



CGIFURNITURE

*Imagery templates for  
paving, artificial lawn,  
grass, and sports field  
covers*

Get a lifestyle and 6 renderings at **\$359**

100% unique 3D settings

Unlike anything your competitors have

# Premium lifestyles at \$359/bundle

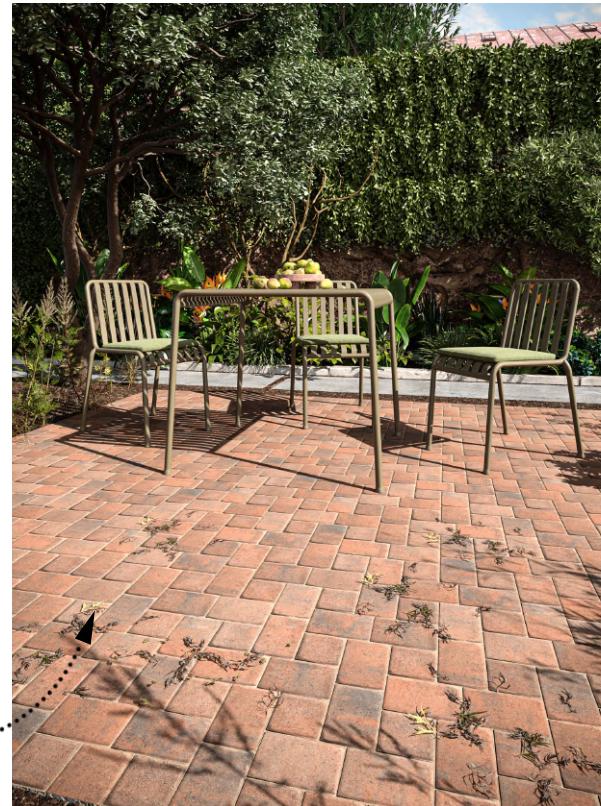
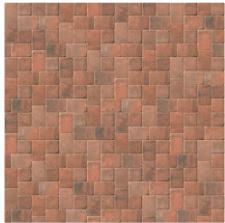
You will get 6 brand-new images for \$359. Specifically, 3 lifestyles with your product in 3 materials and 3 close-ups. The scenes you buy will be **exclusively yours**: we'll remove them from our base after the purchase.

Special offer

Get 6 views!

Templates Library

| Image | Description                                  | Action |
|-------|--|--------|
|       | Poolsode paving tile<br>Paving               | Select |
|       | Residential outdoor lawn<br>Artificial lawn  | Select |
|       | Outdoor living tile<br>Paving                | Select |
|       | House yard pavement<br>Paving                | Select |
|       | Artificial grass poolside<br>Artificial lawn | Select |
|       | Tennis court flooring<br>Sports field covers | Select |

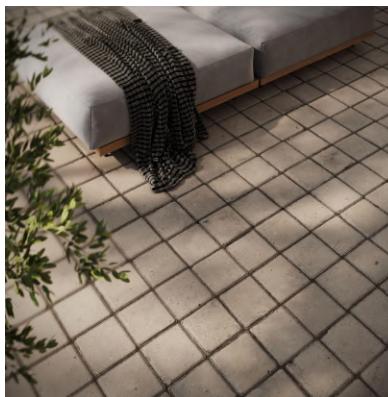


***The process is  
easy as pie:***

1. Select a scene from our Premium Templates Library.
2. Send STP file of your product.
3. Share material photos.
4. Get 6 beautiful renderings.

# *Examples of premium templates*

The library is replenished with about 120 lifestyle templates every month. There, you will find scenes for every space: living rooms, kitchens, bathrooms, commercial interiors, as well as commercial and residential outdoor spaces.



