# CGIFURNITURE

CGI Content Checklist

Your step-by-step guide to boost sales

Are you using the **full power** of marketing channels?

Using CGI across key channels has been proven to increase sales, as demonstrated by industry leaders.

That's why CGI is now a must-have asset for product pages, brand websites, and e-commerce platforms.

Check below to make sure you're not missing any opportunities:

1. Website / PDP
2. E-Commerce Platforms
3. Social Media & Paid Ads
4. Marketplace Advertising Banners
5. In-Store Displays & Showrooms
6. Digital Catalogs & Lookbooks
7. Print Materials
8. Trade Shows & Exhibitions
9. Email Marketing
10. Configurators
11. Press & PR Features

# Most common types of the content that you need for the next launch

1. 3D Product Modeling
2. Silo shots
3. Silo Size shots
4. Lifestyle Renderings (Hero Shot)
5. Variation / Color Swap
6. Inspirational lifestyle (with people)
7. Fixtures Shot
8. Close-Ups (Textures and Details)
9. 360 view
10. AR/VR
11. Assembly Video
12. Promo Video

Website / PDP

Websites and PDPs are the most critical point of sale for furniture brands. CGI provides the clarity, detail, and inspiration that customers need to purchase with confidence, while reducing costly returns and creating consistency across the entire catalog.

Why It Works:

- Builds trust with accurate and consistent visuals
- Reduces uncertainty with detail shots, dimensions, and AR tools
- Inspires confidence through styled lifestyle content
- Scales easily for large catalogs and seasonal launches
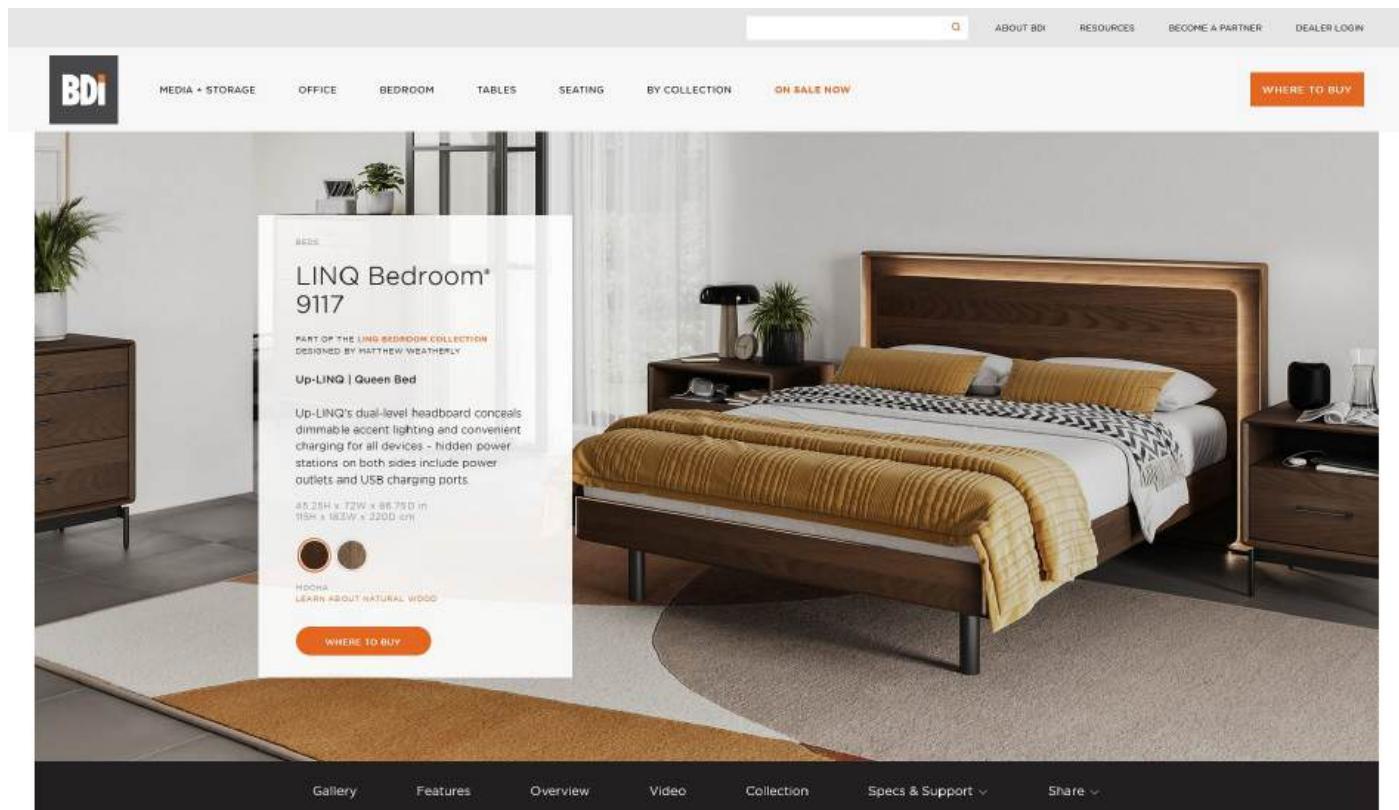
Website / PDP

1. Silo Rendering – Establishes clear and uniform visuals across all PDPs, giving customers a reliable way to compare products.

2. Lifestyle Rendering – Places products in realistic interiors, helping customers picture items in their own homes.

3. Variation / Color Swap – Allows shoppers to preview finishes, fabrics, and materials instantly, personalizing the buying journey.

Up-LINQ | King Bed

360°

COLLECTION

LINQ

Discover the LINQ collection, where innovative features meet thoughtful design, reimagining the essence of bedroom and home office spaces for the modern era. Elevate your living with functionality that inspires.

EXPLORE THE FULL COLLECTION

Website / PDP

4. Dimension Rendering – Provides clear visuals of scale and proportions, minimizing size-related doubts.

5. Close-Ups – Highlights textures, stitching, and finishes, building confidence in quality and craftsmanship.

6. Inspirational Lifestyle with People – Adds authenticity by showing products in use, making PDPs more relatable.

Rest and Recharge

Up-LINQ's headboard features a floating wood panel that conceals a power station on either side of the headboard. It includes three outlets and a USB-A and USB-C port for convenient charging. Compatible with the **Contour Headboard Cushion**

Lay the Foundation

With clean lines that blend with subtle curves, LINQ is a modern and minimalistic collection. The bed is the foundation for a complete bedroom with uniquely functional features and a wealth of storage.

Website / PDP

7. Features Rendering – Explains product functions visually, helping customers understand benefits without long descriptions.

8. 360 View – Offers interactive spins so shoppers can inspect products from every angle before purchasing.

9. AR Modeling – Lets customers virtually "place" furniture in their space, reducing hesitation.

Website / PDP

10. Animation – Adds dynamic visuals to PDPs, showing movement or functionality.

11. Installation Video – Provides clear guidance on setup directly from the PDP, improving post-purchase experience.

12. Flat-Lays – Presents product sets or bundles in top-down views, supporting cross-selling and add-ons.

Watch the LINQ Collection Video

LINQ's adjustable platform and frame allow the bed to accommodate a variety of mattresses, positioning the top of the mattress at the user's preferred height. Watch the video below to learn more.

