

# Say hi to the ergonomic dot

Your visual tool to gain attention and focus on the Varier collection, through customized communication material.

This season we want to invite you to get to know our ergonomic dot.

Learn how to use it to draw attention by implementing this graphical element to your communication material.

See this opportunity to get your favorite content, customized to fit your platforms by emphasizing the compelling health and wellness benefits, as well as the unique stories behind form and function of your selection of Varier chairs.

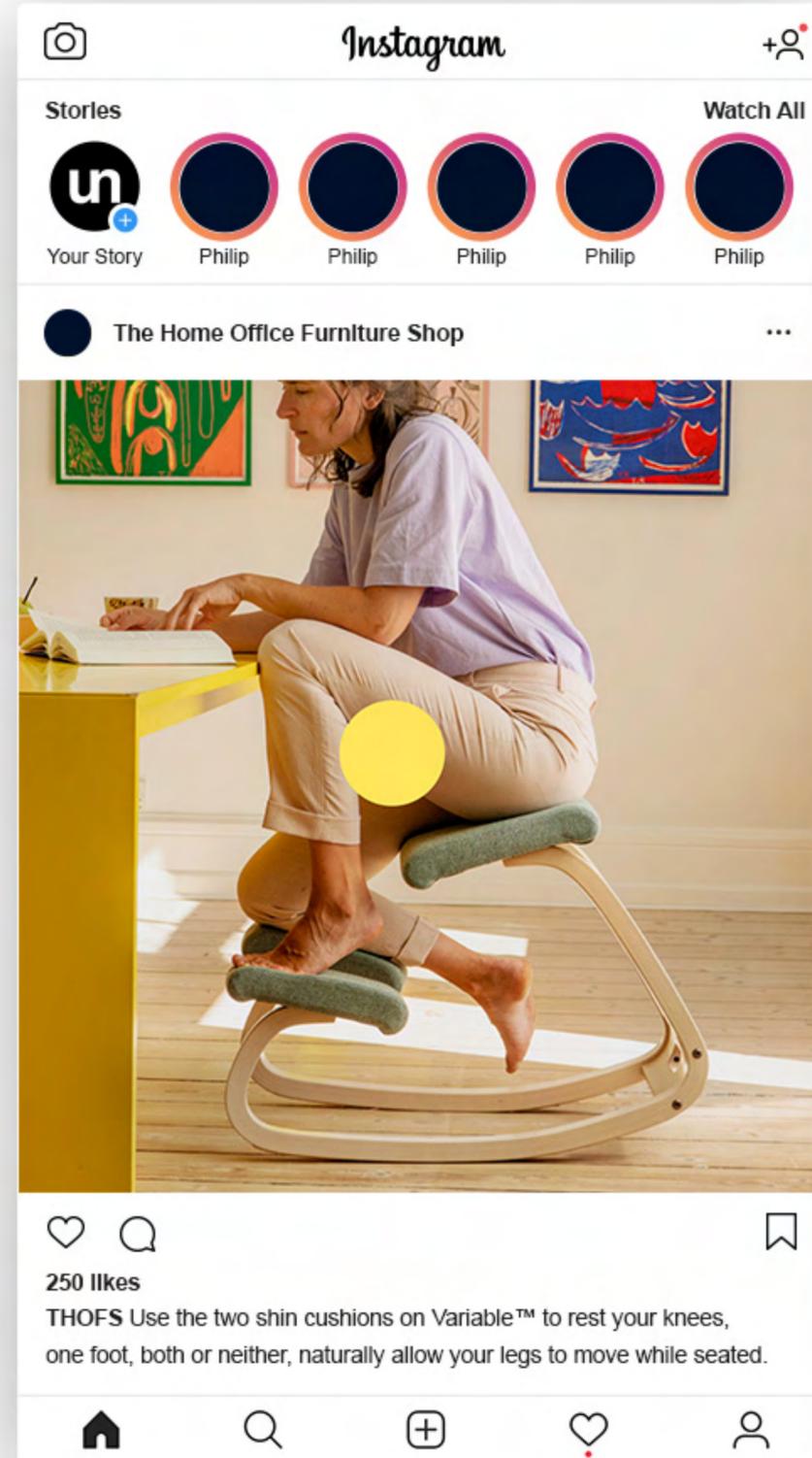
## The why, what and how

We are simple and direct when we speak ergonomics, knowing there is a thin line between being exhilarating and exhausting. The ergonomic dot is our unique approach to speaking about ergonomics in a visual way.

