

HOW TO MAKE THE MOST OF YOUR AGR CERTIFIED RETAILER STATUS

Your Certificate. Your Visibility. Your Edge.



- ✓ Stand out from the competition
- ✓ Showcase your advisory expertise
- ✓ Create a unique selling point





AGR-Certified Specialist Shop – Advice You Can Trust

With AGR certification, you make your advisory expertise visible and show your customers: here they'll find **qualified advice** and **tested products** bearing the AGR seal of approval.

The path to certification is simple: at least one employee takes part in the AGR retailer training course as an online seminar, deepening their knowledge of back-friendly products and expert customer advice.

Your Benefits as a Certified Specialist Shop:

- ✓ Visible advisory expertise for your customers
- ✓ More trust and stronger customer loyalty
- ✓ Recommendations from the AGR network of physicians
- ✓ Marketing support from AGR
- ✓ Positioning as the go-to expert for back-friendly products

Already AGR-Certified?

Use the ordering options in this flyer to communicate your expertise.

Interested in becoming an AGR-Certified Specialist Shop?

We're happy to inform you about the requirements, process, and certification options.



⇐ Find out now
www.agr-ev.de/en/certification-of-specialist-shops

ONLINE & IN-STORE PRESENCE

Online Retailer Directory

Automatic listing with profile page.

free of charge

Certificate A4

Sent by post upon successful completion of the exam.

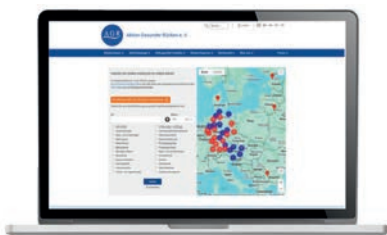
free of charge

Door sign A5

For shop window or entrance. Sent by post after passing the exam.

free of charge

Logo available for download for web use, letterheads, and as a **sticker** for shipping boxes, envelopes, or products. free of charge



Once registered, you will have access to a presentation set, logo, press texts and image material for your PR activities, available for download: www.agr-ev.de/en/tools

Also available as a sticker (6 x 5 cm)!



POSTER & DISPLAY STANDS

Poster A1

For pavement signs. 2 designs: 'Back pain?' and 'Back health for children!'

free of charge

Seal of Approval Poster A4

For poster stands. Puts your AGR-certified products effectively in the spotlight.

free of charge



Acrylic Display Stand A5

Two designs to choose from: 'Back-friendly products' and 'Certified shops'.

2 pieces free of charge
Additional copies at cost price

Paper Display Stand A5

Printed on both sides:
'I am ergonomically and back-friendly certified!'

free of charge

Product Hang Tag 7,5 x 19,8 cm

Printed on both sides, for
direct attachment to the
product. free of charge





PRESENTATION SYSTEMS

Beach Flag 64 x 215 cm

Double-sided, printed with two different designs.

chargeable

Roll-Up 85 x 200 cm

For indoor use. Various designs to choose from.

chargeable

ONLINE SEMINARS

Experts in Dialogue

Overview and upcoming events:
www.agr-ev.de/online-seminare

free for charge (only in german)



Your benefit as a certified specialist shop: Up to two employees can participate in each AGR online seminar free of charge.



Tipp: Roll-ups and beach flags can be individually printed with your company logo – adding your logo is free of charge.

CONTACT PERSON

Marian Schmidt

Tel: +49 4761 926358-325

marian.schmidt@agr-ev.de

Also happy to arrange a
Zoom meeting on request!

⇒ Order all current tools
conveniently online:
www.agr-ev.de/en/tools



Not finding what you're looking for?

Feel free to get in touch – we'd love
to hear your ideas and suggestions!



Get yours free now!

AGR Teddy Bear

1 piece free of charge,
additional pieces at cost price
(only with german printed text
'Aktion Gesunder Rücken Zertifiziert
rückengerechte Produkte')