



Reveal COLLECTION

TRAINING MODULE

MARCH 2023



OVERVIEW

DESIGN BY MATTHEW WEATHERLY

Reveal is an innovative table collection that boasts a unique blend of user-friendly features and high functionality. Perfectly suited for a wide range of interiors and today's lifestyles.



MODEL RUNDOWN

1192 COFFEE TABLE

Versatile coffee table supports a range of uses from sofa or chair. Raise or lower the top easily to match most any seated activity. Requires no power.



1196 END TABLE

A complement to Reveal Coffee Table, this smart design offers three levels of storage & display functionality and more.



KEY FEATURES



Durable satin-etched black glass tops feature a matte sheen that is smooth to the touch, low-glare and highly resistant to scratches & fingerprinting.



Coffee table features a pneumatic lift mechanism that raises & lowers the top in a smooth arcing motion. This allows ample space between sofa and table when top is lowered; top glides toward user as it raises, resting in perfect position over her lap.

KEY FEATURES



Coffee table features a hidden storage compartment in its center, which is accessible with raised top. Store smaller items out of sight until the top is lifted to access & retrieve them.



Coffee table design includes an open compartment at both ends. Store or display small items to remain easily accessible even with the top lowered.

KEY FEATURES



End table has 3 tiers: the top, the storage compartment, and the shelf below. Compartment is full table depth, divided in half by a vertical panel that prevents items from being pushed too deep within. Mouse hole in panel supports cable access, turning table into a charging station with user's charging cable routed thru.



Coffee table allows users to enjoy a meal or gaming in front of the TV as well as review spreadsheets or take a video call for work. Raise or lower the top easily to support most any seated activity.

SELLING REVEAL

UNDERSTAND

Learn about your customer's lifestyle in terms of preferred work, play and living needs in main living areas of the home. Build value in Reveal as an easy-to-operate, user-friendly, highly versatile and ergonomic solution.

DEMONSTRATE

Interact with each table and invite customer to do so. Demonstrate raising & lowering of the coffee table top and its easy-access storage. Highlighting this extraordinary feature set builds value and interest while setting Reveal apart from conventional, static tables.

BUILD YOUR SALE

Build upon the sale by asking the client about additional items that will complement a coffee table or end table. Reveal's wood finishes, black glass tops and rectilinear shape coordinate with other BDI offerings, particularly cabinets but also shelving and other pieces. Delve into the client's needs to determine a complete solution for living areas, driving higher customer satisfaction along with a higher sale value.



MERCHANDISING

SIGNAGE

Use appropriate point-of-sale signage to show alternate finishes. Missing signage? [Email BDI](#).

PROPS

Place a prop laptop or iPad atop the Coffee Table or tuck into the End Table's storage area. Consider magazines remote controls or other small items in any hidden compartment. These items paint the picture of the intended uses, clearly signaling the tables' various functions & unusually high value.

SETTING

Reveal Tables are best displayed in a living room vignette that shows its versatility and many design features. Position yours with complementary BDI pieces---especially storage cabinets and bars---to create a complete and compelling environment.



SPECS & SUPPORT

FINISH



Charcoal Stained
Ash



Chocolate Stained
Walnut



Natural Walnut



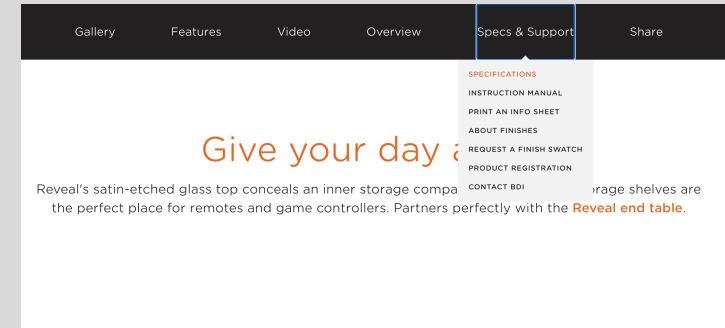
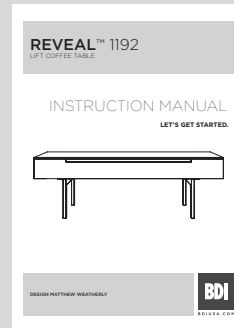
Black Steel Base

WARRANTY

Three (3) years from date of retail purchase, covering defects in materials and workmanship.

ASSEMBLY INSTRUCTIONS & SPECIFICATIONS AVAILABLE ONLINE

Images and other resources available in BDI Retailer Resources





REVEAL
bdiusa.com/reveal

INQUIRIES
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