the Fiber and the air controls reverb and reduces annoying acoustic echo. These Fiber products provide uniform selective absorption throughout all frequency ranges. These Fibers can be used for curtains, roller shades, partitions, decorative sconces, and even upholstery!

There are 5 families of weaves and patterns—each with their own colorways and textures.



Call us for their new Fiber Card—we have them and they'll stun you!



Uses include Healthcare, auditoriums, window shades, curtains partitions, wall sconces and room dividers...just a few projects already on!

Speaking of new Collateral, they introduced a very European-style product brochure in tabloid form. Heavy on pictures, this does a great job of laying out the variety of product shapes, sizes, colors, and mounting options. Its fabulous!



Going along with all their new Collateral is a brand new Price & Spec Guide. This is available with and without pricing—very handy to give to A&D firms that you may not want to give LIST prices to right away.

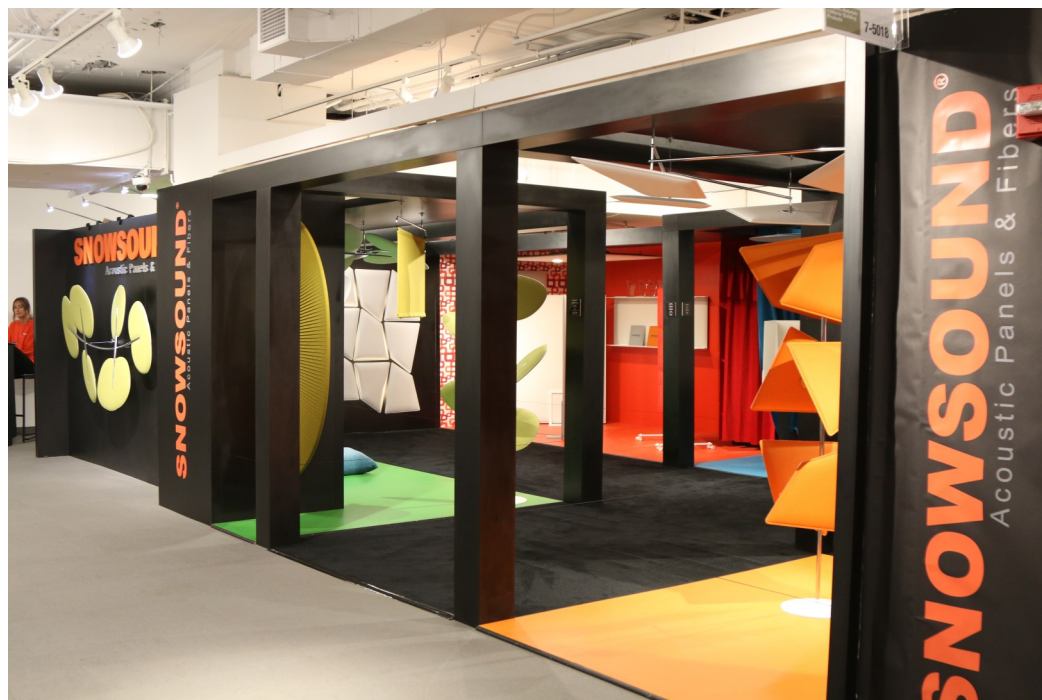
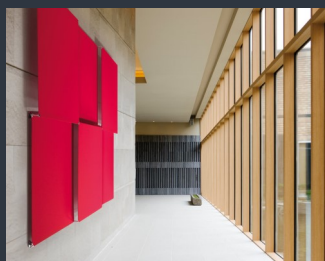
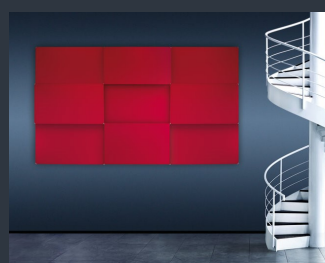
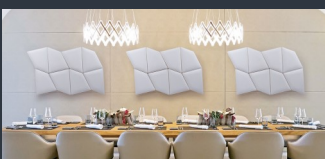
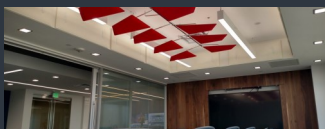


Let us know if you want or need any of these new pieces and we'll send them right out! And don't forget our new IDCEC/IIDA CEU presentation—great A&D opportunities!

