



# CURTAIN SAMPLE CATALOGUE UPDATE WITHIN DISTRIBUTORS

**Case Study:** Retail Audit – ADO Goldkante

ADO Goldkante, a curtain manufacturer, needed a solution to **update curtain sample catalogues with pricing and samples** within all the distributor stores

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ADO Goldkante has been creating collections with curtain, drapery and upholstery fabrics for more than 60 years, enhancing the vitality of homes around the world. The fabrics and textiles are lively, vibrant and suitable for all styles, thanks to the creative designs and natural, fresh looks that come in a variety of colours.



## REQUIREMENT

ADO Goldkante needed a solution to **update curtain sample catalogues with pricing and samples** within all the distributor stores, so required RGIS to provide the following:

- **National coverage** to reach all 100 distributors
- Catalogue **updates to be completed twice a year**
- All sample catalogues to be **updated within two weeks** to ensure all distributors had the **new samples and prices at the same time**



## SOLUTION

ADO Goldkante partnered with RGIS to complete the **sample catalogue update project**, and RGIS provided the following:

- Scheduled a team **four experienced RGIS merchandisers**
- The RGIS auditors **one full day training** to understand the exact customer requirements
- Customer provided **samples and new pricing tags**
- **New samples were added** with relevant pricing tags to the catalogues
- Old samples had **new pricing tags updated** within the sample catalogues



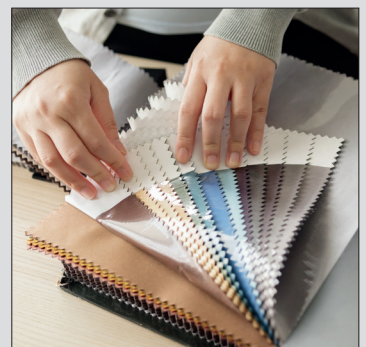
## RESULTS

ADO Goldkante found by outsourcing the **sample catalogue update project** to RGIS, the following results were achieved:

- The sample catalogues were **updated with new prices and samples** in all 100 distributor stores
- Completed the project **within the two week time frame**, which meant all distributors had the correct pricing and new collection samples at the same time



By partnering with RGIS, ADO Goldkante found that the project was **completed within the two week time frame**, which meant all 100 distributors had the **correct pricing and new collection samples** at the same time



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People Services



National Coverage



Prices Updated



Fast Turnaround



CONTACT **RGIS** TODAY TO SEE HOW WE CAN HELP YOU

✉ | [salesireland@rgis.com](mailto:salesireland@rgis.com)

☎ | +353 (0)1963 0401

🌐 | [www.rgis.ie](http://www.rgis.ie)

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