Social Media

Social media requires visuals that capture attention in seconds and encourage sharing. CGI provides flexible, aspirational, and highly adaptable assets that can be tailored for different platforms and campaigns, from Reels to static carousel ads.

Why It Works:

- Boosts engagement with aspirational, shareable visuals

- Adapts quickly for seasonal or campaign-driven needs

- Drives clicks with features and details presented clearly

- Scales content across multiple platforms without new shoots
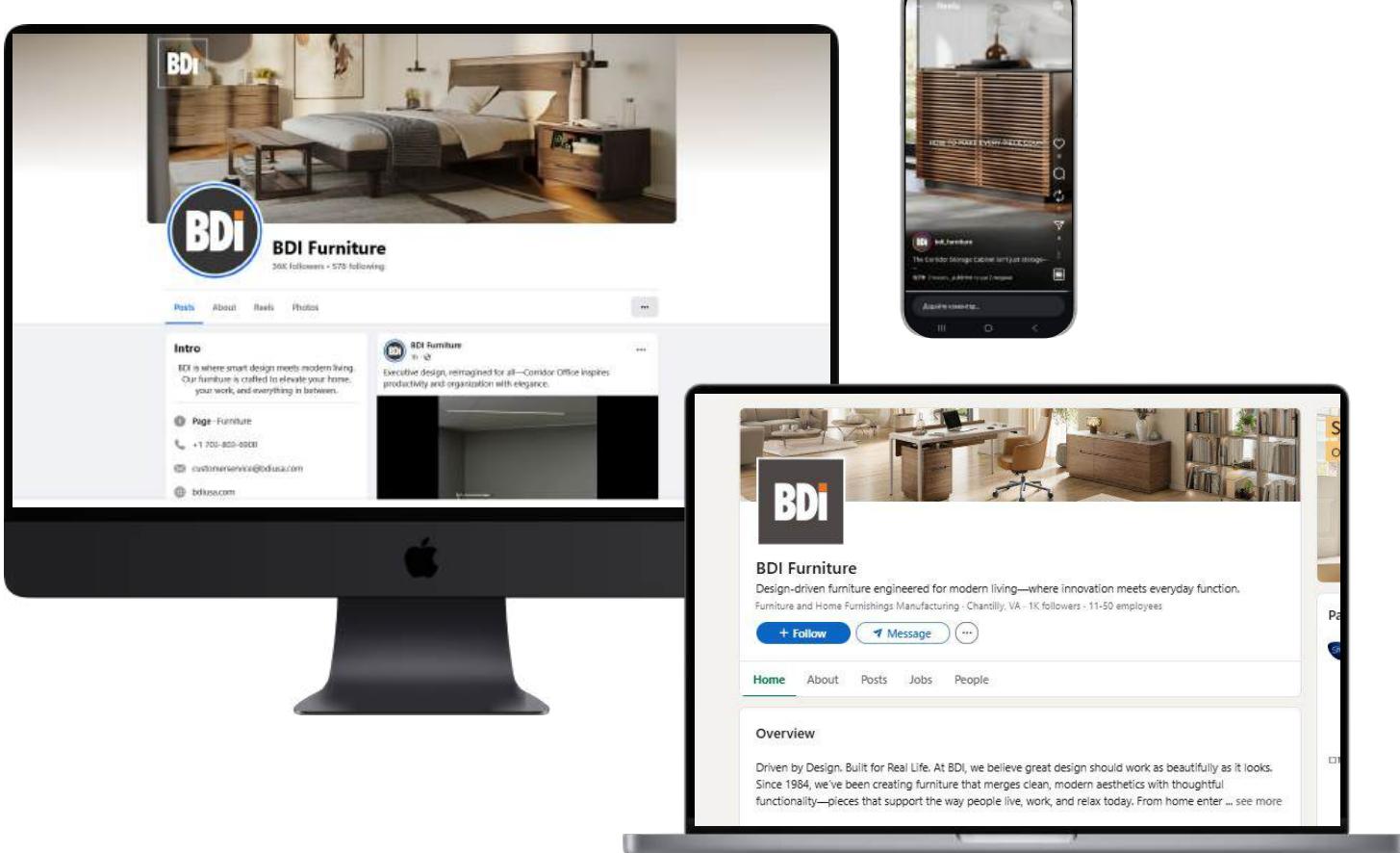
Social Media

