



*Blink*<sup>®</sup>  
blinkshoes.com

*Sell shoes  
the easy  
way*

*-Self service by Blink-*



WE WOULD JUST LOVE TO MAXIMIZE YOUR TURNOVER PER M<sup>2</sup>

# Our shoes are so stylish they sell themselves

*Because outspoken people know what they want when they see it. Self service by Blink makes selling shoes easy. Our specially designed displays and wall units have room for our sharp priced bestsellers in every size. Go ahead shoe shoppers, take what's rightfully yours!*



### WHY NOT MAKE YOURSELF HAPPY?

These Blink shoes for men and women sell themselves. Maximizing your turnover per m<sup>2</sup>, guaranteeing you fast rotation and high margins. Another exciting outcome: with these friendly priced shoes in the spotlights your consumers will only want to explore more of your store.

### EXPERIENCE THE FUTURE OF SHOE RETAILING NOW

Some of our retailers tested Self service by Blink. They are enthusiastic: selling shoes with a high

sell-through rate per m<sup>2</sup> was never easier!

### WE PROUDLY PRESENT: SELF SERVICE BY BLINK

At Blink we keep our business deals simple. The display or wall unit is yours for free when you place your first order (minimum orders are required). We guarantee you a resale of 50% within 3 months on your start order. If not we give you a 20% discount on the rest of your stock. But we must tip-off: most shoes will be sold out within the first three months!

### WHAT A PROFITABLE OFFER!

- A high sell-through rate per m<sup>2</sup>
- Free stand alone display or wall unit
- Continuous deliveries from stock, 12 months a year
- Evolving collections throughout the season
- Sales advice and a manual included
- Visual merchandising support
- Monthly update on bestselling shoes
- No hassle: our shoes are delivered on hanger with size labeling!

### PART OF THE DEAL

- Minimum orders are required
- Follow Blink collection themes & image guidelines
- Feature only Blink products on displays and units
- Maintain recommended selling prices
- For more information please contact your Sales Representative



**WE MUST TIP-OFF: MOST SHOES WILL BE SOLD OUT WITHIN THE FIRST THREE MONTHS!**

# Small investment, big profit!

*We offer you three interesting deals: standalone small, standalone medium and a wall unit. Check out the exciting facts\*!*



\* Interpret the figures as an example. All our calculations are based on our recommendation (read "You can never go wrong"). Be aware: transportation costs are not included.

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INVEST €3.200,- FOR  
AN ABSOLUTE MARGIN  
ABOVE €9.500,-!

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## STANDALONE SMALL (18 PINS)

### ABOUT YOUR STANDALONE

- Space for 9 models or color options
- Per 2 pins 1 model/color
- Ladies size 36, 37, 38, 39, 40, 41;  
mens size 41, 42, 43, 44, 45 and 46
- Average retail price: €33,33

### YOUR INVESTMENT

- Start order of 18 boxes  
(14 pair in a box): 252 pair of shoes
- Investment: €3200,- (average  
price of €12,70 per pair of shoes)

### ALL YOURS!

- Revenue potential on an annual basis:  
€23.000,-
- Absolute margin above €9.500,- ,  
this is up to 50% margin  
Depends on the following schedule:
  - 4 months: full margin,  
20% resale per month
  - 1 month: 25% discount, 7% resale
  - 1 month: 40% discount, 7% resale
  - 1 month: 50% discount, 7% resale
  - Total life cycle: 7 months
- We guarantee you a resale of 50%  
within 3 months on your start order.  
If not we give you a 20% discount on  
the rest of your stock

- A high sell-through rate per m<sup>2</sup>
- Share your figures on a weekly  
basis and we will optimize your  
sales through repeat proposals

### ALL IN THE DEAL

- Free standalone
- Continuous deliveries from stock,  
12 months a year
- Evolving collections throughout  
the season
- Sales advice and a manual included
- Monthly update on bestselling  
shoes
- Visual merchandising support
- No hassle: our shoes are delivered  
on hanger with size labeling

### PART OF THE DEAL

- Report your figures weekly if  
you want to claim your discount  
regarding 50% resale
- Follow Blink collection themes  
& image guidelines
- Feature only Blink products  
on displays and units
- Maintain recommended  
selling prices



OUR ADVICE



INVEST €4.200,- FOR AN ABSOLUTE MARGIN ABOVE €12.000,-!

## STANDALONE MEDIUM (24 PINS)

### ABOUT YOUR STANDALONE

- Space for 12 models or color options
- Per 2 pins 1 model/color
- Ladies size 36, 37, 38, 39, 40, 41; mens size 41, 42, 43, 44, 45 and 46
- Average retail price: €33,33

### YOUR INVESTMENT

- Start order of 24 boxes (14 pair in a box): 336 pair of shoes
- Investment: €4200,- (average price of €12,70 per pair of shoes)

### ALL YOURS!

- Revenue potential on an annual basis: €31.000,-
- Absolute margin above €12.000,-, this is up to 50% margin. Depends on the following schedule:
  - 4 months: full margin, 20% resale per month
  - 1 month: 25% discount, 7% resale
  - 1 month: 40% discount, 7% resale
  - 1 month: 50% discount, 7% resale
  - Total life cycle: 7 months
- We guarantee you a resale of 50% within 3 months on your start order. If not we give you a 20% discount on the rest of your stock
- A high sell-through rate per m<sup>2</sup>
- Share your figures on a weekly basis and we will optimize your sales through repeat proposals

### ALL IN THE DEAL

- Free standalone
- Continuous deliveries from stock, 12 months a year
- Evolving collections throughout the season
- Sales advice and a manual included
- Monthly update on bestselling shoes
- Visual merchandising support
- No hassle: our shoes are delivered on hanger with size labeling

### PART OF THE DEAL

- Report your figures weekly if you want to claim your discount regarding 50% resale
- Follow Blink collection themes & image guidelines
- Feature only Blink products on displays and units
- Maintain recommended selling prices



Turnover:	€31.029,-
VAT:	€5.385,-
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Net sales:	€25.664,-
Purchase:	€12.532,-
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Gross profit:	€13.111,-

*\*this example is based on a stockturn of 3 per year*

INVEST €3.500,- FOR  
AN ABSOLUTE MARGIN  
ABOVE €10.500,-!