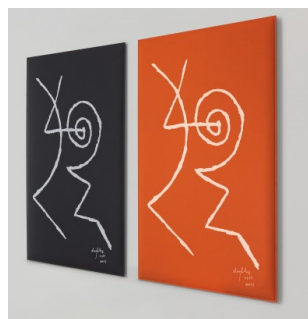
www.SnowsoundUSA.com

SNOWSOUND

SNOWSOUND PHOTO ALBUM



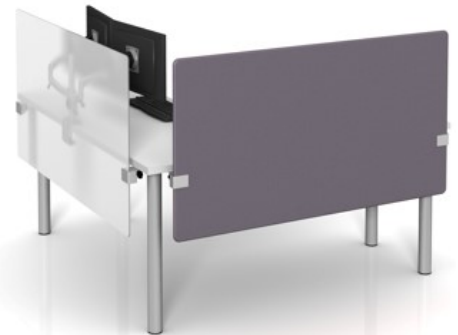
Images from
NeoCon 2018



Check us out at: www.SnowsoundUSA.com

MergeWorks

• Privacy • Display • Mobility



MergeWorks has launched several new products and a whole new Collateral support material line-up.

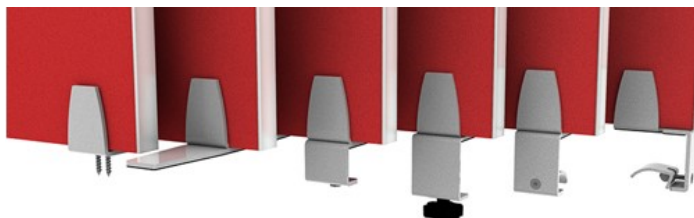
Known for their mobile dry-erase boards, their mobile partitions, and desk-top screens, they have now added several new mounting brackets for their screen line-up, new PERC acoustic screen material, new models of their height-adjustable bases and tables and work accessories, like their new Power Dock.

They just rolled out their new “Shelf Box” designed to take the place of a 3-ring binder and contain finishes, literature, and product samples. They have also added a single overview brochure and several direct-mail postcards.



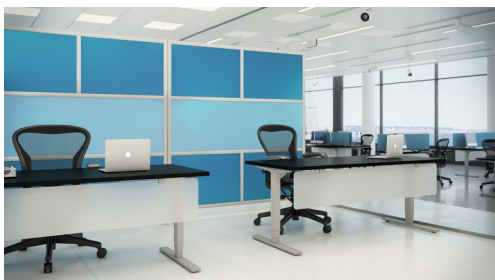
MERGEWORKS

Define Your Workspace



Power Dock with **Phone Holder**

\$155.00 LIST



Check us out at: www.MergeWorks.com

OCI SITWELL



OCI has introduced **UNITE** which is a series of modular soft seating components that you can configure multiple layouts with. From Curvilinear to standard straight configurations, UNITE offers a variety of shapes, sizes and styles. From single sofa to three sofa options, stools, and benches are also part of the brand offering. Also available are an array of power/data ports, legs and caster options, ganging devices, upholstery options, including fabric, vinyl and leather. Lots of Healthcare and lounge area applications!



KFI
seating

KFI at NeoCon showed for the first time several new additions to their line-up!

MidTown Tables blends steel bases with either solid wood or laminate tops.



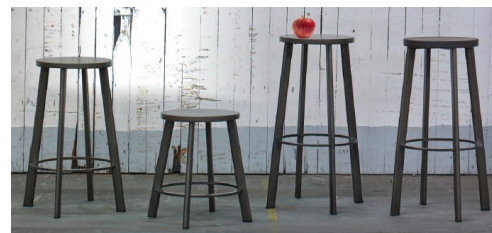
Available in 29", 36" or 41" high tables they feature 2" X 4" 16-gauge black-powder coated steel legs with wire management capabilities. Tops are either solid wood Urban Loft tops or laminate.

Two new stool lines

Element is a steel frame with contoured seat and back. Available in 18" and 30" heights. Designed for indoor use.



Metro is a new stool line that is available in 18", 15.5" counter) and 29.5" (bar) heights. Designed for indoor use, they feature a steel base and have optional steel or wood seats and non-marring glides.



Tech Talk



There was another Trade Show of importance to our world this month—InfoComm. This is the Commercial version of the Consumer Electronics Show (CES). All the gear from all the manufacturers most of you have heard of are in one place at one time wowing the crap out of everyone who walks by!

This year it was in Las Vegas the week before NeoCon. Next year it'll be in Orlando June 12-14.

Remember when we all gawked at 4K (you do know what that is—right?) Now the new “standard” is 8K and some are even showing 10K! Samsung and LG led the way with their Ultra High Definition screens. The Samsung Wall was almost too real to be real! And LG continued to throw down with their incredibly thin—less than 1/2” OLED flat screens in UHD definition.