1. Lifestyle Rendering – Delivers aspirational hero visuals that perform strongly in feeds and Stories.

2. Inspirational Lifestyle with People – Adds relatability and emotion, increasing engagement and shareability.

3. Silo Rendering – Provides crisp visuals for carousels, product ads, and feed posts where clarity is essential.

Our Story   Design Stories   IRL   New

SELECTING THE PERFECT MEDIA FURNITURE
YOUR FOUR STEP GUIDE

TIME TO BRING IT INSIDE
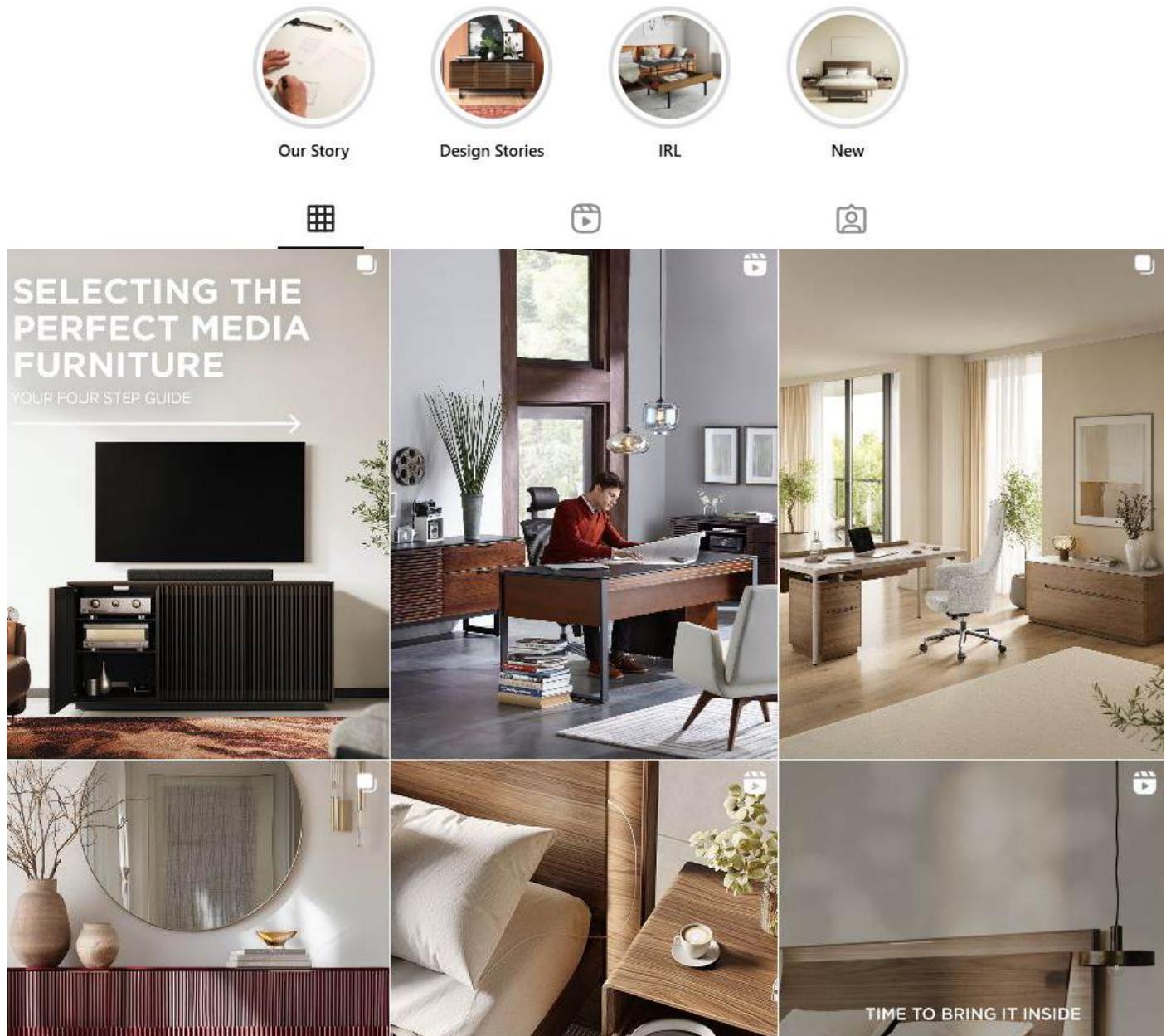
Social Media

4. Flat-Lays – Creates eye-catching layouts for Instagram grids, Stories, and Pinterest boards.

5. Animation – Supplies short Reels, TikTok clips, and looping ads that grab attention instantly.

6. Variation / Color Swap – Keeps campaigns fresh by showing seasonal finishes and material updates.

Social Media

7. Close-Ups – Makes product quality stand out, even on small mobile screens.

8. Features Rendering – Quickly communicates product benefits in visual form, ideal for ad callouts.
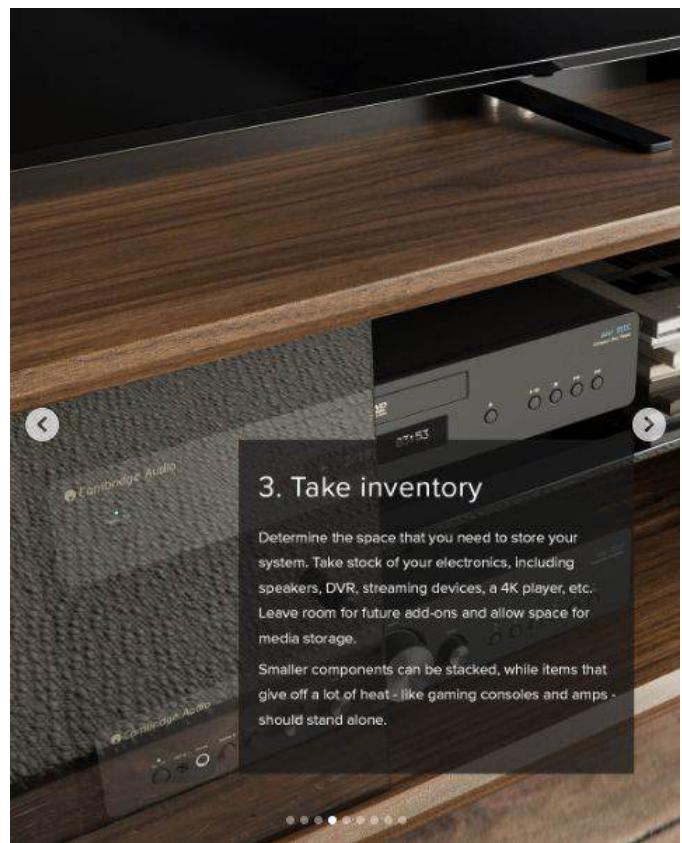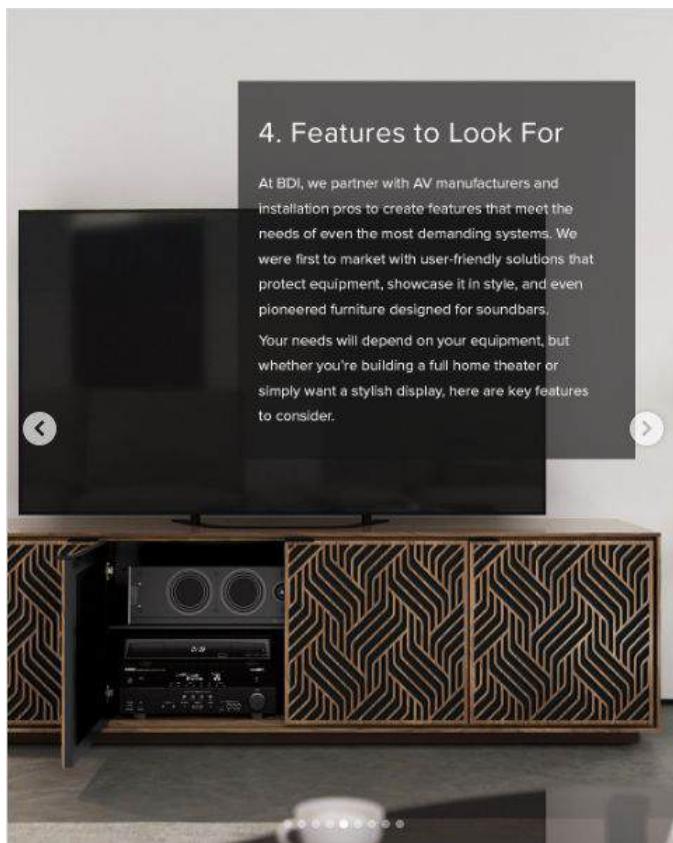
Digital Catalogs & Lookbooks

Catalogs and lookbooks are essential for storytelling. CGI assets allow marketing teams to blend aspirational lifestyle scenes with precise technical visuals, providing both inspiration and clarity in one consistent, flexible format.

Why It Works:

- Combines inspirational and technical storytelling in one asset set

- Refreshes easily with seasonal updates or new product drops

- Elevates brand image with premium, editorial-quality content

- Supports both print and digital-ready formats without reshoots

LA BEAUTÉ DU
ROTIN NATUREL

Digital Catalogs & Lookbooks

1. Lifestyle Rendering – Forms the backbone of lookbooks, delivering editorial-quality visuals that define brand identity.

2. Inspirational Lifestyle with People – Humanizes catalogs by showing furniture in use, adding scale and emotional resonance.