***Outdoor living tile***

524536 Paving

**Poolside paving  
tile**

524538 Paving



**House yard  
pavement**

524537 Paving



**Artificial grass  
poolside**

524539 Artificial Lawn



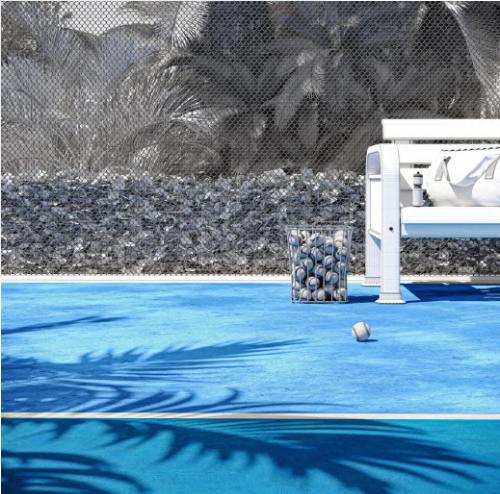
**Residential  
outdoor lawn**

524540 Artificial Lawn



## *Tennis court flooring*

524541 Sports field  
covers



## *Gym interior flooring*

520794 Sports field  
covers



# 1 Template, 6 images, endless usage

\$359

The bundle includes 6 images made based on a premium 3D scene and 2 revisions. No competitor of yours will have such a lifestyle in their marketing kit, since it's been designed and made from scratch specifically for Premium Library. Below you will see what type of renderings you will get within the offer.

## 1 Lifestyle Rendering



## 3 Close-ups for all Finish Options

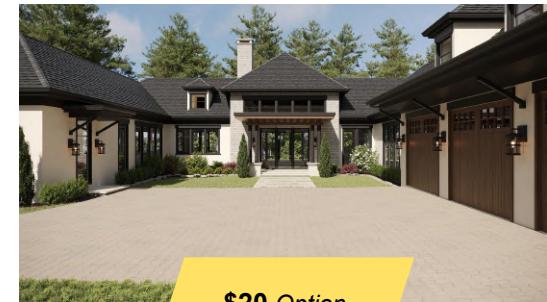
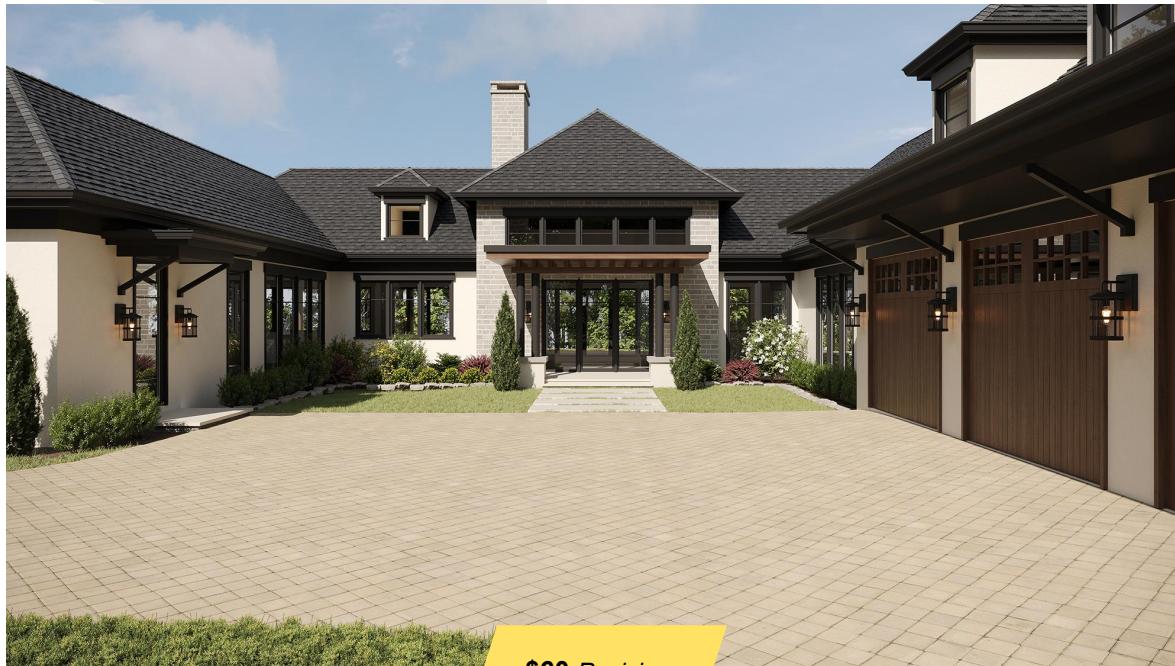


## 2 Finish options



# *Infinite additional imagery*

What is more, you will be able to get any number of new images from the purchased scene at huge discounts.



