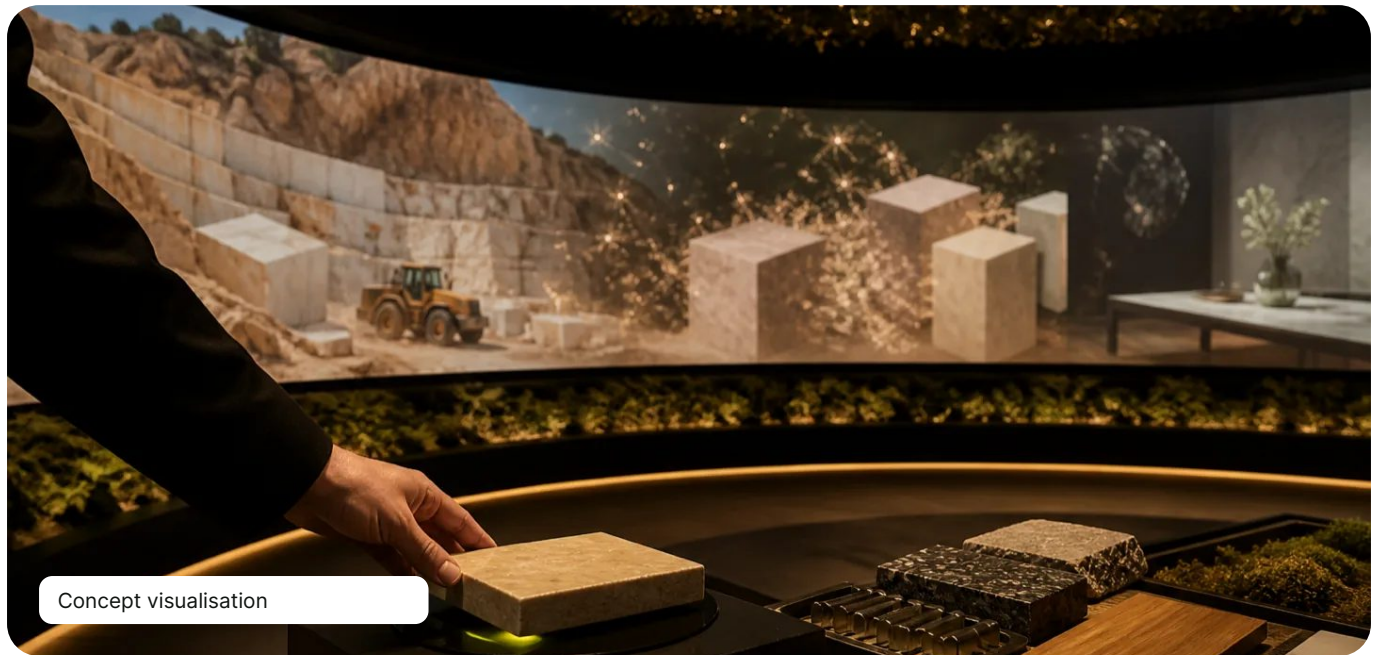




PHYSICAL AND INTERACTIVE BRAND EXPERIENCE

Story Room for materials and showrooms

From sample to selection. From process to confidence.

Turn your brand from something people know into something they have experienced.

Configurations from EUR 20,000 excl. VAT | Turnkey delivery in 3-6 months.

PROCESSING

The product is visible. Its distinctive value must become clear.

A sample alone does not reveal origin, processing, tolerances, quality control, installation or final application. The Story Room makes these differences visible before the conversation is reduced to price.



Concept visualisation

- The visitor selects an application or problem.
- They handle an authentic sample, component or object.
- The room reveals origin, process and performance.
- The material appears in its final context.
- The visit leads to a sample, specification, meeting or quotation.

ONE CONTROL SYSTEM, MULTIPLE AUDIENCES

Architects, buyers, dealers and technical customers can choose different entry points and reach an action appropriate to their role. Content remains updatable by collection, market and application.

DECISION-MAKING REQUIREMENTS

The same infrastructure serves the different evidence needs of each role.

The control system adapts technical depth and the final action without multiplying installations or content. Each visitor journey is designed around the evidence required to advance the decision.

ROLE	EVIDENCE REQUIRED	NEXT ACTION
Architect / designer	application, performance, documentation	sample or specification
Buyer / procurement	quality, capacity, risk, comparison	technical meeting
Dealer / network	differentiating arguments and use cases	training or materials
Technical customer	process, tolerances and testing	demo or quotation

COMMERCIAL OUTPUT

Samples, documentation, specifications, meetings, site surveys, demos and quotations are linked to the session when CRM data and consent provide a shared identifier.

DATA AND RESPONSIBILITIES

Every indicator must have a source, an owner and an associated decision.

Activation assigns occasions and capacity; Measurement records use and completion, links actions and opportunities when systems and consent allow, and measures incremental impact only against a comparable baseline.

INDICATOR	SOURCE	OWNER	DECISION
sessions, role, completion	system / host	operations	schedule and visitor journey
understanding and attribution	short pulse survey	marketing	content and messages
samples, meetings, quotations	web app / CRM	sales	follow-up and pipeline
opportunities and orders	CRM	sales operations	economic threshold
margin and avoided costs	management accounting	finance	ROI, payback and NPV

EVIDENCE LIMITATION

A CRM link proves that a visit preceded an action; it does not prove that the Story Room caused it. The selected comparison method is stated in the report.

INVESTMENT

The illustrative break-even threshold is 2.6 incremental orders.

