

# 10 YEAR GUARANTEE REGISTRATION CARD

## IMPORTANT

Please immediately refer to clause 5 of the Guarantee, complete all sections of this card and post to Pfitzner Furniture in the reply paid envelope provided.

### Registered Owner

name .....

number & street .....

suburb or town .....

state ..... postcode .....

telephone number .....

date ..... owner's signature .....

email .....

### Registered Furniture

product	range	quantity

### Purchased From

number & street .....

suburb or town .....

state ..... postcode .....

### Date Received

day	month	year	purchase price
			\$

## IMPORTANT

On receipt of your furniture you should immediately read the Guarantee, complete the registration card and customer survey, and post to Pfitzner Furniture in the reply paid envelope provided within 14 days of receipt.

The Pfitzner 10 Year Guarantee will apply provided that you follow the Pfitzner Care Instructions attached.

## PRIVACY STATEMENT

Pfitzner Furniture values and respects the privacy of our customers.

We are committed to supporting the practices required by the privacy act and the National Privacy Principles. A copy of our Privacy Policy is available on request and we encourage you to discuss any concerns you may have with us.

### Pfitzner Furniture Manufacturers

Nercoba Pty Ltd ABN 91 436 577 894

### Workshop, Head office & Showroom

3 Mt Barker Road, Littlehampton  
South Australia 5250  
Phone 08 8391 0492 Facsimile 08 8398 2172  
Email info@pfitzner.com.au

### Norwood Showroom

28 The Parade, Norwood, South Australia 5067  
Phone 08 8363 5144 Facsimile 08 8363 5199

### Good Design Lasts Forever Pty Ltd

ABN 89 146 384 170

### Cremorne Showroom

261-263 Military Road, Cremorne NSW 2090  
Phone 02 9904 5422 Facsimile 02 9904 5433

[www.pfitzner.com.au](http://www.pfitzner.com.au)

**PFITZNER**  
*furniture*

**GOOD  
DESIGN  
LASTS  
FOREVER**

**10 YEAR GUARANTEE  
REGISTRATION CARD  
CARE INSTRUCTIONS**

# CUSTOMER SURVEY

## Dear Customer

In order to better review the needs of our customer, it would be helpful to know more about you, and why you selected Pfitzner Furniture. The information is only for statistical purposes, so that all customers' data will be grouped together.

Please tick the appropriate boxes.

### 1 What were the most important factors in your decisions to purchase Pfitzner Furniture?

- Quality and craftsmanship  1
- Comfort  2
- Durability of structure  3
- Appealing to the eye  4
- The Pfitzner name  5
- The written Guarantee  6
- Design and shape/ styling  7
- The price  8
- The cover  9
- Other (write in) .....  10

### 2 Were you specifically looking to buy Pfitzner Furniture?

- Yes  1
- No  2

### 3 From which of the sources listed below had you ever heard about Pfitzner Furniture?

- Friends/relatives  1
- Saw in the store  2
- Salesman in store  3
- Owned previously  4
- Advertising  5
- From www.pfitzner.com.au  6
- Some other place (write in) .....  7

### 4 Have you ever seen any advertising/ promotion for Pfitzner Furniture?

- In magazines  1
- On television  2

- In newspapers/ press  3
- In online search  4
- In store displays  5
- Some other place (write in) .....  6

- Haven't seen any advertising  7

### 5 Was this purchase replacing, or in addition to your furniture, or was it your first purchase of furniture?

- Replacing  1
- In addition  2
- First purchase  3

### 6 Which magazines listed do you read?

- Australian House and garden  1
- Vogue Living  2
- Country Style  3
- SA Life  4
- Belle  5
- Luxury Home Design  6
- Adelaide Matters  7
- Other (write in) .....  8

### 7 How long since your last purchase of Pfitzner Furniture?

- Less than 1 year  1
- 1 up to 2 years  2
- 2 up to 3 years  3
- 3 up to 5 years  4
- 5 up to 7 years  5
- 7 up to 10 years  6
- 10 years or longer  7
- First purchase  8

### 8 Who was involved in the decision to purchase Pfitzner Furniture?

- Male/ husband only  1
- Female/ wife only  2
- Both  3
- Other (write in) .....  4

### 9 For what reasons did you select this store for purchasing Pfitzner Furniture Manufacturers?

- Best price  1
- Stocked Pfitzner Furniture  2
- Knowledgeable staff  3
- Good range of furniture  4
- Wide choice of fabrics  5
- Stock high quality furniture  6
- Convenience  7
- Good service  8
- Have credit facilities  9
- Ready availability of furniture  10
- Bought furniture there before  11
- Well displayed furniture  12
- Provide decorator advice  13
- Advertised on special  14
- Referral  15
- Other (write in) .....  16

### 10 In which age group are you?

- 25 to 34  1
- 35 to 44  2
- 45 to 54  3
- 55 to 64  4
- 65 and over  5

### 11 How many people are living in your home?

.....

### 12 What is the occupation of the main income earner in the household?

.....

### 13 What is the approximate total household income range per year?

- Under \$50,000  1
- \$50,000 to \$80,000  2
- \$80,000 to \$120,000  3
- \$120,000 to \$150,000  4
- Over \$150,000  5