3. Silo Rendering – Ensures clean product visuals for catalog indexes, technical sections, and product breakdowns.

Chêne   Noyer   Chêne noir
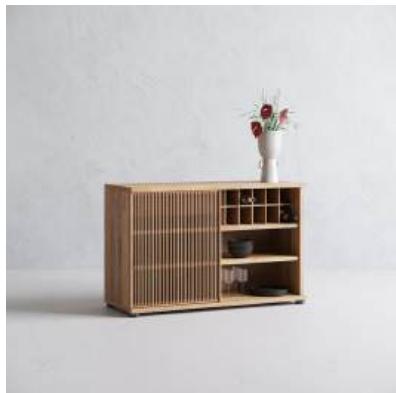
Digital Catalogs & Lookbooks

4. Variation / Color Swap – Displays every available finish or material efficiently in layouts.

5. Flat-Lays – Adds structure to lookbooks with curated product sets or thematic spreads.

6. Close-Ups – Highlights craftsmanship and finishes, supporting premium positioning.

7. Features Rendering – Explains functionality visually, helping customers understand complex mechanisms quickly.

E-Commerce Platforms

E-commerce platforms are where purchase decisions happen in seconds. CGI ensures every product is represented with clarity, interactivity, and consistency, building shopper confidence while making large catalogs scalable and cost-efficient.

Why It Works:

- Standardizes visuals across all listings and marketplaces

- Reduces returns with accurate scale, textures, and dimensions

- Boosts conversions through interactive and inspirational assets

- Enables rapid updates for seasonal launches or new SKUs

E-Commerce Platforms

1. Silo Rendering – Provides clear, platform-ready visuals that meet listing requirements and focus attention on the product.

2. Lifestyle Rendering – Adds styled, aspirational context to listings, helping customers envision products in their homes.

3. Variation / Color Swap – Displays all finishes, fabrics, or materials instantly, ensuring customers see the full product range.

View Products Shown

E-Commerce Platforms

4. 360 View – Engages shoppers by allowing them to rotate and explore products from every angle, reducing hesitation.

5. AR Modeling – Lets customers virtually place items in their own space, bridging the gap between browsing and buying.

6. Animation – Differentiates listings with short loops that highlight functionality or lifestyle appeal.
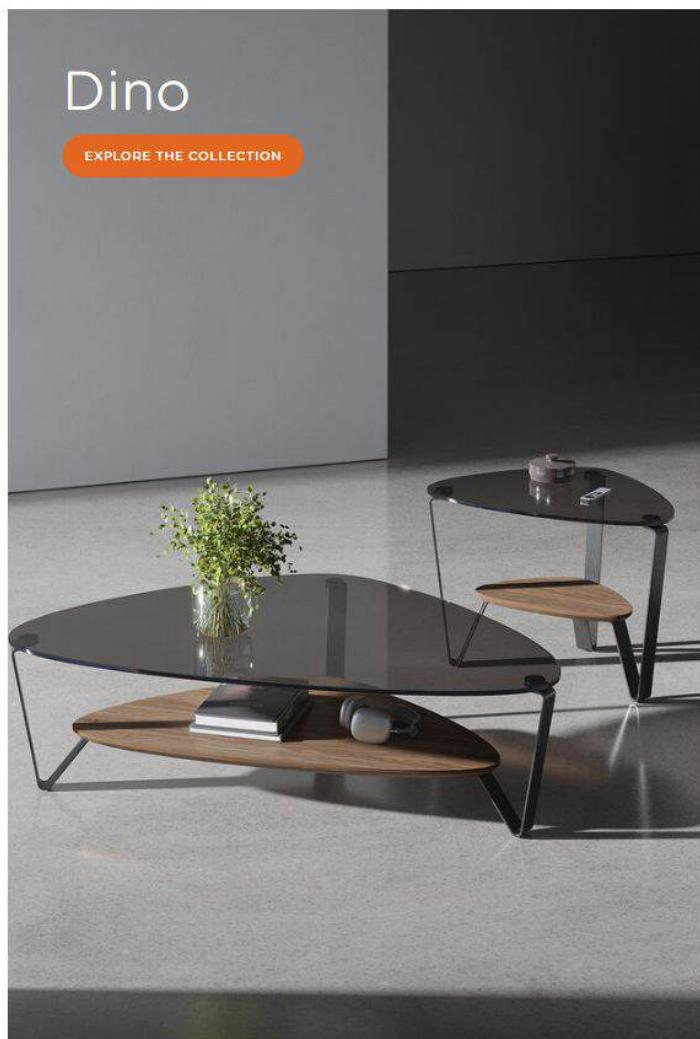
E-Commerce Platforms

7. Installation Video – Offers assembly or setup guidance linked from product pages, lowering cart abandonment and post-purchase issues.

8. Close-Ups – Builds confidence by showing high-resolution textures and materials in zoomable views.

9. Flat-Lays – Showcases bundled items or sets, encouraging upsells and cross-sells within listings.
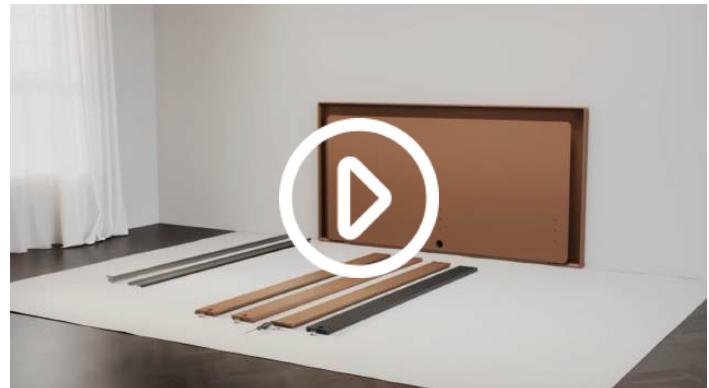
E-Commerce Platforms

10. Features Rendering – Highlights product benefits such as compartments or modularity, making them easy to understand online.

