Customized
Sample
Solutions
Other
Dining Tables
Coff
Side Boards
Chairs
SampleMaster®

A world of opportunities

SampleMaster offers you a world of opportunities in sales and promotion solutions. As your one-stop sample supplier we can handle your complete sample range and offer any logistic setup that fits your business.

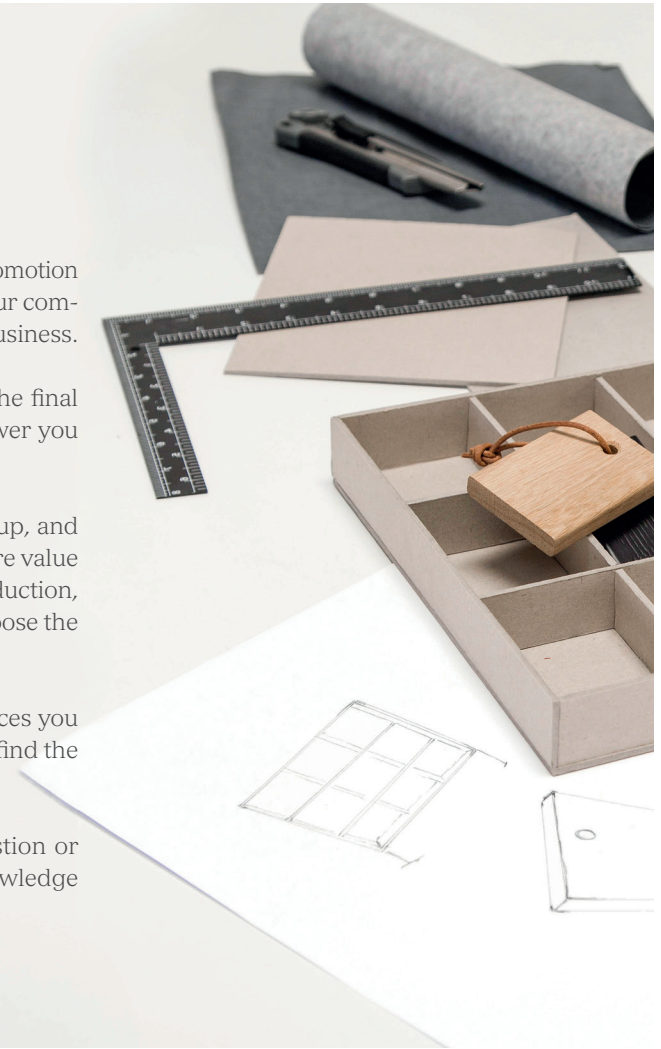
By taking care of the entire process – from the first idea to the final sample solution is delivered directly to your POS – we empower you to focus solely on your core business.

SampleMaster is an independent member of the Gabriel Group, and together we aim to support our customers throughout the entire value chain. From fibres and fabrics, product development and production, to sales and promotion solutions, we invite you to pick and choose the products and services that add value to your business.

This presentation tells the story of SampleMaster and introduces you to our business, services and solutions. We hope that you will find the inspiration, you are looking for.

If you have an idea, you would like to share with us, a question or request, please do not hesitate to contact us. Dialogue and knowledge sharing are an integrated part of who we are.

We look forward to working with you.



Our team

Jørn Gudmann Nielsen
Business Management

Helle Kjær
Account Management

Helle Smed
Account Management

Helle Thomasberg
Account Management

Birgit Søndergård Dissing
Account Coordination

Tina Søborg
Design & Development

Our business

Vision

SampleMaster wants to be the preferred partner for a wide range of global businesses in the field of sales promotion solutions and concepts.