We do so by placing the dot on top of photos, using this as a graphical element to draw attention and visualize which part of the body our furniture is good for.

Use the ergonomic dot to activate your favorite Varier products in your store.

An example on how to use the ergonomic dot in an Instagram feed with the swipe function, allowing content to be backed up with informative, enlightening and relevant information.



## The ergonomic dot

The color of the ergonomic dot makes the image stand out. We have six colors to choose from, select the color that best fits the image of your choice.

The dot is simple. Let's keep it that way. That's why we always use the same color and same size if we need multiple dots in one photo.



## Campaign activity illustration

- A Inspirational digital activities
- B Inspirational physical activities

We will support you with customized content to fit website or store, in your local language.

## Inspirational digital activities

Banner advertising

On local online magazines, newspapers and other platforms to reach a broader audience.

Social advertising

Like Facebook ads, LinkedIn ads and Instagram ads, customized with logos and text to fit your unique markets.

Digital posters

Created to communicate through in-store screens, digital table stands, customized with logos and text to fit your unique markets.

Videos and animations

In-depth visual storytelling with descriptive and compelling short videos and GIF's.

Social imagery

Descriptive and inspirational imagery setup of handpicked chair images that make a informative and compelling composition.

## Inspirational physical activities

Printed postcards

Standard postcards with information about your selected chairs form and function through use of the dot.

Store banners

Compelling large scaled imagery and text to describe benefits and functions customized to each markets needs.

