

Hospitality Showroom Merchandising Guidelines

Piet Boon

Base



Tabletop

SERAX

First shelf:

Piet Boon
Base

Second shelf:

Roos Van de Velde
Perfect Imperfections



Presentation Take-aways

Do not mix & match different collections.

Place collections from the same designer next to each other.

And/or place collections coherent in color and style next to each other.

Showcase product references per model, starting from the largest towards the smallest.

Place color variations on top.

Add the Serax logo.

Add the collection showcard with a lifestyle image or designer portrait.

All images can be found on Bynder.

Hospitality packages were created to give a complete collection overview to enhance performance & rotation.

Contact your sales representative for all hospitality packages.

Rack Combinations

SERAX

Piet Boon

Base

B9214707
Plate Low XXL
White
L32 W32 H1,5

B9214706
Plate Low XL
White
L28 W28 H1,5

B9214705
Low Plate L
L24 W24 H1,5

B9214704
Low Plate M
L20 W20 H1,5

B9214703
Plate Low S
White
L16 W16 H1,5

B9214702
Plate Low XS
White
L12 W12 H1,5

B9214701
Plate Low Mini
White
L8 W8 H1,5

B9214700
Plate Low
White
L6 W6 H1,5

B9214713
Plate High XXL
White
L32 W32 H3

B9214712
Plate High XL
White
L28 W28 H3

B9214711
High Plate L
L24 W24 H3

B9214710
Plate High M
White
L20 W20 H3

B9214709
High Plate S
White
L16 W16 H3

B9214708H
Plate High XS
White glazed
H3

B9214717
Deep Plate XL
White
H4,5

B9214716
Deep Plate L
White
L24 W24 H4,5

B9214715
Deep Plate M
White
L20 W20 H4,5

B9214714H
Deep Plate S
White glazed
L16 W16 H4,5

B9214721
Bowl Low XL
White
L24 W24 H6

B9214720
Bowl Low L
White
L20 W20 H6

B9214719
Bowl Low M
White
L16 W16 H6

B9214718H
Bowl Low S
White glazed
L12 W12 H6

B9214724
Bowl High L
White
L20 W20 H7,5

B9214723
Bowl High M
White
L16 W16 H7,5

B9214722
Bowl High S
White
L12 W12 H7,5

B9214729
Coffee Cup
White
L8 W8 H7,5

B9214728H
Espresso Cup
White glazed
L6 W6 H4,5

B9219729S
Saucer Coffee
White
L12,4 W12,4 H1,5

B0819203
Red Wine Glass
Curved Transparent
L10 W10 H22

B0819205
White Wine Glass
Curved Transparent
L9 W9 H21

B0819201
Glass L Frost
White
L8 W8 H12

B0819200
Glass M Frost
White
L8 W8 H9

B1318102
Table Knife
L23 W2,2 H0,6

B1318100
Table Fork
L21 W2,8 H0,4

B1318101
Table Spoon
L21 W4 H4

B1318106
Teaspoon
L14 W2,8 H3

B9219730
Tea Cup
White
L8 W8 H9

B9219728H
Espresso Cup
White Glazed
L6 W6 H4,5

B9219728S
Saucer Espresso
White
L9 W9 H1,5

B9219729
Coffee Cup Without Handle
White
L8 W8 H7,5

B9214727
Bowl Deep L
White
L20 W20 H9

B9214726
Bowl Deep M
White
L16 W16 H9

B9214725
Bowl Deep S
White
L12 W12 H9

B0819206
Champagne Coupe
Transparent
L10,6 W10,6 H13

B0819204
White Wine Glass
Straight Transparent
L7,2 W7,2 H17

B0819202
Red Wine Glass
Straight Transparent
L8 W8 H18

B0819207
Champagne Flute
Transparent
L4,6 W4,6 H19,5

P0622029
Pancarte A4
Piet Boon