11. Dimension Rendering – Provides clear overlays of proportions and scale, reducing size-related returns.

12. Inspirational Lifestyle with People – Adds authenticity by showing products in use, making listings more relatable.

Rise to the Occasion

Work, snack, or relax—these height-adjustable tables do it all with style

GET TO KNOW SERIF
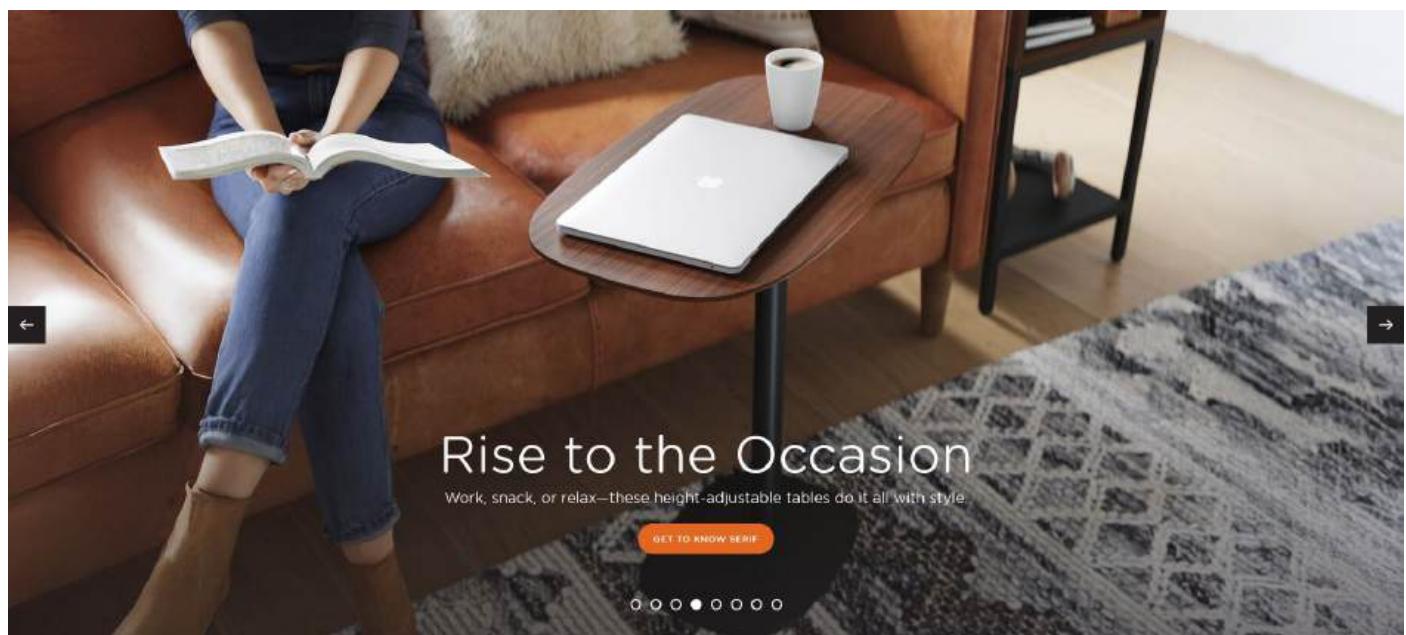
Print Materials

Printed assets like catalogs, brochures, and flyers remain a key part of sales and trade communication. CGI provides polished, high-resolution visuals that are fully adaptable for print, ensuring consistency across all campaigns while reducing the cost and time of photoshoots.

Why It Works:

- Delivers press-ready, high-resolution images for print formats
- Maintains brand consistency across digital and offline channels
- Easily refreshes seasonal collections without reshooting
- Highlights craftsmanship and quality in tactile, detailed visuals

Print Materials

1. Lifestyle Rendering – Provides aspirational full-page spreads that tell a visual story and set the tone for the brand.

2. Inspirational Lifestyle with People – Humanizes print campaigns by showing furniture in relatable, lived-in scenarios.

3. Close-Ups – Communicates premium quality through fabric, wood, and material details in high-resolution print.

Print Materials

4.Silo Rendering – Supplies clean, isolated images for product sheets, spec pages, and brochure indexes.

5. Flat-Lays – Adds structured, editorial layouts that highlight curated collections or thematic product ranges.

6. Variation / Color Swap – Makes it easy to showcase all available finishes and materials in a single catalog spread.

7. Features Rendering – Explains functional benefits visually, giving buyers clarity on unique selling points.

MENA

Mena's clean lines and minimalist form strike a balance of modern simplicity and versatility.

TEAK
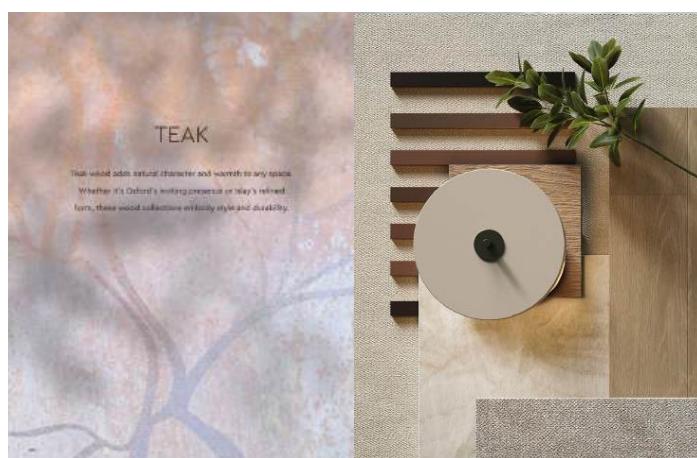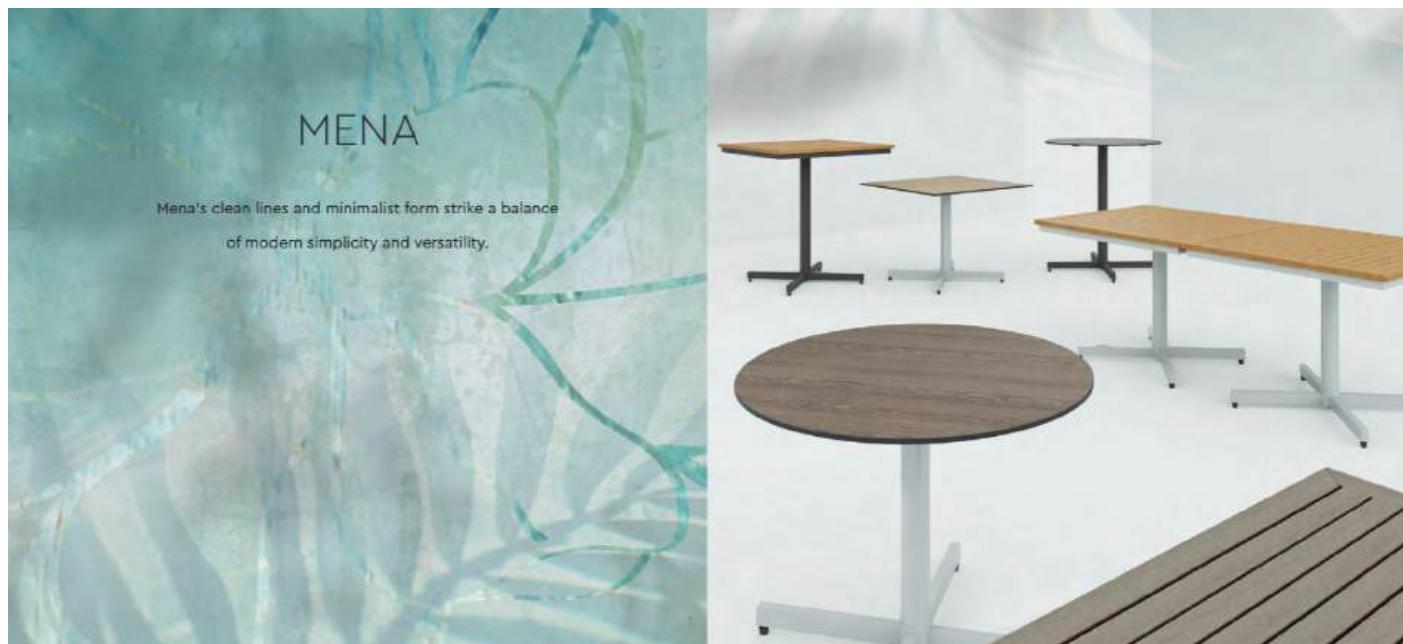
TRAVIRA

Trade Shows & Exhibitions

Trade shows demand high-impact visuals that capture attention, communicate value quickly, and position the brand as premium. CGI enables large-format, versatile assets that can be reused across booth walls, digital screens, and printed handouts, all without the logistical cost of physical prototypes.