# ***3D solutions to consider for added effect***



## **Client rendering**

An ultimate tool for boosting client confidence. Have the product rendered in their space to show them the result.

**\$300** per bundle



## **Product swapping**

**\$80**

Use the same lifestyle scene for showing various flooring models and highlighting their aesthetic impact.



## **Lifestyle on demand**

Get a custom lifestyle created based on your vision. All you need to do is describe the concept and send a reference.

**\$300** Indoor, per bundle

**\$400** Outdoor, per bundle



## **Talent rendering**

**\$390** per bundle

Multiply the conversion power of your advertising by having characters added to the 3D lifestyles.



## **Material swapping**

Show your product in multiple materials in the same 3D lifestyle. Get images 10X as fast and on budget.

**\$20**



## **Flatlay rendering**

**\$150**

Emphasize the beauty and quality of materials using digitally created 3D moodboards.

***Schedule a demo***

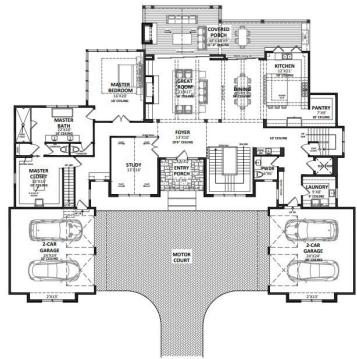


## ***Client rendering***

Show your clients what the product will look like in their space using 3D rendering. Just send us photos of your client's room and get an impeccable result within 2 days. CGI will help you make your offer unbeatable, provide next-level service, and gain customers' trust and loyalty.

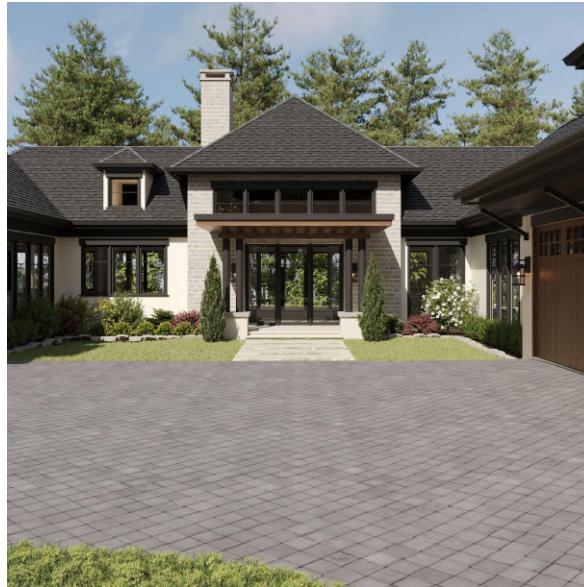
# *Lifestyle on demand*

No one understands and feels your product like you do. Naturally, you come up with brilliant ideas for advertising lifestyles. Well, you no longer have to amass them in your drawer. Fill out the brief, provide a few references, and we will bring all your ideas to life.



