



# Infinity Commercial Furniture: Collection Catalogue

**Infinity Commercial Furniture** is a commercial manufacturer and supplier of high-quality office furniture. ICF launched a multi-channel Direct Mail campaign produced by Nuance Branding & Design to launch their new collection and target architects, designers, and builders in the market.

**Objective:**

Infinity Commercial's objective was to increase their sales, doing so by increasing their number of inquiries and average transactions. >>

The campaign resulted in a **94.75%** increase in revenue, a **79.9%** increase in average sales, and a **19.7%** increase in enquiries.



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The campaign led the company to its largest quarter of growth in its 5-year history.



**Method:**

1,500 catalogues were distributed via direct mail, supported by a website upgrade, the use of social media, eDM distribution, and an update to ICF's quoting and job management system. In order to support their increased range of product offerings in time for the campaign launch, ICF upgraded their Sydney Showroom from a size of 300 to 750m<sup>2</sup>.

**Results:**

The campaign led the company to its largest quarter of growth in its 5-year history. The impressive results included a 94.75% increase in revenue, a 79.9% increase in average sales, and a 19.7% increase in enquiries. ICF won the campaigns under 100,000 units in the Direct Mail category at The Real Media Awards. ●

