



United Stationers Gives Greater Access to the Markets You Serve



Furniture Marketing Program

Our Furniture Program offers the widest selection of products, programs and services in the industry. We bring you products from over 60 industry leading suppliers with in-stock, quick ship and special order availability.

Over 4,000 items are available for next-day delivery from our 31 regional distribution centers. From breakroom to boardroom, we have everything you need to provide a full furniture offering to your customers.

The Furniture Marketing Program utilizes proven marketing and sales tools that include an annual catalog available in print format as well as electronic, an assortment of quarterly flyers and other consumer touch pieces and on-demand, customizable promotions. We also offer state-of-the-art technology tools including Desktop Presenter for desktop sharing and work collaboration online, and Visual Planner, our web-based furniture layout, sales productivity and proposal application.

And with dedicated furniture customer care specialists to assist you with bids and quotes or other needs, United Stationers is exactly the business partner you need.

Direct Access

If you are already a leader in your local furniture market, you could benefit from the move to United Stationers' Direct Access Program. With Direct Access, you have access to 20 additional supplier lines on a quick ship and special order basis, and you gain access to products that help you compete in today's important vertical markets including education, hospitality and healthcare.

Dealers who take advantage of Direct Access realize operating cost savings and project management simplification with a single order entry for all lines, a single discount across all lines as well as "binder-wide" with each supplier, a single invoice, and consolidated product deliveries.

The Direct Access Program is complemented by an industry-leading print catalog, also available in electronic format, and the Direct Access Visual Planner. Additional marketing tools, including the quarterly postcards and DeskTop Presenter, may be selected individually, allowing for a completely customized marketing portfolio specifically designed for your unique furniture marketing needs.



Alera is United Stationers' line of value priced, quality furniture. This product line gives you a great competitive advantage in today's price sensitive market. By supplementing your full brand offering with Alera, you have the power to win in nearly every competitive situation.

Alera's combination of quality, performance and value is particularly attractive to consumers. And selling Alera is also good for business—some independent resellers have reported up to 40% or more in gross profits and increased overall sales after just a few months.

Alera offers both veneer and laminate case goods, a wide selection of seating, bookcases, training tables, wire shelving and more. Consumers can virtually furnish entire offices with Alera.

Consumer marketing tools designed to help you sell Alera include consumer ads, a quarterly printed promotional flyer and on-demand, customizable product PDFs.

And you can count on Alera—every Alera product is backed by a five-year warranty and meets ANSI/BIFMA standards.



United Stationers is your Single Source Office Furniture Wholesaler!

From breakroom to boardroom we have everything you need to provide a full furniture offering to your customers.

