

IF YOUR BEDS WERE GIFT WRAPPED, WHAT MESSAGE WOULD THEY SEND?



Colonial Rule #12:

“Wrap it up ... carefully!”

Most people expect fine gifts to be wrapped.

Think about the last gift you bought for ‘someone special’.

Did you wrap it yourself? Did you use plain brown paper? Or newspaper perhaps?

Probably not. Chances are you had a professional do it.

The more important the gift, the more impressive the wrap!

Colors and trim were carefully selected

to send the right message. That something valuable was inside. That you care!

Mattress displays are a lot like gift wrap. They too need to send the right message.

Mattress shoppers are also “special”. They shop with uncertainty. They cannot tell what’s inside the ‘packages’ they see on the outside. But they know it’s important.

Each brand they see sends its own message based, initially, on the way it’s “wrapped.”

Some say “I’m quality”. Some say “I’m cheap”. Yet some say “I’m pure luxury...just perfect!”

At Colonial, we have the experience and expertise to help.

We have researched which colors, styles and trim, will send the ‘right message’.

A message designed to wrap up more sales for you. That’s our mission.

So...what message are your beds sending?



Top of Bed Displays



Headboards



Branded Apparel

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COLONIAL LLC
DISPLAY AND BRANDING SPECIALISTS