## WALL UNIT (20 PINS PER METER)

### ABOUT YOUR WALL UNIT

- Space for 10 models or color options
- Per 2 pins 1 model/color
- Ladies size 36, 37, 38, 39, 40, 41;  
mens size 41, 42, 43, 44, 45 and 46
- Average retail price: €34,99

### YOUR INVESTMENT

- Start order of 20 boxes  
(14 pair in a box): 280 pair of shoes
- Investment: €3500,- (average  
price of €12,70 per pair of shoes)

### ALL YOURS!

- Revenue potential on an annual basis:  
€26.000,-
- Absolute margin above €10.500,- ,  
this is up to 50% margin.  
Depends on the following schedule:
  - 4 months: full margin, 20% resale per  
month
  - 1 month: 25% discount, 7% resale
  - 1 month: 40% discount, 7% resale
  - 1 month: 50% discount, 7% resale
  - Total life cycle: 7 months
- We guarantee you a resale of 50%  
within 3 months on your start order.  
If not we give you a 20% discount on  
the rest of your stock

- A high sell-through rate per m<sup>2</sup>
- Share your figures on a weekly  
basis and we will optimize your  
sales through repeat proposals

### ALL IN THE DEAL

- Free wall unit
- Continuous deliveries from stock,  
12 months a year
- Evolving collections throughout  
the season
- Sales advice and a manual included
- Monthly update on bestselling shoes
- Visual merchandising support
- No hassle: our shoes are delivered  
on hanger with size labeling

### PART OF THE DEAL

- Report your figures weekly  
if you want to claim your discount  
regarding 50% resale
- Follow Blink collection themes  
& image guidelines
- Feature only Blink products  
on displays and units
- Maintain recommended selling  
prices



OUR ADVICE



# Totally out of the box

*Blink shoes hang perfectly on their own. That's why we have thrown out the shoeboxes. Pick your shoes from the 'SHOE-SHI LIST' and we will deliver them to you as soon as possible. Simply hang the shoes on your standalone or wall unit. Okay, now go ahead and knock yourself out consumers: grab, fit & go!*

# Ordering shoes is easy too

*Self service by Blink makes selling shoes easy. So let's make ordering them easy as well. Choose your Instore Display and select the articles you want! Just fill out the included Shoe-Shi list or simply go online to order: [www.selfservice-blinkshoes.com](http://www.selfservice-blinkshoes.com) The sooner you place your order, the sooner you can hang your shoes!*

**SHOE-SHI LIST** *Blink*  
**SELF SERVICE** blinkshoes.com

**INSTORE DISPLAYS**

Shoe display 8  
white steel

Shoe display 14  
white steel

Wall unit  
white steel

**LADIES SHOES**  
1 ASSORTMENT IS 14 PAIR

Cassia 002256-A01 black	Cassia 002256-A04 white	Cassia 002256-A03 palest orange	Cassia 002256-A05 palest green	Cassia 002256-A75 palest blue	Cassia 002256-A06 palest pink	Cassia 002256-B01 black-pink
Cassia 002256-B04 black-pink	Cassia 002256-B17 black-white	Dillon 001245-C09 black	Dillon 001245-A01 black	Dillon 001245-B27 black	Dillon 001245-A03 black	Dillon 001245-C01 black
Dillon 001245-A01 green	Dillon 001245-B12 blue	Dillon 001245-B03 gold	Dillon 001245-B17 black-red	Dillon 001245-B19 blue-pink	Dillon 001245-A13 red	Dillon 001245-A24 black-black
Dillon 001245-A01 black	Dillon 001245-B04 white	Dillon 001245-B08 white	Dillon 001245-B03 black	Dillon 001245-C10 black	Dillon 001245-C17 black	Kate Spence 001406-A03 orange-black
Kate Spence 001406-A02 green-black	Kate Spence 001406-A11 black-black	Kate Spence 001406-A05 palest black	Kate Spence 001406-A01 palest black	Ruby 001421-A04 white	Ruby 001421-A10 black	Ruby 001421-C01 black
Ruby 001421-C04 white	Ruby 001421-C09 light grey	Ruby 001421-C08 grey	Ruby 001421-C03 palest purple	Ruby 001421-C17 black-red	Ruby 001421-C19 black-pink	Ruby 001421-A13 black
Ruby 001421-A04 white	Ruby 001421-B11 red	Rosee Drained 001405-A01 black-white	Rosee Drained 001405-A02 orange-black	Rosee Drained 001405-A01 green-black	Rosee Drained 001405-A71 blue-black	Rosee Drained 001405-A03 pink-black
Shayla 001245-A04 white	Shayla 001245-A03 palest yellow	Shayla 001245-A05 palest pink	Shayla 001245-F13 taupe	Shayla 001245-C17 black-red	Shayla 001245-C19 purple-rose	Sue 001445-A01 black
Sue 001445-A10 white	Sue 001445-A02 palest	Sue 001445-A03 gold	001085-C05 off white	Sue 001445-C01 pink	Sue 001445-C03 black-white	

**More shoes** →

Blink Self Service

Blink Self Service



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