Table stands

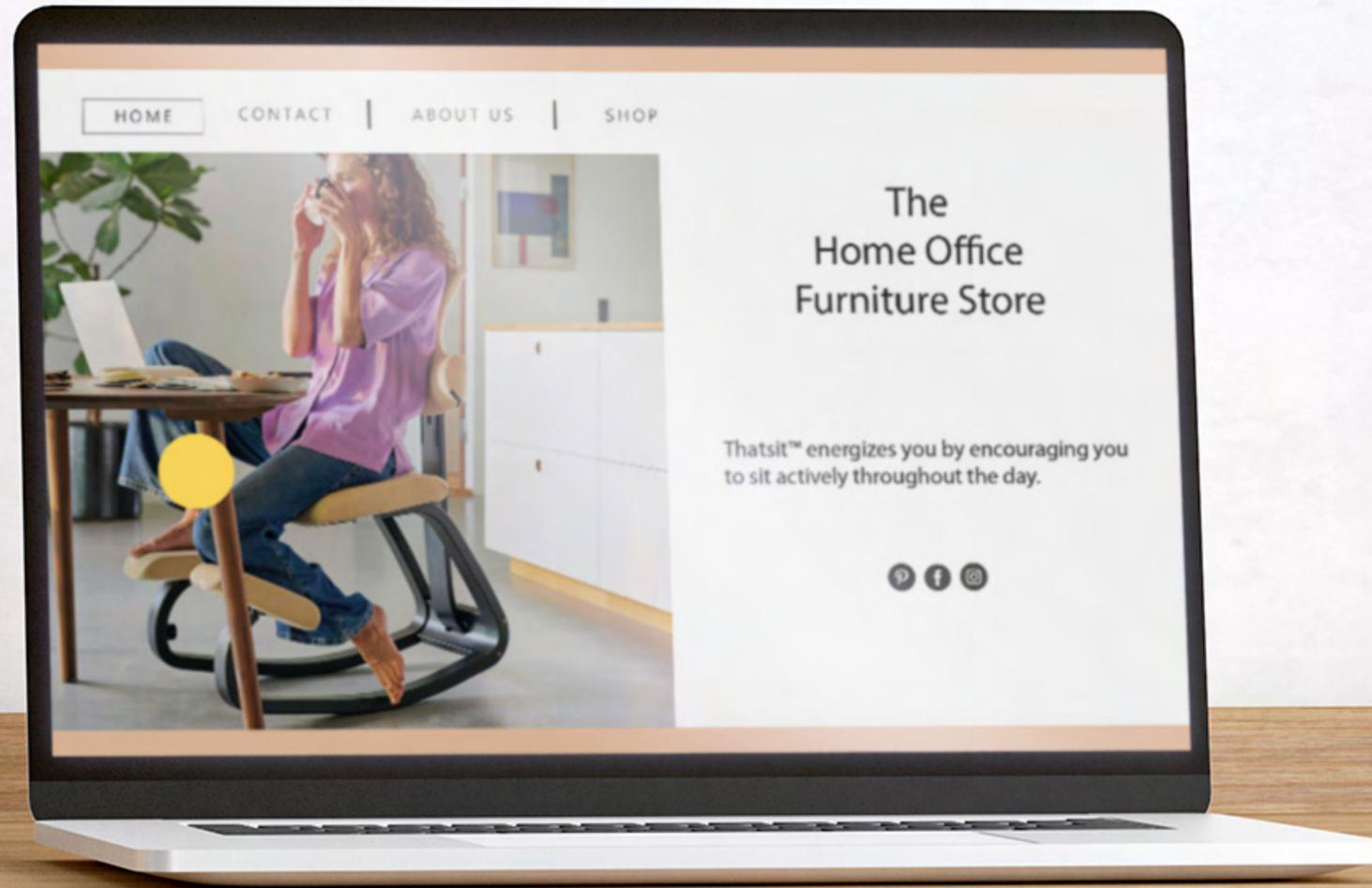
For that immediate and eye-catching message in a classical table stand placed on counter, waiting areas or other social rooms.

Posters

Captivating imagery + text on local advertising boards or portable outdoor banner displays.

Store window stickers

Decorative use of the dot in combination with a supporting text explaining how it's good for the user, and why, highlighting focus on the window decoration with Varier chairs.



An example on how to use the ergonomic dot on a website landing page banner, allowing content with the dot to be backed up with informative, enlightening and relevant information.



