

## **KARE order fair in HD: Digital trade fair experience for year-end business**

*Garching-Hochbrück, September 2020;* Beam my turnover up, KARE! When the 3,000 square metre showroom lands digitally on the desks of decision-makers in the furniture trade, a moderated and visually stunning show of the home opens up on the screen - and the sales opportunities. KARE presents the autumn and winter innovations and style worlds with a digital 3D tour live and in impressive, photo-realistic HD quality. Independent of place, time and travel preferences, the strategy and the smart product mix for increased sales and quick availability can be determined. The support of the digital trade fair experience is as individual as the home trends at KARE. During the virtual tour, the sales managers and their customers target specific POS presentations that do justice to the possibilities of the sales areas on site.

### **Tailor-made shop-the-look**

Dealers can benefit three times over from the big autumn trade fair at KARE. The Visual Merchandising Team has completely redesigned the showroom. There you can experience the new staging of the unique range of products for the year-end business, which is particularly important this year.

As a booster for sales, the sales team shows clearly defined bunks during the tour. They contain the perfect mix of bestselling furniture combined with high-turnover products for spontaneous purchases, such as matching lights, mirrors and attractive decorative objects. CEO Peter Schönhofen: "Our new shop-the-looks can be easily adopted for the area. We make it easy for customers by having our sales department plan digitally and adapt them individually to the space".

In addition to the hybrid trade fair offer, the doors are naturally also open for a visit to the KARE headquarters. The showroom is easily accessible on the motorway, can be reached easily by the Munich underground and is located near the airport.

Thanks to the sophisticated organisation and all the necessary hygiene measures, it will be possible to talk shop in private from one furnishing professional to another.

### **About KARE**

Privately owned Kare Design GmbH is an internationally operating company for furniture, lighting and home accessories, which is a leader in its market segment. The company is managed by its founders Jürgen Reiter and Peter Schönhofen. Under the slogan "Joy of Living" the company designs and markets unconventional home design in a wide variety of styles under its own brand KARE. Today the company has over 200 KARE shops in fifty countries. The medium-sized company with its headquarters in Garching near Munich impresses with its inexhaustible variety of constantly new furnishing ideas. The brand attracts attention in international markets with its sensual staging of furniture, lighting and home decoration, which are always unique and never boring. With the right feeling for strategy and new markets and a range of around 5,000 products, KARE Design GmbH has been recording continuous growth since its foundation in 1981. Under the umbrella of the KARE brand, the company sells through its own retail outlets, as a wholesaler and under its franchise system. It also operates e-commerce and a subsidiary for the contract business. With the early entry into digitalisation and its further development, the CEOs Reiter and Schönhofen put their company on a robust basis.

### **Appointments and contacts**

Open Showroom. Appointments can be made at [info@kare.de](mailto:info@kare.de)

# KARE

Press release

Contact for journalists: [presse@kare.de](mailto:presse@kare.de)

Trade website: <https://www.kare-design.com/b2b/de/>