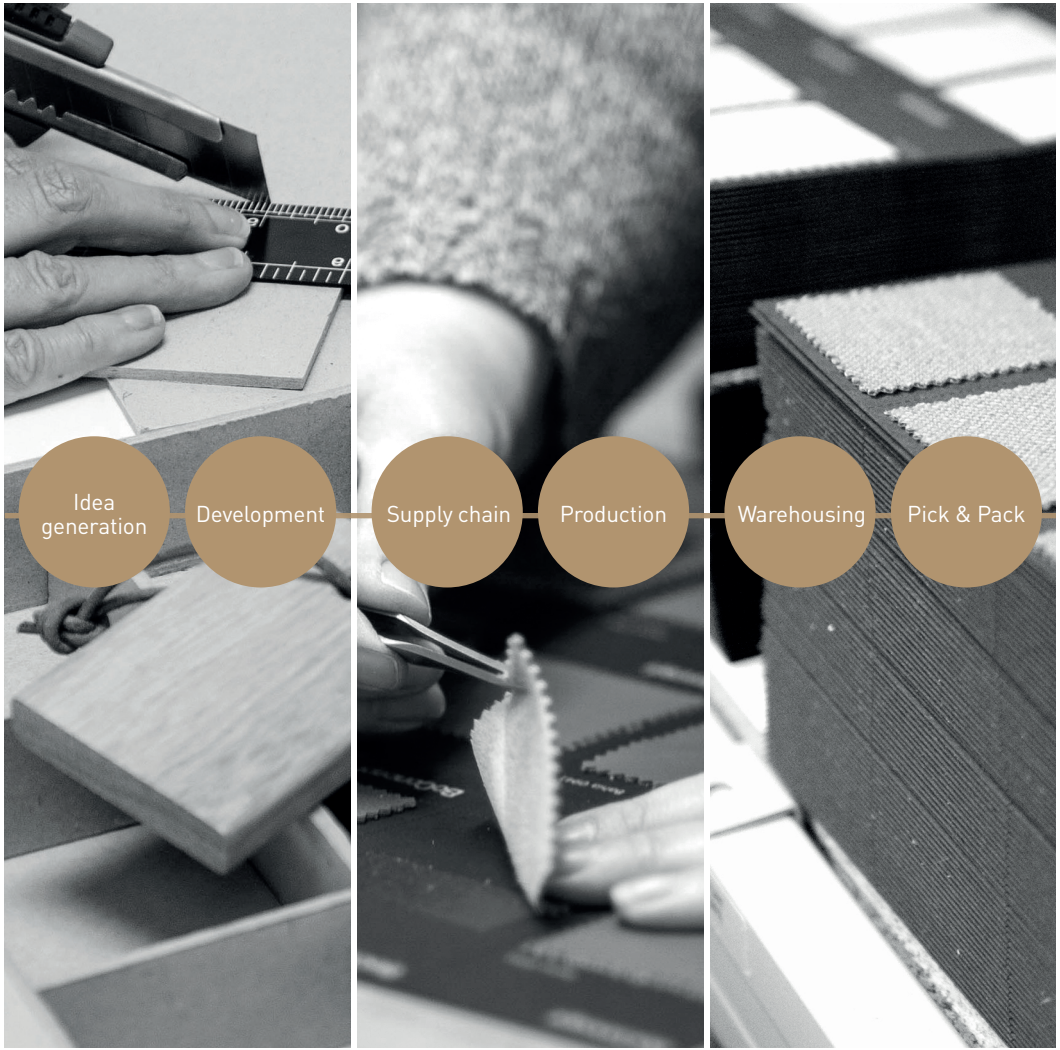
Mission

SampleMaster wants to be recognized as the number one one-stop sample supplier.

We will continue to provide original and visionary solutions and create value for our customers and partners.

Sustainability & social responsibility

We do business in compliance with the highest international norms and standards. The entire Gabriel Group works proactively – and ambitiously – with CSR, and we uncompromisingly walk the talk when it comes to sustainability and social responsibility.



Free to focus

Choosing SampleMaster as your partner gives you the freedom to focus entirely on your core business.

We develop, design, produce and deliver the sales promotion samples and concepts you need and are able to handle the entire process – from idea development to delivery of the final solution at your POS.