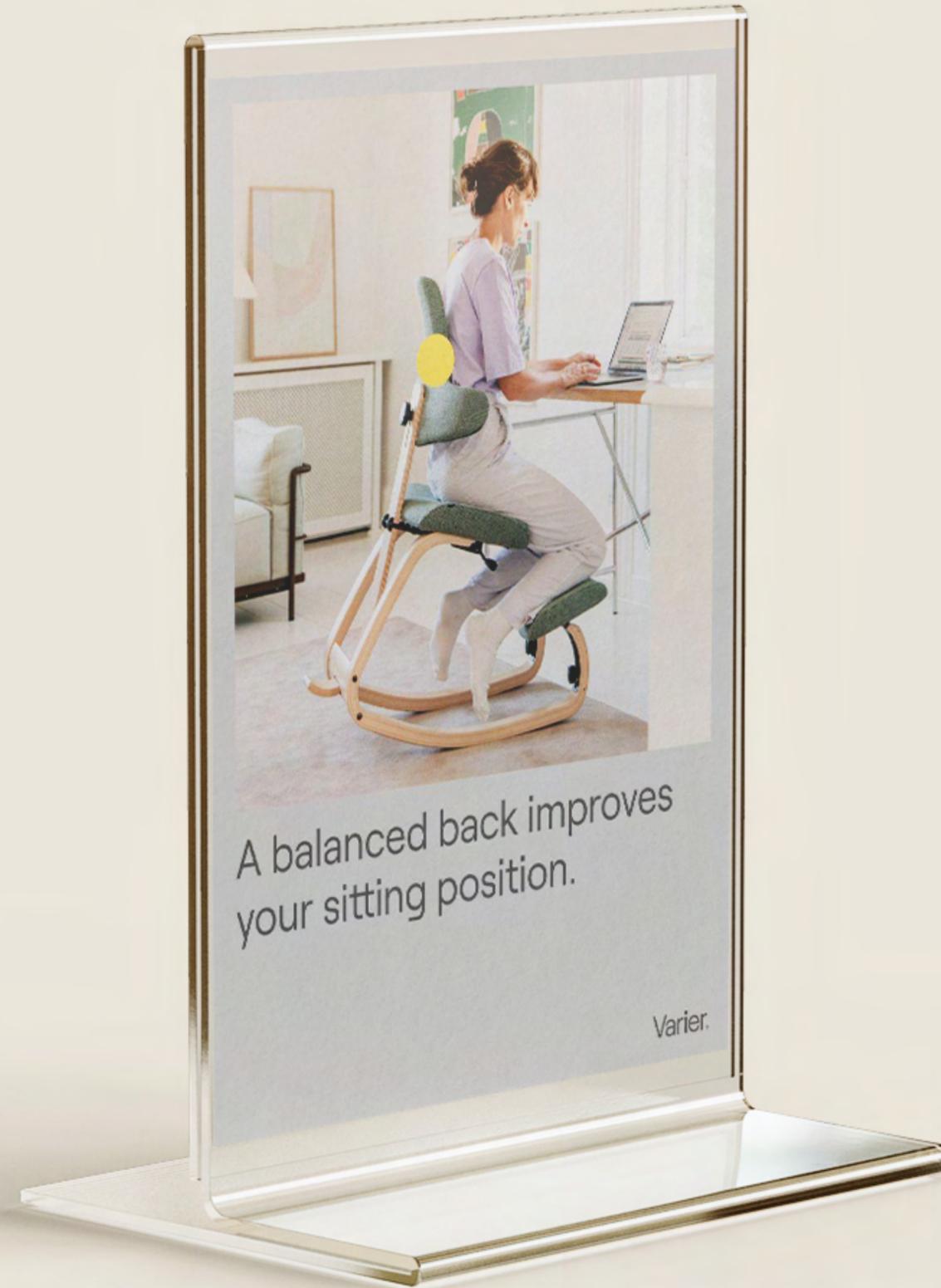
An example on how to use the ergonomic dot on a store window poster, allowing content with the dot to be backed up with informative, enlightening and relevant information.

Find your balance intuitively  
and boost your wellbeing  
with Variable™ Plus.



Varier.

An example on how to use the ergonomic dot in an table stand, allowing content with the dot to be backed up with informative, enlightening and relevant information.





**Move when you sit**  
Move is a classic. It has a distinct design that is not often recognized.  
But this furniture is purposeful. It provides your back support for continuous  
movement while sitting or standing. Move is an office chair that is clear and  
contemporary. It helps with your back.

Varier

## Three easy steps to start boosting sales

- 1 Contact your local sales representative for advice on your local campaign activity
- 2 Head to the campaign folder to get your favorite Varier content
- 3 Still curious on how this works? Explore our previews of the dot in use

→ [Get started](#)

→ [Pick your own favorites](#)

→ [Discover more](#)

If you are just in need of other content, please find all assets available to download on the Varier Brand Site [www.brand.varierfurniture.com](http://www.brand.varierfurniture.com) and follow us on Instagram for inspiration and ideas on how to communicate and promote your selection of Varier products [@varierfurniture](https://www.instagram.com/varierfurniture).

If you have any questions regarding use of content or simply want to share something awesome, hit us up by [mail](#), we're excited to hear what's happening.

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