

June 1, 2020

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# P3 Newsletter



## Charity Promotion

### P3 Charity Promotion stressless®

Effective - June 5, 2020 - August 3, 2020

- Consumers donate a minimum of **\$50** to the store's charity of choice and he/she will receive multiple stressless promotional offers!

**(only one donation of \$50 needed to qualify for all offers)**

offers include:

- \$500 off all Wing
- \$400 off all Mayfair
- \$300 off any Chair Family
- \$200 off Each Sofa Seating Unit
- **FOR EXAMPLE:** A Stressless® WaveSectional: LoveSeat, Medium

Corner, and Sofa will qualify as 6 seating units.

there is no limit to the number of seats a consumer can purchase

Oslo and manhattan not included

(Oslo & manhattan have a different -solo promotion listed on Pg 2)



### P3 Charity Promotion - Stressless® Dining Chairs

Effective - June 5, 2020 - August 3, 2020

**\$50 Off Each Chair Stressless Dining Chairs**

**Minimum Purchase of 4 Chairs or More**

-with a donation of \$50 to Dealer's Chosen Charity

All orders for P3 promotion must be marked "Charity P3 Credit".



## P3 Charity Promotion - Featured Chair

Effective - June 5, 2020 - August 3, 2020

**Save \$400** on the Stressless® Mayfair  
with a donation of \$50 to Dealer's Chosen Charity  
(in ANY Paloma Color):

MAYFAIR CLASSIC BASE  
Chair and Ottoman



MAYFAIR SIGNATURE BASE  
Chair and Ottoman



MAYFAIR POWER Chair



MAYFAIR OFFICE  
Chair



## P33 Charity Promotion - Featured Chair

Effective - June 5, 2020 - August 3, 2020

**Save \$500** on the Stressless Wing  
with a donation of \$50 to a Dealer's Chosen Charity  
(in ANY Paloma Color or any Pioneer Color)

WING CLASSIC BASE  
Chair and Ottoman



WING SIGNATURE BASE  
Chair and Ottoman



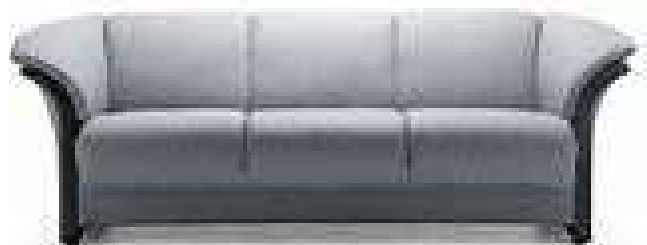
WWING POWER Chair



WING OFFICE Chair



Stressless® Oslo and Manhattan are excluded  
from the P3 offer.



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## P3 Questions & Answers



**Q:** Our store's charity is the "United Way." My customer says that they only donate money to the "Make a Wish Foundation". Does this charity donation qualify for the \$200 off?

**A:** *Yes. Your store can endorse a single or multiple charities. The only stipulation is that the store receives the donation and disperses the donation(s) to the appropriate charities.*

**Q:** My customer wants to buy the Stressless® Mayfair Power at \$400 off. They brought in a donation receipt showing they donated \$50 a month ago to our store's charity. Will their donation receipt qualify?

**A:** *Unfortunately, no. The donation needs to be made at the point-of-sale.*

**Q:** My customer wants to buy a Stressless® a Wave Sectional: a LoveSeat, Medium Corner and Sofa. How do we go about making sure he/she receives the appropriate discount?

**A:** *Since the LoveSeat, Medium Corner and Sofa qualify for (2+1+3 seat) 6 units. This combination of sofa/love /corner would receive \$1200 off.*

**Q:** *My customer wants to buy the Mayfair with the Signature Base, but without the ottoman. Can they buy the chair-only and save \$400?*

**A:** *No. The Classic Base and Signature Base recliners are sold as a chair and ottoman set. Chair-only sales will not qualify for the \$\$300/\$400/\$500 discount. The exceptions are the office chairs or Power Chairs. These are not sold as chair and ottoman sets and therefore will qualify for the promotions.*

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# New Leathers!

These leathers listed below will be shipped to very soon, please add them to their leather family handle.

- Paloma:

- Fog
- New Cognac



- Pioneer:

- Black
- Cognac



# New Dining Chairs!

We are pleased to announce the introduction of a new dining chair arm option, as well as also the option of large size seat. The Dining Chair program is now only offered from Norway and are available now!



D100 solid wood

Large

With arms

Walnut

Leather

Bar  
Bon



Dining leg



Size



Arms



Leg color



Material



Cr

Rosemary Low Back

Rosemary Low Back Large

Rosemary Low Large w/ Arms

Rosemary High Back

Rosemary High Back Large

Rosemary High Large w/ Arms

# New Chairs!

We are pleased to announce the introduction of 4 new chairs . The Mike and Max, and the Sam and Scott!  
 The press release was in Furniture Today in early May and are all set for debut at Vegas Market in August.



Stressless® Sam

Stressless® Scott



[www.furnituretoday.com/upholstered-furniture/ekornes-launches-2-chairs-at-opening-prices/](https://www.furnituretoday.com/upholstered-furniture/ekornes-launches-2-chairs-at-opening-prices/)

**FurnitureToday** Featuring: Mike Walker, TD Bank, Mark Demaris, Genesis Scott, Tony Corino, Kallipati

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## Ekornes launches 2 chairs at opening prices

Powell Slaughter // Senior Editor • May 8, 2020



Ekornes is unveiling two recliners starting at \$2,500 retail.

SOMERSET, N.J. – Luxury seating manufacturer Ekornes' spring introductions include two recliners at opening price points for its Stressless relaxer chair line.

Stressless "Mike" and "Max" resemble traditional recliners on the outside, but Stressless technical innovations and a distinct Scandinavian style add extra value, according to the company.

### Editors' Picks

- Blog: Top 100 furniture stores show retail in microcosm
- Top 100: Top retailers regain share, but growth continues to slow
- Retailers say extended financing terms a popular choice for the holiday weekend

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<https://www.furnituretoday.com/upholstered-furniture/stressless-new-generation/>

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## Ekornes offers Stressless' 'new generation'

Adds triple power, integrated footrests, heat & massage options to new Stressless recliners

Powell Slaughter // Senior Editor • May 4, 2020



The Stressless 'Sam' recliner is available with optional wood side panels.

SOMERSET, N.J. – High-end motion seating manufacturer Ekornes will unveil a new generation of Stressless recliners featuring triple power and a redesigned disk base.

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