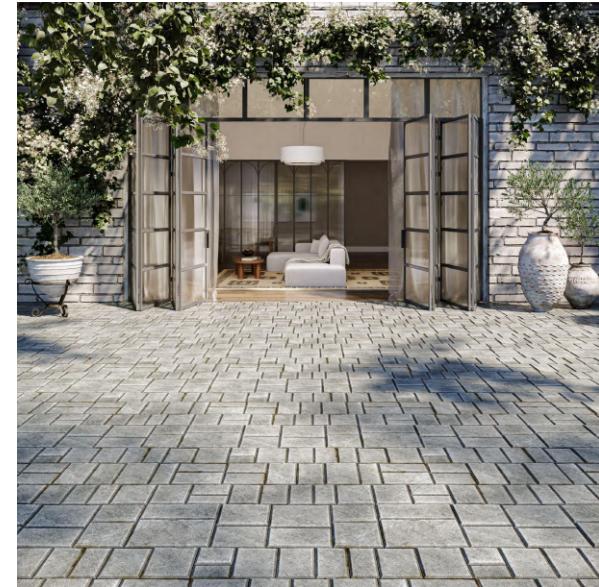
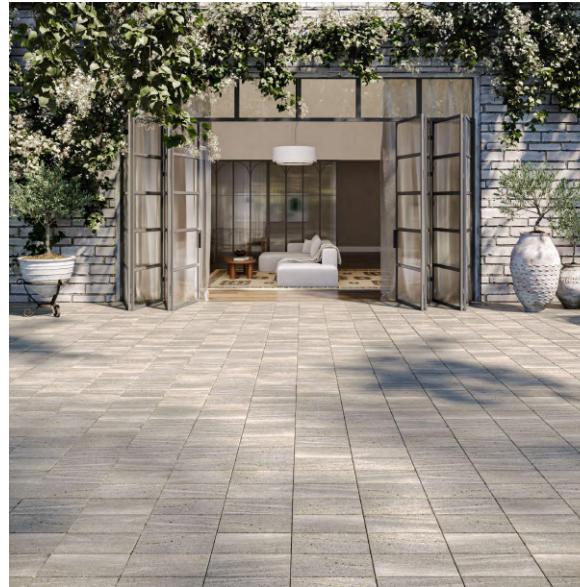
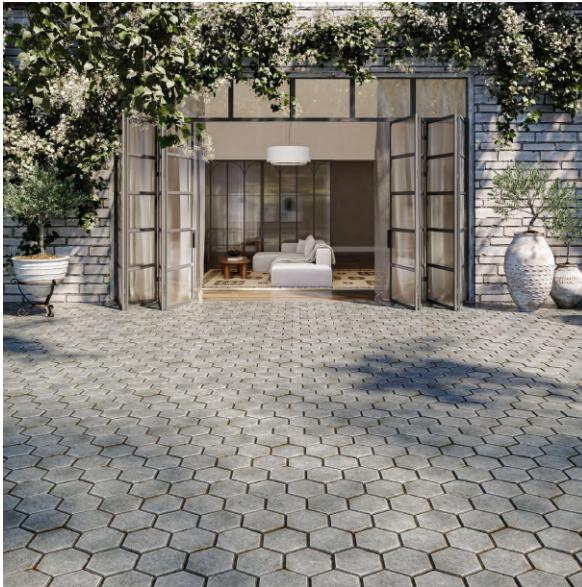
# *Material swapping*

Cater to customers' love for choosing and trying. Show them the product in every material in a lifestyle. This will help people better appreciate the aesthetics of every option and choose the one they like best.



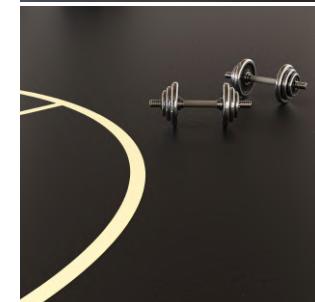
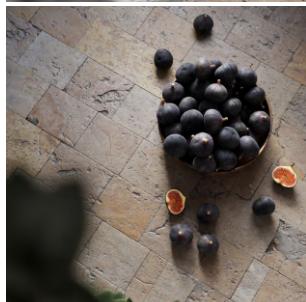
# ***Product swapping***

Help your customers discover the flooring that will fit in their space style perfectly. Show various models in the same lifestyle and cater to every taste.



# *Talent rendering*

Have your product endorsed by 3D characters. Just describe what kind of people you would like to see in your lifestyle, and get your dream ad. A family with kids, a business lady in a smart suit, a kitten stretching in the sunbeam — we will help you with any concept.