Why It Works:

- Delivers striking, booth-ready visuals that attract foot traffic

- Communicates product range and features in seconds

- Reduces shipping and setup costs by replacing physical samples

- Enables rapid updates for seasonal launches and evolving collections

Trade Shows & Exhibitions

1. Lifestyle Rendering – Hero visuals for booth walls, lightboxes, and screens that set the tone and instantly convey brand identity.

2. Animation – Motion-driven storytelling for screens and projections, showcasing functionality and lifestyle in an engaging way.

3. Inspirational Lifestyle with People – Adds relatability and scale to booth visuals by showing furniture in lived-in scenes.
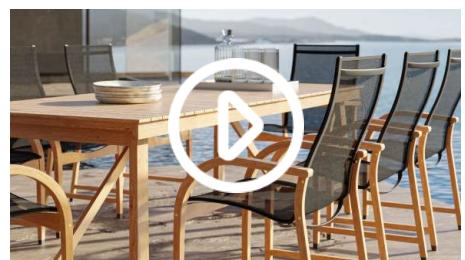
Trade Shows & Exhibitions

4. Silo Rendering – Clean, precise visuals for signage, product boards, and brochures where clarity is crucial.

5. Variation / Color Swap – Demonstrates full product ranges without transporting multiple SKUs, allowing targeted presentations.

6. Features Rendering – Spotlights innovative design elements or mechanical functions, making the brand stand out among competitors.

Water Resistant

Quick-dying

Breathable and comfortable

Trade Shows & Exhibitions

7. Dimension Rendering – Provides buyers and specifiers with clear sense of scale and fit.

8. Close-Ups – Highlights craftsmanship and detail on large-format displays and printed collateral.

9. Installation Video – Demonstrates assembly and usability, helpful for live or looping booth displays.

10. Flat-Lays – Multi-product arrangements that communicate collections or seasonal themes in booth collateral.

Email Marketing

Email campaigns rely on visuals that grab attention immediately and encourage clicks. CGI allows marketing teams to create versatile, personalized content, from striking hero banners to animated highlights, that can adapt to promotions, launches, and follow-ups with minimal effort.

Why It Works:

- Increases open-to-click rates with eye-catching visuals

- Builds trust by showing accurate product details and finishes

- Personalizes campaigns with seasonal or variant-specific content

- Keeps subscribers engaged through dynamic and inspirational assets
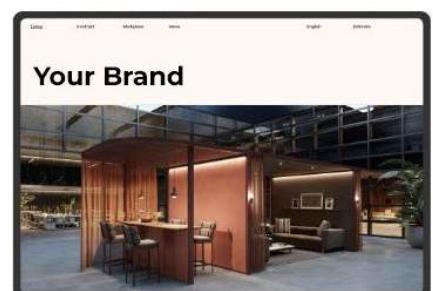
Email Marketing

1. Lifestyle Rendering – Hero images for newsletters and promotions that inspire and set the mood for campaigns.

2. Inspirational Lifestyle with People – Emotional, relatable visuals that bring products to life in real scenarios.

3. Silo Rendering – Clear, consistent visuals for product highlights, offers, and promotional callouts.

Email Marketing

4. Variation / Color Swap – Seasonal finishes or limited editions that keep email content fresh and relevant.

5. Animation – Short loops or GIFs that add motion and make campaigns stand out in the inbox.

6. Features Rendering – Visual spotlights on product benefits, ideal for educating while selling.

Email Marketing

7. Close-Ups – Detail-rich imagery that communicates quality, craftsmanship, and premium finishes.

8. Flat-Lays – Groupings or themed bundles that are effective for seasonal promotions or curated collections.

9. Dimension Rendering – Clear proportions and scale visuals, reassuring customers before they click through.

10. Installation Video – After-sales content repurposed in post-purchase campaigns, boosting customer satisfaction and retention.

Press & PR Features

Press and PR visuals help brands tell their story across media channels, editorial features, and product announcements. CGI assets provide ready-to-publish, high-quality imagery that editors and journalists can easily adapt for features, press kits, and brand storytelling.

Why It Works:

- Supplies press-ready, high-resolution visuals without extra shoots

- Makes brand stories more engaging and newsworthy

- Supports lifestyle storytelling and technical product explanations

- Saves time for PR teams by delivering versatile, on-demand content

BDI Corridor SV Bar

(BDI)

Raise the bar on entertaining this holiday season with the Corridor SV Bar from BDI. This sleek, modern bar offers a slim profile and raised-cabinet design, making it ideal for living areas where space is at a premium. Though its footprint is narrow, this inspired bar pours on all the features of a full-sized standing bar, including horizontal storage of wine bottles, adjustable shelf space, a secure wooden rack for stemware, and a flexible pull-out drawer for supplies or additional bottles. *Shop Now*

BDI takes audio furniture to the next level

The Audiophiliac takes a close look at a couple of terrific BDI media center cabinets.

Steve Guttenberg
Aug. 21, 2016 11:05 a.m. PT   3 min read
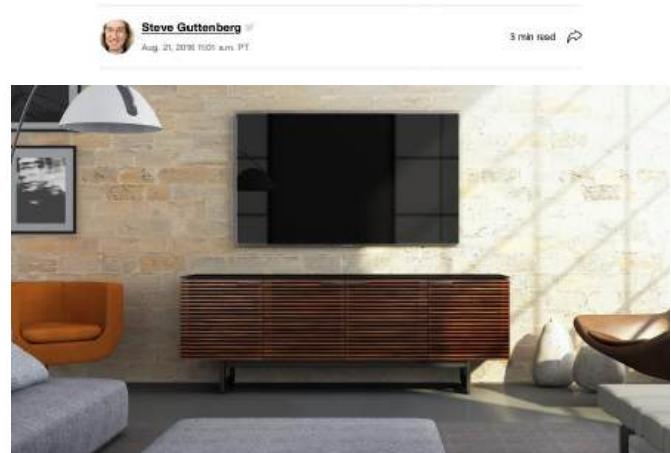
If you already own or plan on buying an audio or home theater system, I have a question, what do you put it on? Or if you want to keep the gear out of sight, what are you going to put it *in*? When I was an audio

Press & PR Features

1. Lifestyle Rendering – Styled, photorealistic interiors that create emotional appeal and elevate brand image in editorials.

2. Silo Rendering – Clean, isolated product shots essential for press kits, launch announcements, and technical documentation.

3. Inspirational Lifestyle with People – Human-centered storytelling visuals that resonate with lifestyle publications.

2025 Spring Market Press Releases

BDI Furniture Introduces the Luma Office Collection: A Sophisticated Blend of Design and Functionality

CHANTILLY, VA – April 8, 2025 – <u>BDI Furniture</u>, a leader in innovative and design-forward furniture solutions, unveils its latest offering, the **Luma Office Collection**. Thoughtfully crafted to enhance productivity while elevating workspace aesthetics, the Luma Collection introduces a refreshing take on office furniture with refined materials, ergonomic features, and seamless functionality.

Press & PR Features

4. Close-Ups – Detailed shots of textures, finishes, and materials that highlight quality and craftsmanship for design features.

