



Krost Business Furniture: Collection

Krost Business Furniture is a retailer specialising in the sale of office furniture. The production of their 2022 catalogue proved successful for the business, who aimed to inspire their readers in the ways offices can be used to nurture and drive their users.

Objective:

The Krost 2022 catalogue was designed to showcase the release and increase the sale of over 20 new product ranges and reinforce their position as a leading commercial supplier.

Method:

Krost provided a range of useful information and used striking design to engage readers. The catalogue was direct mailed to 20,000 organisations located around the Sydney and Melbourne metro areas, where Krost has showrooms and offices and a purchased targeted list.

Results:

The catalogue resulted in a high increase in calls, enquiries and website traffic. ●



The catalogue provided a vehicle to communicate **20 new** product ranges.

