



CGIFURNITURE

*Marketing imagery  
templates for staircase  
manufacturers*

Get 6 premium lifestyles at **\$359**

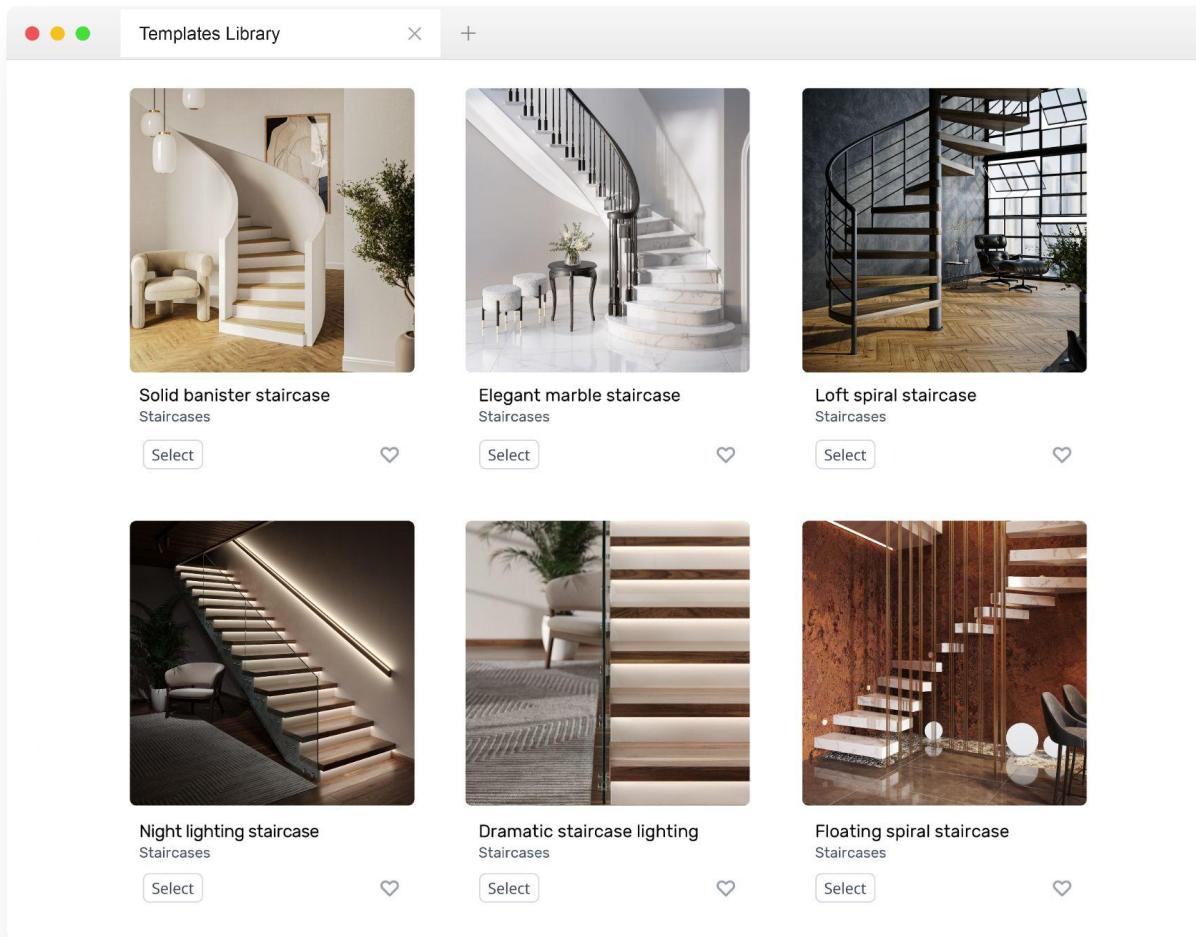
100% unique 3D settings  
Unlike anything your competitors have

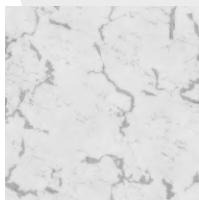
# *Premium lifestyles at \$359/bundle*

Use templates from our Premium stock of 500 lifestyle scenes. Get a unique scene + 6 images at \$359. The scenes you buy will be exclusively yours: we'll remove them from our base after the purchase.

**Special offer**

**Get 6 views!**





## ***How does it work?***

1. Choose a unique premium scene. Once you choose it, it will be exclusively yours.
2. Send us a CAD 3D model
3. Get 6 marketing images for your product.



# 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.



***Solid banister staircase***

525969 Staircases

***Elegant marble  
staircase***

525967 Staircases



***Loft spiral  
staircase***

525968 Staircases





***Dramatic  
staircase lighting***

525970 Staircases



***Night lighting  
staircase***

525970 Staircases





***Floating spiral  
staircase***

526776 Staircases



***Elegant Hotel  
Stairs***

526776 Staircases





***Elegant Hotel  
Stairs***

526776 Staircases





# 1 Template, 6 images, endless usage

**\$359**

The bundle includes 6 images made based on a premium 3D scene. 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



## **2** Finish options



## **3** Close-ups for 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.



**\$60** *Revision*



**\$20** *Option*



**\$60** *Closeup*

# 3D solutions to consider for added effect



## *Client rendering*

Have your products incorporated into a lifestyle with a client's space.