***Interior talent scene***

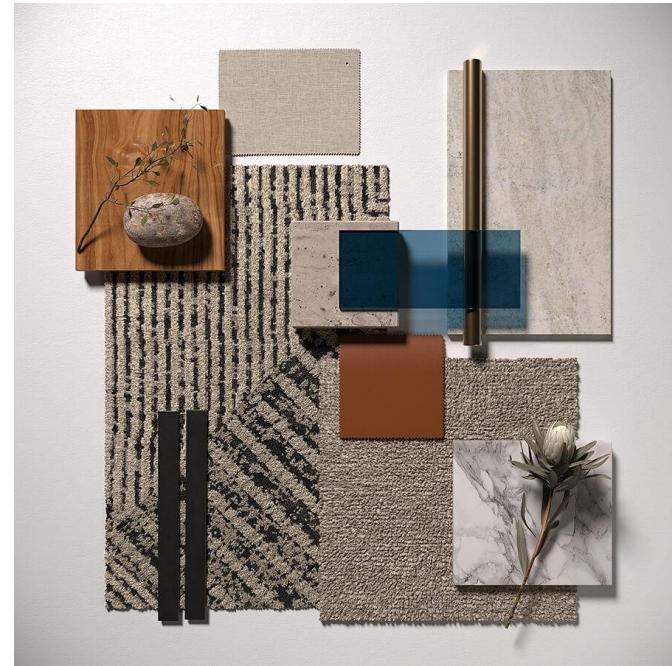
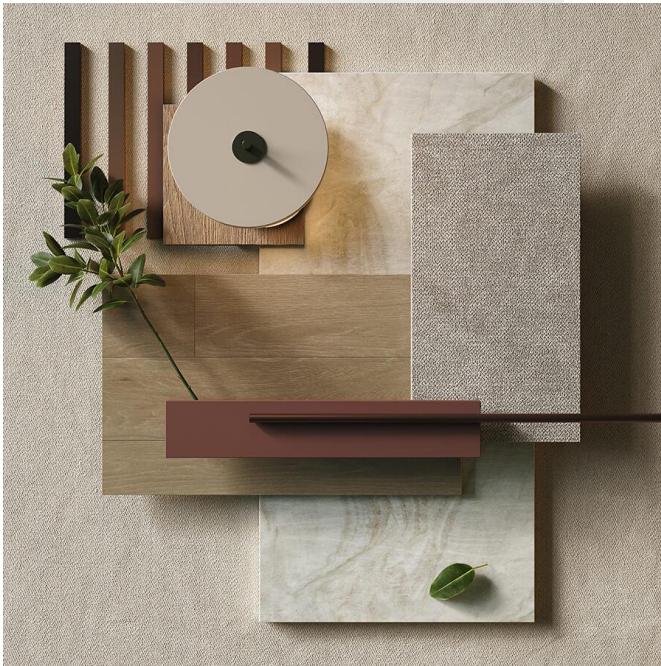
524543 Talent

***Gym interior flooring with talent***

520794 Vinyl floor

# *Flatlay rendering*

This is the most eloquent type of marketing visual you have ever seen. Through a few carefully selected elements, the 3D artist communicates the look and feel of your product. Moreover, a flatlay rendering shows product detailing, fittings and materials with unparalleled clarity and accuracy.



# Competition

| Criteria                           | In-house team   | Freelance  | Traditional Photography                                 | CGIFURNITURE                        |
|------------------------------------|---|--|---|-------------------------------------|
| <b>Initial Investment</b>          | <b>High</b><br>(software, hardware, training)                           | <b>Moderate</b><br>(mainly hiring costs)                 | <b>High</b><br>(camera gear, studio setup)              | <b>Low</b>                          |
| <b>Ongoing Costs</b>               | <b>Moderate</b><br>(maintenance, upgrades)                              | <b>Varies</b><br>(based on project or hourly rates)      | <b>Moderate</b><br>(equipment maintenance, studio rent) | <b>Fixed</b><br>(based on projects) |
| <b>Realism</b>                     | <b>High</b><br>(with skilled artists)                                   | <b>Varies</b>  | <b>Very High</b><br>(actual objects)                    | <b>High</b>                         |
| <b>Consistency</b>                 | <b>High</b><br>(same team & tools)                                      | <b>Moderate</b><br>(may vary with different freelancers) | Moderate<br>(lighting, setup consistency)               | <b>High</b>                         |
| <b>Turnaround Time</b>             | <b>Fast</b><br>(dedicated team)   | <b>Varies</b><br>(based on freelancer availability)      | <b>Moderate</b><br>(setup & post-processing time)       | <b>Fast</b>                         |
| <b>Scalability</b>                 | <b>Moderate</b><br>(limited by availability of high-skilled CG artists) | <b>Low-Moderate</b><br>(limited by individual capacity)  | <b>Low</b><br>(limited by physical setup space)         | <b>High</b>                         |
| <b>Revisions &amp; Adjustments</b> | <b>High</b><br>(direct control)   | <b>Moderate</b><br>(depends on agreement)                | <b>Low</b><br>(physical reshoots required)              | <b>High</b><br>(3 included)         |
| <b>Communication Ease</b>          | <b>High</b><br>(in-house discussions)                                   | <b>Moderate</b><br>(external communication)              | <b>High</b><br>(direct in-person)                       | <b>High</b><br>(CGI CRM)            |
| <b>Medium Modeling cost</b>        | <b>\$378 <a href="#">(source)</a></b><br>(3 models per week)            | <b>\$120 <a href="#">(source)</a></b>                    | -   | <b>\$150</b>                        |
| <b>Medium Lifestyle cost 4k</b>    | <b>\$827 <a href="#">(source)</a></b><br>(2 lifestyles per week)        | <b>\$200 <a href="#">(source)</a></b>                    | <b>\$2.000 <a href="#">(source)</a></b>                 | <b>\$300</b>                        |