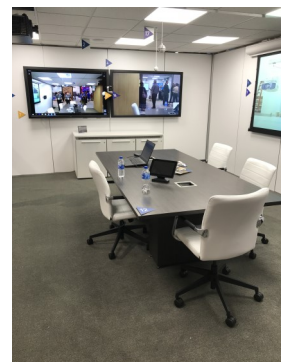
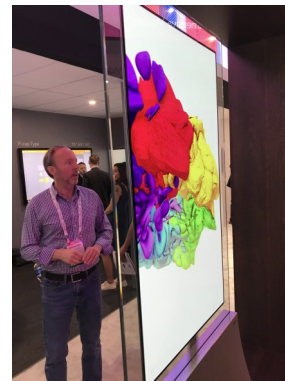
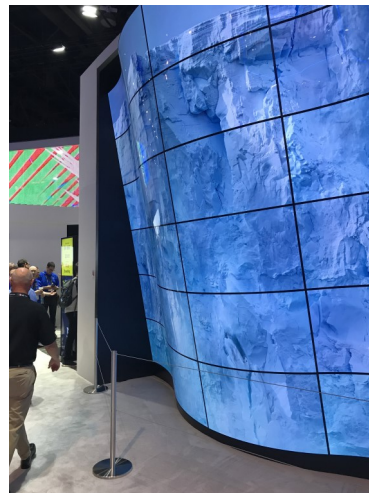
Content sharing ease was also a feature with folks like Barco and Crestron and AMX leading the way. The ability to connect wirelessly and fluidly continues to be enhanced.

eWhiteboarding continues to see improvements with Sharp AquosBoards getting larger and faster and easier to use. To be sure Samsung and LG, both had exquisite models of their own at the show.

Room Scheduling, Video Conferencing, Power Docks, speaker and microphone enhancements were everywhere.

Projection, while many pronounced dead years ago is seeing a resurgence in the large format channels with the Big Guys like Epson, NEC, Christie, Panasonic and Casio showing amazing machinery! They too are getting into the UHD formats with their own 8K models.

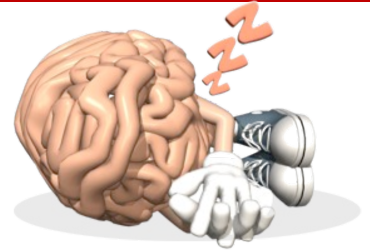
This show is incredible. Put it on your calendar for next year—Orlando isn't that far from Chicago...and you're traveling anyway.....



Don't Fear the Gear!

Survive The Show Hole

We've all been there—we attend these Tradeshows, NeoCon, InfoComm, ErgoComm...they all have one thing in common...Brain Overload! Meltdown! Danger Will Robinson! Danger! Easy to do! What do we do about this now that we're back home? Make it all compute! Make the numbness go away!



At these Shows we see everything an industry has to offer dressed up in their finest presentation and its nature that we compare it to our own product or service portfolio. Worry and envy set in. A favorite saying of mine is **Comparison is the Thief of Joy!** We compare ourselves, our products, our people, our partners, our deliverables to what we think we see at these Shows and tend to get overwhelmed and even depressed. *"It all looks the same!" "Theirs looks so much better!" "We don't have anything like that!" "I didn't see anything exciting!"* We've all been exactly there!

A mentor of mine told me a long time ago, in a galaxy far, far away when he saw me falling into the *Show Hole* that it all has to do with **"Local Execution!"** That means how well we implement what we saw and heard at the various shows in our own marketplaces in our own businesses. Play to strengths—play down weaknesses. Pick just 3 notables from any given show and immediately roll these into your sales story and marketing message. Beat everyone else in your market to the Sales punch! Tell the story of what's new in a language your marketplace will understand and in a way your Dealership can leverage into a unique competitive advantage. Its crucial you understand that you have less than a 30-days window before everyone else wakes up and gets their balls rolling! So roll yours first! Remember -Speed Kills! Be urgent in your mission.

Resist the Show Hang-over—Pick 3! Tell the story. Make sure your Team can tell the story! Tell it again and again—doesn't need to be fancy—just consistent and in a way that gets traction.

Turn Mind-Meltdown into Marketplace Action. And remember this strategy Before the next time you go to a Tradeshow. What will be my 3 most impactful take-away things I can execute on locally!



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 OCI\Sitwell Seating, MergeWorks, Stilles, and KFI Seating.**

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; **Tempest Technologies.**



MERGEWORKS
Define Your Workspace



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