

Online Furniture Catalog



Our Complete Furniture Offering ... Online

*96% of buyers are more likely to contact suppliers who provide a lot of product information versus those who don't.
Source: Buyer Behavior E-mail Study, ICR Research*

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United's online furniture catalog can be seamlessly linked to your Web site and offers existing customers and new prospects the ability to view the industry's broadest selection of furniture in an online format. The Online Furniture Catalog can also provide you with an optional e-commerce storefront and shopping cart with the ability to develop a 24-hour revenue stream, harnessing the power of e-commerce.

Designed to work in tandem with United's Mid-Market Furniture Catalog, you can pick from a wide selection of design templates or the catalog can be fully customized to match the look and feel of an existing Web site. Two formats are available: a product showcase, where visitors can research products and request quotes; and a fully functional e-commerce storefront capable of accepting secure credit card orders (optional).

The Online Furniture Catalog presents detailed information on each item, including high-quality product content, descriptions, fabric/finish selections and available options. Consumer pricing can be presented in a list price, multiple pre-set price levels or in a customized variable pricing format by margin level, product line or SKU number.



Key Features

- Establish world class e-commerce presence
- High quality content & detailed product information motivate buying behavior
- User friendly search capabilities: SKU, manufacturer, and keyword
- Can be enabled with shopping cart/online purchase functionality (optional)
- "Request a Quote" feature encourages inquiries – lead generation
- Consumer Registration page captures all customer information
- Dealer training and technical support provided!

Contact your Account Manager for more information on United's Furniture Program

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Bookshelf
24w x 24d

66w x 30d

72w
16d

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