Why would you pay more than double the price of a Filofax?

Show Notes (timings approximate)

02:00 - Other brands
04:00 - Getting to know the people in the companies
05:30 - The differences - Gillio
06:40 - Van der Spek
07:30 - Van der Spek Touch Me
08:15 - Krause Rings
09:30 - Filofax production methods
11:20 - Consumer Law differences
12:15 - Quality
12:30 - Why would you spend more
15:00 - Telling the difference
16:30 - LV planners
17:10 - Exclusivity - knowing the people
18:00 - Buying quality products
19:00 - Pride
19:30 - Colour variation on top quality products
21:45 - Quality points to note
23:00 - Inflated prices...
24:00 - Personal service
24:45 - Support groups Filofax, Gillio, Van der Spek
27:30 - How to afford a luxury planner - Gillio Van der Spek sales groups
29:30 - Decide the correct size before you make the expensive