

# Competitive and Cost-Effective Samples



CELEBRATING **40** YEARS

The cable TV design shows paint an entertaining picture, but it's not exactly how things are done. The stars of the show walk in to design studios and point to samples nicely displayed on walls or shelves. In the real world of design – especially when it comes to architectural wall coverings – it's not a made-for-TV event.

Current statistics show that the wall covering market in the United States is a \$1.4 billion industry, while global sales in 2017 was nearly \$24.5 billion. Demand for decorative tile wall coverings is seeing a resurgence in both new construction and remodeling, with higher-end products such as glass tile leading the way.

Manufacturers of wall coverings understand that the way to sell their products is to get samples into the hands of retailers, design consultants, and the customers themselves.

Consequently, a certain percentage of their product must be packaged and presented in ways that it can compete for attention – because there's simply not going to be enough space on the showroom floor for all of it to be seen.

The most efficient way is to create sheets of tile samples that can be perused just like a magazine or brochure. The most common way to store and display these samples is with ringed binders. The tiles themselves stay protected and secure in sheets with clear vinyl pouches that allow for easy viewing. When a designer or customer comes across a sample they like, it's easy to remove the and locate the inventory to provide samples to take back to the construction or renovation site.

"Tile and other architectural wall samples can be grouped by color or any other characteristic to help designers and customers make purchase decisions. Often, manufacturers are looking for ways to make their tile products portable and sharable.

"You'll see tile nicely displayed in retail environments," says Vice President Tim Hitchings, "but walk into an architectural design studio and you'll see it the way most manufacturers ship their samples. It's mostly done with binders. And both the tile manufacturers and the architectural design firms turn to us for help with sample storage and display solutions for non-retail use."

One of Vinyl Art's most popular requests is for clear vinyl pocket display solutions. "We can make them any size," explains Executive Sales Director Rob Slattery. "That's why tile manufacturers and design firms love working with Vinyl Art. Come to us with a tile the size of a postage stamp, and we can quickly produce clear vinyl pouch sheets to display

them. Two-inch by two-inch? No problem. Pretty much any size that makes sense to comparatively display on a sheet is something we can create."

Slattery says that cost effectiveness is always on the minds of manufacturers and design firms, and mainly because they know a percentage of their product must be given away as samples. "We can help keep these vinyl pouch displays highly cost-efficient," Hitchings says. "After 40 years of being in business we have many thousands of dies. Our in-house die collection often allows us to re-use what usually is the most expensive part of the process. So, we're able to produce these tile sample vinyl pouch sheets quickly and at low costs."

While the architectural design samples take center stage, Vinyl Art has the ability to brand and customize the vinyl sheets and pouches themselves. That's the case with everything the company produces, using silk screen, debossing, or hot stamp method.

**Contact the Vinyl Art Team at 1-800-569-1304**

[Rob Slattery, Executive Sales Director](#)

[Tim Hitchings, Vice President](#)