5. Features Rendering – Product functions and innovations explained visually, making it easier for journalists to showcase USPs.

Satin-etched glass
Adjustable shelves
Wine storage
Additional storage

Stemware rack
Precision hardware
Storage drawer
Louvered doors

In-Store Displays & Showrooms

Showroom visuals define the customer's first physical interaction with a brand. CGI makes it possible to deliver high-impact, consistent visuals across wall panels, screens, signage, and interactive displays, all without the logistical costs of physical staging.

Why It Works:

- Creates immersive, premium in-store experiences
- Maintains consistent visuals across multiple locations
- Reduces display costs by eliminating traditional photoshoots
- Allows for seasonal or campaign refreshes with minimal effort
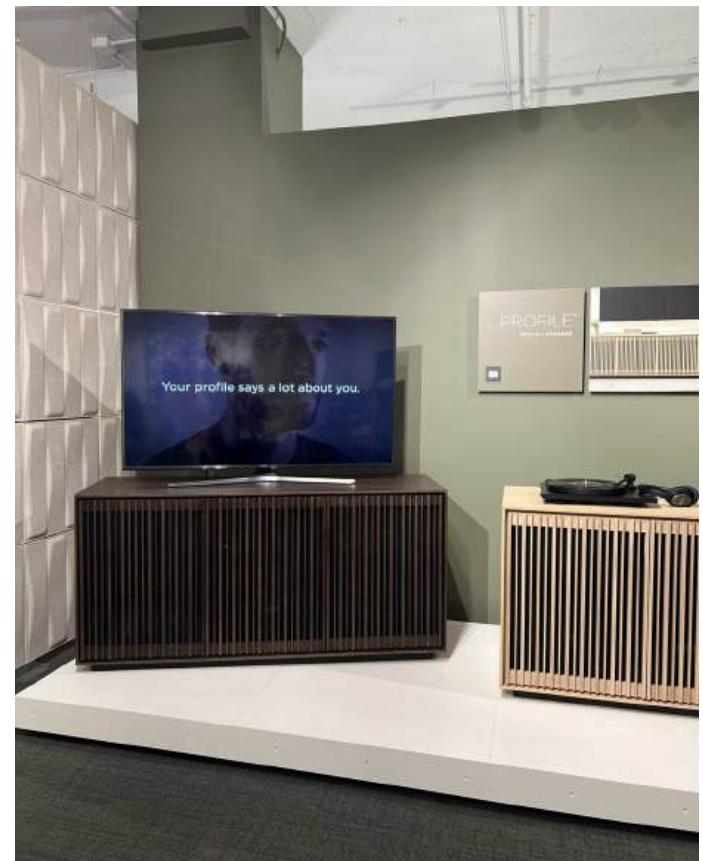
In-Store Displays & Showrooms

1. Lifestyle Rendering – Hero visuals for booth walls, large displays, and showroom panels that set the mood instantly.

2. Silo Rendering – Clear, product-focused shots for signage, catalogs, or digital touchscreens.

3. 360 View – Interactive product rotations on in-store tablets or screens to engage visitors.

In-Store Displays & Showrooms

4. AR Modeling – Let shoppers visualize finishes or test placements using augmented reality.

5. Animation – Short loops and motion content displayed on screens to highlight features or use cases.

6. Variation / Color Swap – Showcase fabric, finish, or color options without physical samples.

7. Close-Ups – Ultra-detailed visuals for print displays or magnified screens, emphasizing craftsmanship.

Marketplace Adv Banners

Marketplace ads are often the first touchpoint for new customers. CGI ensures banners are sharp, optimized, and adaptable to every platform's format, from thumbnails to leaderboards.

Why It Works:

- Delivers clear, scroll-stopping visuals in crowded marketplaces
- Optimizes load speed with lightweight CGI assets
- Adapts quickly for seasonal promotions or product launches
- Maintains consistency with PDPs and brand websites
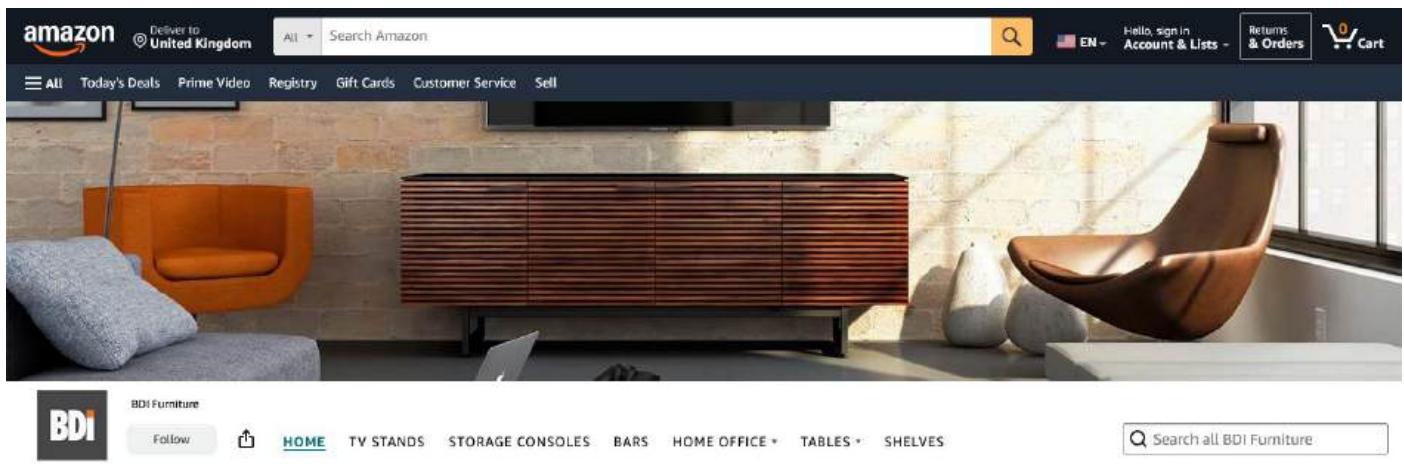
Marketplace Adv Banners

1. Lifestyle Rendering – Simplified lifestyle scenes that provide aspirational context while keeping banners uncluttered.

2. Inspirational Lifestyle with People – Human presence adds relatability and emotional impact, encouraging clicks.

3. Silo Rendering – Essential for clean, product-focused ads where clarity and recognition are critical.

4. Animation – Lightweight motion graphics or looping clips for dynamic banner ads (where supported).

Configurators

Configurators empower customers to interact with products directly, customizing finishes, colors, and layouts in real time. CGI provides the visual foundation for smooth, engaging, and scalable configurator experiences.

Why It Works:

- Increases conversion by allowing personalization

- Reduces returns through accurate visualization of size, fit, and finishes

- Enhances customer engagement with interactive product experiences

- Provides a scalable library of assets for ongoing updates

Configurators

1. Silo Rendering – Clear product renders on neutral backgrounds, forming the base layer for switching finishes and components.

2. Dimension Rendering – Visual references for proportions, ensuring customers understand scale as they customize.

3. 360 View – Full product rotations that let customers explore items from every angle while customizing.

