



NEW MARKETING TOOLS 2026

we think outside  emu

→ EMU RETAIL 2026
NEW MARKETING TOOLS

→ CONTEST

Emu produces timeless furnishings that mark a perfect meeting point between aesthetics, functionality and durability.

Both outdoor and indoor solutions made with passion in our factories for generations, combining tradition and advanced technologies.

Thanks to an extensive network of dealers, EMU is able to quickly meet the demands of architects, designers and customers all over the world.



→ OBJECTIVES

The main objective is to strengthen the presentation of the catalog and the possibility of customizing our products through a careful and strategic approach.

Physical marketing tools used to professionally organize and present product information materials, in order to support the sales process and strengthen brand identity.

The enhancement of the catalog is not only an aesthetic element, but a fundamental requirement to communicate the values of the brand and consolidate its premium positioning, conveying exclusivity, elegance and attention to detail.



→ OBJECTIVES

1. Increase the visibility and appeal of the product in store, transforming each store into an immersive and coherent experience;

EXHIBITION
MERCHANDISING
BRANDED AESTHETIC NARRATIVE

2. Elevate the perception of the brand, through a positioning characterized on a distinctive way with respect to the competitors, with a strong appeal to quality and high-level design;

COLORS
MATERIALS
ACCESSORIES



3. Reinforce the brand identity through coordinated visual communication, consolidating EMU's trust and recognition in the high-end market.

FUNCTIONAL COMMUNICATION
MODULE
IDENTITY
BRANDING



→ MATERIAL FOLDER

Presentation of all materials in a single support to convey the integrity and strength of the project, providing an immediate overview of the potential and structure of the collections. Finished with a comfortable branded elastic band to enhance ease of use during the design phases.

MATERIALS:

ROPES
FABRICS
CURTAINS FABRICS
CONTRACT CUSHION FABRICS
ECO-LEATHER
PORCELAIN STONEWARE
GLASS
METALS
HPL
WOODS
WPC
EMU TEX
BASIC-STANDARD FABRICS
BELTS
SYNTHETIC MESH
MICROFIBER





→ MATERIAL FOLDER: Metal Palette

The metal color palette is located within the material folder, for quick consultation and effective visibility.



→ FABRIC CHARTS

Increased fabric surface area for a better and more comprehensive presentation of color and texture for each references.

Fabric finishing treatment to prevent the weft from flaking.

Smaller and more elegant labeling of the fabric back.

Opening of the folders and vertical "book" consultation from left to right, for easier use of the materials.