# Quarterly packages

We custom-design pricing packages for businesses.  
This helps us to find ways to offer you bigger discounts.

**Subscribe to get a discount!**

Standard

**\$4000** / month

\*Billed quarterly (\$12000 / 3mo)

**12% Discount**

Premium

**\$8000** / month

\*Billed quarterly (\$24000 / 3mo)

**24% Discount**

Enterprise

*from*

**\$16000** / month

\*Billed quarterly

**Individual price**

# Here are our partners

**SIEMENS**  
Ingenuity for life

**BISLEY**

**seawin**

 **SMALLBONE**

**dhp**  
furniture

**BDI**

**WALKER EDISON**

**ARTICLE.**

 **Dufresne**

**west elm**

 **MIXTILES**

**hotbath**  
italian bathroomware

**sClux**

**blocblinds**®

**AURORA**®  
L I G H T I N G

 **sklar**

**WRW**  
&CO.  
FURNITURE

 **hos**

 **SYMMONS**®

**WHOLESALE**  
**CABINETS**

 **UK Radiators**  
QUALITY RADIATORS. DELIVERED

 **VOGEL**

 **GRAIN & FRAME**

 **URBAN IRONCRAFT**  
designer quality craftsmanship

**Nolah**

**closet**  
**world**®

 **MEREWAY**  
KITCHENS

 **OMI**

**LAMVIN**

 **Trueform**  
concrete

 **AMREIN**  
WOHNEN

**Stela.**

**k r a m e r**

 **jofran** inc.

 **renewed materials** inc.

 **S** **SKYLINE**  
FURNITURE  
MFG.

**unify**

# What files are needed?

For all the projects you will see here, our clients provided us with detailed briefs and attached all the necessary files. Such comprehensive SOWs allowed us to deliver the results at the costs and within the timeframes you will find by the renderings. Take a look at the list of main elements of these briefs so you could use them.



## CAD Files & Photos

Product drawings (in dwg, pla or pdf file), photos, and sketches (if available).



## References

Photos for lighting, composition, general mood, furniture, decor, and other elements to use in the render.



## Brief File

A pdf file with project information: where to use certain textures, texture examples, names, links, etc.



## Textures

Material textures in high quality, usually as front and side photos of an object or links to them.



## Project Description

General info: how the renders will be used, what project features they are to highlight, etc.

**Fill in the brief now**

If you already have a good-quality 3ds Max, Revit, Maya, or Rhino 3D model of the product, please share it with us. It will help you save money and time. However, the 3D model should be checked by the CGI team first.

# Contact US

Contact us via phone, email or our website's chat - we're available 24/7 and gladly answer all your questions.

**TEL :** +1 607 383 2001 NY, USA

**TEL :** +44 203 617 1683 LONDON, ENGLAND

**EMAIL :** [SALES@CGIFURNITURE.COM](mailto:SALES@CGIFURNITURE.COM)

**WEB :** [CGIFURNITURE.COM](http://CGIFURNITURE.COM)