**\$300** per bundle



## *Product swapping*

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

**\$80**



## *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



## *Product 3D modeling*

Get a 3D model of your product for lifestyles, silos and AR.

**\$40** if you send an stp model

**\$80-160** from CAD file



## *Material swapping*

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

**\$20**



## *Flatlay rendering*

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

**\$150**

**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 option that will fit in their space style perfectly. Show various models in the same lifestyle and cater to every taste.



# ***Product 3D modeling***

Get an accurate 3D model for your product, and you will unlock hundreds of opportunities for creative marketing. A 3D model is key to material swapping, silos and lifestyles, Augmented Reality, 360-degree views, and many, many more visuals.

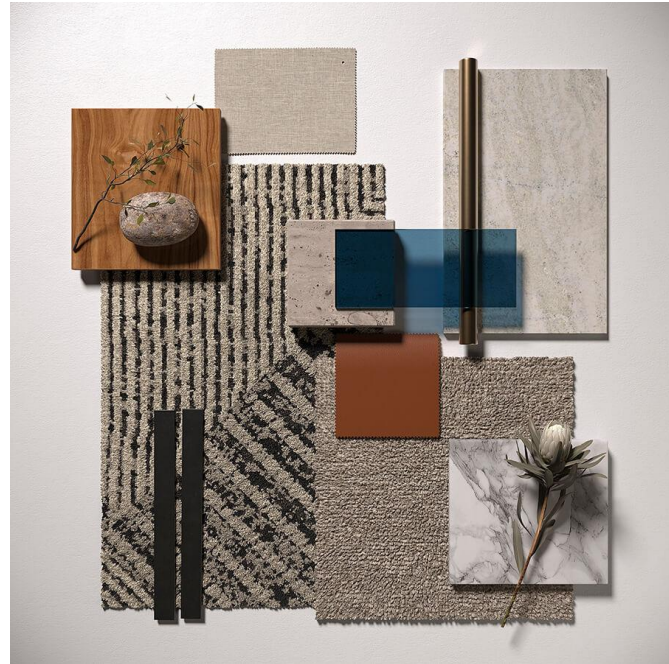
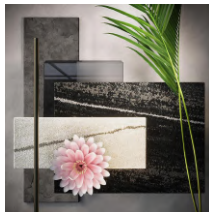
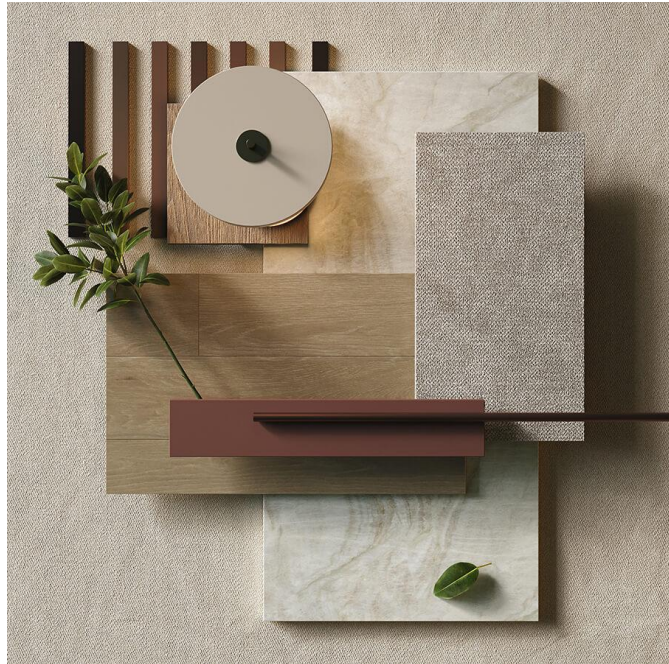


Also, you can get a 50% discount if you send us an STP model.




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

**seawin**

**dhp**  
furniture

WALKER EDISON

ARTICLE.

**BISLEY**

 **SMALLBONE**

**BDi**

 **Dufresne**

west elm

 **MIXTILES**

 **sklar**

**WHOLESALE  
CABINETS**

**Nolah**

**LAMVIN**

**JOFRAN INC.**

**hotbath**  
italian bathroomware

**WRW  
&CO.**  
FURNITURE

 **UK Radiators**  
QUALITY RADIATORS. DELIVERED

**closet  
world**

 **Trueform**  
concrete

 **renewed materials inc.**

**SLUX**

**ho  
SS**

 **VOGEL**

 **MEREWAY**  
KITCHENS

**AMREIN**  
WOHNEN

 **SKYLINE  
FURNITURE  
MFG.**

**blocblinds**

GRAIN & FRAME

 **OMI**

**Steela.**

k r a m e r

**unify**

**AURORA**  
LIGHTING

 **SYMMONS**

 **URBAN IRONCRAFT**  
design | quality | craftsmanship



# 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](https://CGIFURNITURE.COM)



2024 © CGIFURNITURE. ALL RIGHTS RESERVED.