ILLUSTRATIVE SCENARIO | NOT A BENCHMARK | NOT A FORECAST. TCO of EUR 52,000; 180 qualified visits exposed over three years; 20% end-to-end conversion without the Story Room; EUR 20,000 net contribution margin per order.

SCENARIO	CONVERSION	INCREMENTAL ORDERS	ROI	PAYBACK
Conservative	20,0%	0,0	-100,0%	N/D
Central	21,5%	2,7	+3,8%	2.86 years
Favourable	22,5%	4,5	+73,1%	1.54 years

NPV at an 8% discount rate: Conservative -EUR 50,300; Central -EUR 3,900; Favourable +EUR 27,000. The Central case clears the nominal ROI threshold but not the discounted financial criterion.

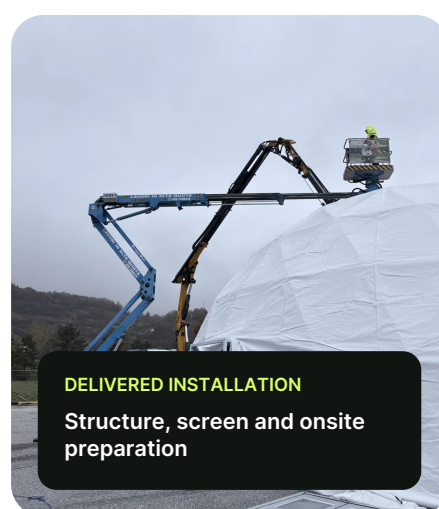
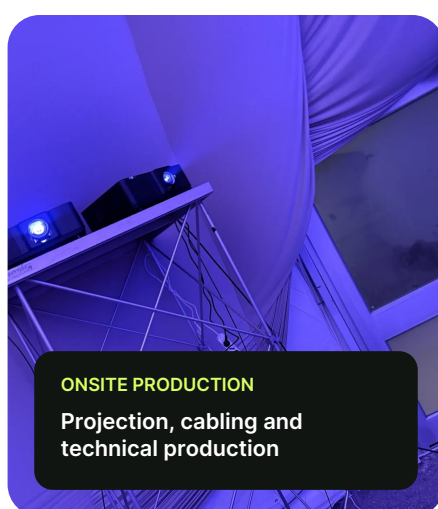
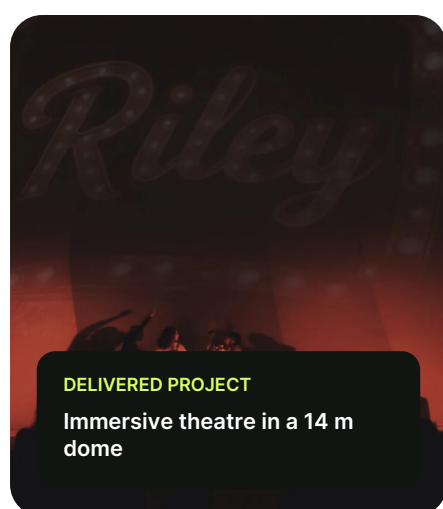
BREAK-EVEN CONDITION

End-to-end conversion must rise from 20.00% to 21.44%: an increase of 1.44 percentage points. If capacity, CRM data or margin cannot support this threshold, the project must be resized or rejected.

DELIVERY CAPABILITY

Physical and multimedia integration proven in the field.

The dome case documents audiovisual integration and live operation; it does not document Story Room ROI or performance. Market references show comparable showroom models, not transferable results.



In a 14-metre geodesic dome, we integrated space, 360-degree projection, audio, lighting, technical production and fit-out for a public experience. The case documents immersive integration and live-operation capability; it does not constitute evidence of Story Room ROI.

Independent public references

BASF Creation Centers combine a physical and digital materials library, visualisation and workshops. Saint-Gobain Tower Showroom combines interactive terminals, a materials library and an immersion room. Cosentino City combines settings, samples, digital tools and events.

CONFIGURATION

From the 180-degree base system to a complete brand experience.

Every configuration includes commercial launch and initial measurement of sessions, completion and CTAs. OPEX, collections, languages, original productions, large machinery and integrations are quoted separately.

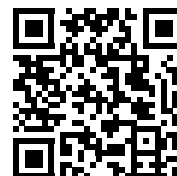
CORE 180°	EUR 20,000-24,000 excl. VAT	For a 180-degree system, software, first visitor journey, installation and training.
PHYSICAL INTERACTION	EUR 26,000-32,000 excl. VAT	For integrating 2-3 objects or physical interactions into the visitor journey.
SCENOGRAPHIC	EUR 32,000-45,000 excl. VAT	For a complete physical environment with 3-5 coordinated interactions.
BESPOKE	From EUR 45,000 excl. VAT	For special geometries, multiple zones, large machinery or original productions.

3-6 months on average, from approved proposal to turnkey delivery.

TECHNICAL AND FINANCIAL FEASIBILITY

We determine whether the pipeline can support the investment.

Using the audience, space, qualified visits, end-to-end conversion, contribution margin and avoidable costs, we produce an initial configuration, TCO, break-even threshold and data plan.



Request a 30-minute feasibility review

theusualnext.com/r/en/mat

info@theusualnext.com

Sources and references

[BASF Creation Centers - materials, prototypes and workshops](#)

[Saint-Gobain Tower Showroom - material library and immersion room](#)

[Cosentino City Madrid - samples, digital tools and events](#)

[McKinsey, B2B Pulse 2026](#)

[Immersive dome theatre - project delivered by the usual neXt](#)

The company references cited are public examples. Your Story Room business case is built around your company's flows, margins and objectives.

Information document - prices exclude VAT - edition 29 August 2026