You can pick and choose between our services to customize a solution that meets your specific needs – and adds value to your business.

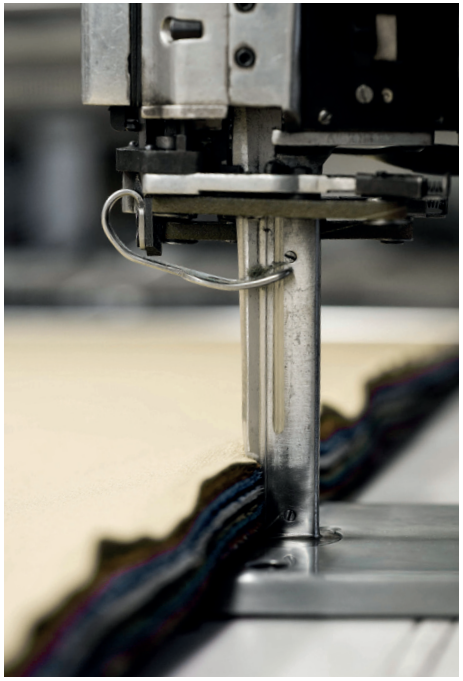
Stand out

Our top priority is to support you in the creation of your sales and sample solutions and to strengthen your brand and corporate profile. To ensure the absolute best results, we are always on the lookout for new trends and possibilities that will make a difference to your business.

Simplify

SampleMaster offers full logistic services for your sample solutions. We handle subsupplier contact, sourcing, purchasing, inbound control, warehousing, outbound control, and global distribution. Our complete setup reduces the overall life cycle cost of your sample solution, gives you the freedom to focus on your core business, and allows you to enjoy the ease of a single point of contact.

Anything needed...



SampleMaster works with and sources all kinds of materials within your sample range. We have built a global network of professional sub-suppliers, manufacturers, and specialists, who help us in the creation of your customized sample solutions.

...anywhere wanted

SampleMaster's production and warehouse facilities are located in Lithuania. From here, we handle your sample business and offer complete fulfillment services including warehousing, pick and pack, reordering of all your marketing materials, and global distribution.

Make it easy

We believe that it has to be easy to make an informed choice, and that the right sample solution is an important tool in the decision-making process. We are creating high-quality sample solutions for a wide range of international customers and market-leading brands across a diverse range of industries – and we can also make a difference for your business.

Identify yourself

We can help you inspire your customers and position your brand in the market. SampleMaster provides you with hand-outs that make your product the easy choice and give-aways that position your brand and products in the minds of customers and decision-makers.

Mix & match

We make it easy for architects, distributors, consultants and other relevant B-2-B intermediaries to choose between or to present various options to contractors and potential partners. Creating integrated solutions that display all your materials, surfaces and mix-and-match options is one of our core competencies.

The perfect overview

A display of fabrics, leather and mesh in colour lines provides your customers with a perfect overview and works as a valuable tool, when it comes to deciding between numerous upholstery materials. We create sample solutions that take into account the specific needs of your customers, making it as easy as possible for them to choose between anything from colours to qualities and features.

Take a quick look

A colour card is often a useful tool in the initial decision process. It provides a quick overview of the multitude of options and serves as an efficient guideline for professional decision-makers and end-users alike. SampleMaster can assist you in creating a flexible card solution that supports your customers' decision-making process.

Bang & Olufsen, BoConcept, Isku, Steelcase, Bolia, Carl Hansen & Son, Republic of Fritz Hansen, Erik Jørgensen, Howe, EFG, Coalesse, Haworth, Interstuhl, Sedus, Stoll Giroflex, Ahrend, Klöber, Viasit, Scania, Sitag, &tradition, by Lassen, Normann Copenhagen, Alki, ICF, Elmo Leather, Horreds, Swedese, Götessons, Fredericia Furniture Aeris, AllSeating, Clen, Menade, Girsberger, Hoyez, München Autostoff Handel, Menu, Skagerak and many more.

SampleMaster®

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