

# Your Latest Specification Resource is Finally Here!

Each year, the commercial sector scrambles to get their hands on the latest Krost Business Furniture Catalogue. And, we're excited to announce that the 2017 catalogue has arrived!

Krost Business Furniture has its earliest beginnings in South Africa in the 1920s. Launched by three brothers to create and manufacture lasting steel products, the company's philosophy and focus on providing their clientele with complete furniture solutions has carried through to today – more than 95 years later.

From these early beginnings, the team at Krost established their major pillars of service: incomparable delivery, highest quality of product and the fairest of prices for the end-user. And while these key principles date back to the brand's foundations many, many years ago, they remain today as a key touchstone.

For generations, however, the annual Krost catalogue has sat at the core of their approach to market. Each year, the team publish a catalogue of the latest commercial design innovations – always with a focus to servicing the ever-increasing need for wellbeing and optimum ergonomics in the professional environment. Having taken home the gold for Best B2C Office Supplies Catalogue at the Australian Catalogue Association Awards last year, for 2017 their offering is bound to be a big contender this year as well.

Inevitably, the Krost signature style is represented exquisitely throughout their 2017 Catalogue. Everywhere, that is, are those clean sweeping vital lines, integrated illustrations and technical etchings – all presented with a high degree of intelligence that technical information is a pleasure to digest, and certainly not a chore. Celebrating the need for infusing health into the commercial space, each item is carefully curated to display how heights or angles in the design can be modified by any end-user – a democratic nod to the sheer scope of diversity in the commercial sector's workforce.

But while many will continue to question the veracity of such traditional marketing activities in today's increasingly digital world, Krost understand the inherent value of the printed artefact. You see, their catalogue serves as a pointed reminder for the Australian A+D community that while a majority will remain dedicated to the strength of the digital world, there's also a lot to be said for those same generations' desire to interact with more material marketing collateral. In a remarkable 2013 study conducted by ADMA and APost, Australian consumers falling between the ages of 18 to 40-years old displayed a pointed preference for engaging with print marketing collateral over its digital, audio or televisual counterparts. An incredible 72% of surveyed individuals stated that they were more than likely to retain the print collateral in their possession after initial reading to refer to again later. Meanwhile, that same group were tested for the duration of time they spent with print collateral as opposed to other marketing platforms. On average, the median length of time that focus group spent on digital/televisual/audio marketing options was less than 15 seconds in total – print, however, garnered a 48% engagement increase by comparison.

Geared precisely towards addressing these consumers' desires for more trust-worthy, non-aggressive and informative needs, the 2017 Krost Business Furniture Catalogue aims to provide an intimate one-on-one conversation between the commercial sector and the Krost brand. Through an admixture of crisp photography with a rich depth of field and the tactility of glossy stock, their catalogue appeals to the intellectual and emotional connectors of the reader. And while this catalogue's predecessor last year knocked out some pretty heavy competition, once again, the team at Krost have approached supporting the market for design with stunning creative, informative material and prose in their 2017 catalogue.

In their own words, "we want to make it easy for you". Where "it" might mean work, decision making, or peace of mind, in any case (or indeed, all cases) Krost have once again demonstrated remarkable foresight and ingenuity in their space.

## Contacts

Tyron Krost  
02 9557 3055  
mailto: info@krost.com.au