4. AR Modeling – Augmented reality options that place the configured product directly in the shopper's environment.

Configurators

5. Variation / Color Swap – Interactive visuals that instantly update fabrics, colors, and materials in real time.

6. Lifestyle Rendering – Styled interiors where configured products can be placed, inspiring confidence and emotional buy-in.

Get started

We encourage you to take the next step in transforming your product visuals. In a market where visual content can make or break a sale, partnering with a team like CGIFurniture can give you the competitive edge – stunning imagery that not only grabs attention but also builds trust in your brand's quality.

Ready to impress your customers with breathtaking 3D visuals? Contact CGIFurniture today to explore how we can bring your products to life in ways you've never imagined. Your products deserve nothing less than the best representation – and we're here to deliver it.

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Website / PDP

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3. Variation / Color Swap – Allows shoppers to preview finishes, fabrics, and materials instantly, personalizing the buying journey.

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8. Features Rendering – Quickly communicates product benefits in visual form, ideal for ad callouts**.**

ADJUSTABLE SHELVES

REMOTE-COMPATIBILITY

INTERNAL LEVELING

OUSTIC
SPARENCY

ADJUSTABLE
SOUNDBAR SHELF
(UP TO 39.75" | 101 CM WIDE)

HIDDEN WHEELS
(ROLLING PLINTH BASE)

FLOW-THROUGH
VENTILATION

WIRE MANAGEMENT

TV SAFETY STRAP

WIRE WRAPS

REMOVABLE BACK PANELS

Print Materials

1. Lifestyle Rendering – Provides aspirational full-page spreads that tell a visual story and set the tone for the brand.

2. Inspirational Lifestyle with People – Humanizes print campaigns by showing furniture in relatable, lived-in scenarios.

3. Silo Rendering – Supplies clean, isolated images for product sheets, spec pages, and brochure indexes.

Print Materials

4. Variation / Color Swap – Makes it easy to showcase all available finishes and materials in a single catalog spread.

5. Flat-Lays – Adds structured, editorial layouts that highlight curated collections or thematic product ranges.

6. Close-Ups – Communicates premium quality through fabric, wood, and material details in high-resolution print.

7. Features Rendering – Explains functional benefits visually, giving buyers clarity on unique selling points.

Print Materials

Console Base MODEL 8709

Rolling Plinth Base MODEL 8703

ADJUSTABLE SHELVES

REMOTE-COMPATIBILITY

INTERNAL LEVELING

ACOUSTIC TRANSPARENCY

ADJUSTABLE SOUNDBAR SHELF (UP TO 39.75" | 101 CM WIDE)

HIDDEN WHEELS (ROLLING PLINTH BASE)

FLOW-THROUGH VENTILATION

WIRE MANAGEMENT

TV SAFETY STRAP

WIRE WRAPS

REMOVABLE BACK PANELS
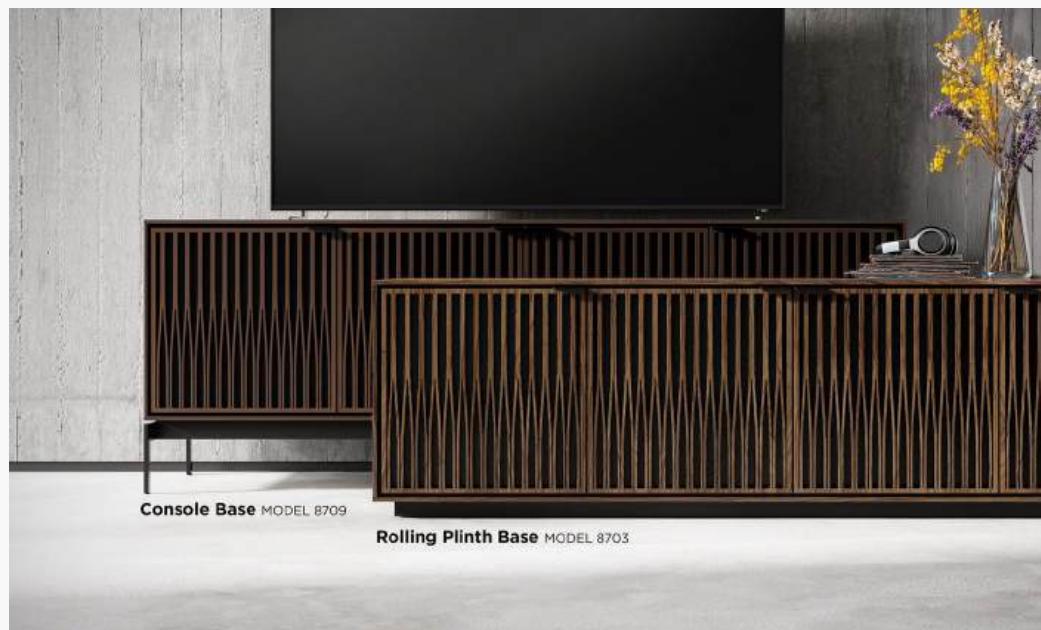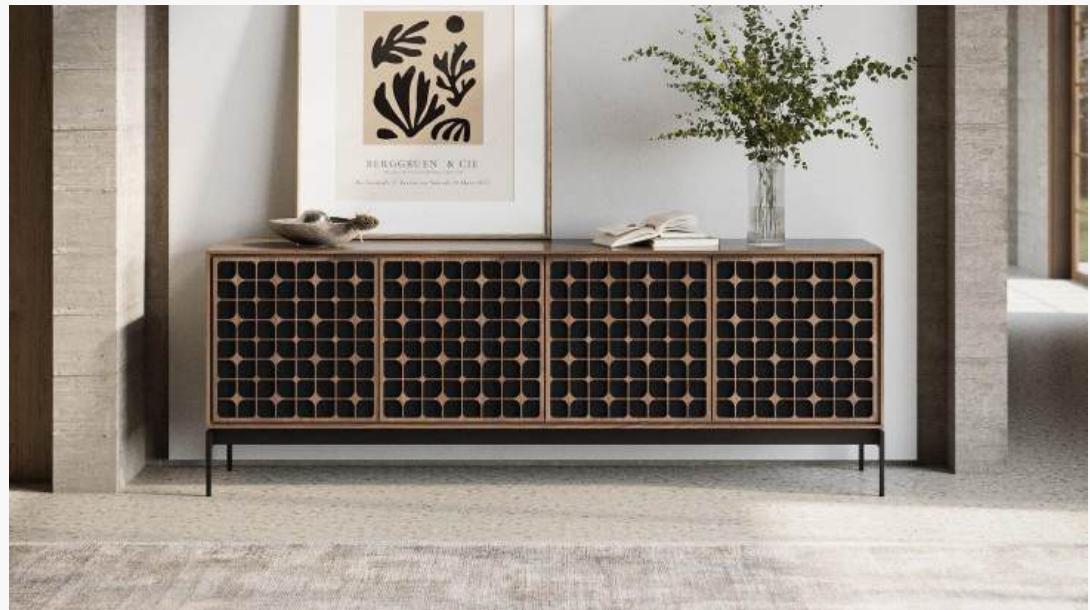
Print Materials

Email Marketing