

SPEC PAGE UPDATE

Some of you may have inadvertently gotten some spec pages that were not correctly formatted. Updates to page 31 & 59. If the grey bar is on top of your pricing page please contact dealer service and we will get you out a new page.

PAPERLESS BILLING

Many dealers have requested their invoices be emailed instead of surface mailed. We are thrilled to announce that as of December 1st, dealers will have that option!

We are currently gathering your email addresses. Sign up today by simply sending an email to AccountsReceivable@bertch.com. Include the email address for your Accounts Payable and the name of the person authorizing the change.

Remember, you also have the ability to receive your acknowledgements via email. Simply call 319-296-2987 or send an email to Bath@Bertch.com if you would like to enroll.

Bertch accounting went paperless several years ago. We have recycled thousands of pounds of paper by purging our old invoices and orders from our storage room. Sign up for your electronic invoices today!

HAPPY HOLIDAYS

With Thanksgiving upon us, we would like to take this opportunity to wish you and yours a happy and healthy holiday season.

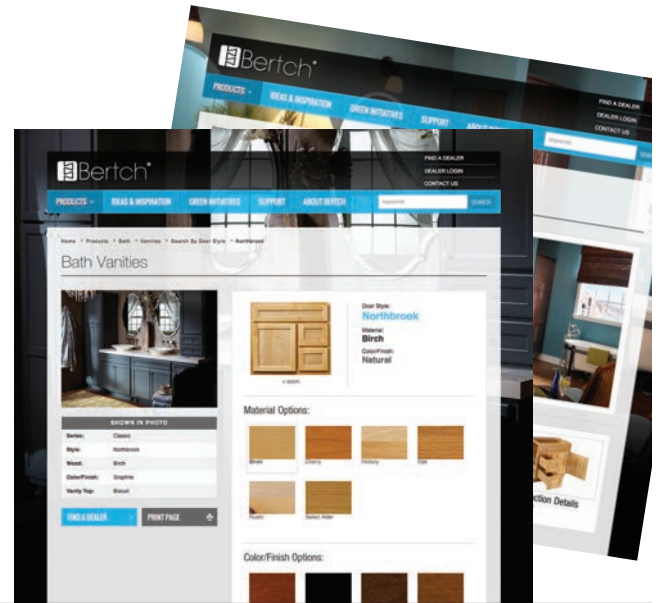
Bertch offices will be closed on Thursday, November 27th and Friday, November 28th for Thanksgiving.

Additionally, Bertch offices will be closed on Thursday, December 25th and Friday, December 26th for Christmas.

As a friendly reminder, please check your order acknowledgements and cut-off schedule online, since we will be limiting our deliveries over the Thanksgiving and Christmas Holidays.

WEBSITE UPDATE COMPLETED

Updates to the Bertch corporate website have been completed! Changes in the Bath section include adding the Northbrook door style, updating the Oasis colors, new Ideas & Inspiration pictures and we've also added pictures of accessories. There were also extensive updates made to the Kitchen+ division, as well as Hospitality and Timbergate. Feel free to go to Bertch.com and look around!



GREY IS STILL GOING STRONG

With the surge in grey everywhere in the home furnishings arena, Bertch has seen steady sales with those colors. We do believe, however, there is room for growth. Is grey popular in your market? Do you have it in your showroom? Use some of those flex funds on new samples and displays!



Top picture:
Insignia/
Queensland Oak

Center:
Hudson/Graphite

Bottom Right:
Interlude/Hickory/Shale



In addition to these colors, don't forget our High Gloss Steel 3D laminate, or our several grey Oasis options (Heather, Asphalt, Breccia, Galena, Platinum, Cement, Concrete, to name a few).

NEED MORE NEWSLETTERS?

Call 319-296-2987

or email info@bertch.com



BATHBYLINES

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www.bertch.com

FALL 2014

USE YOUR FLEX FUNDS TO ACCESSORIZE!

Be sure to not let your flex funds go to waste! Looking for an easy way to use some of them up? Add accessories and roll trays to your existing displays! Our new accessories have been received very well, and are easy to order and install.

When you order your roll tray kit please be aware that we have style specific sizes. Our full overlay door styles can handle a larger roll tray. If you simply order one separate from the cabinet it may appear small in the opening if the style was not specified.



OASIS RECYCLED COLORS IMPROVED

The Recycle selection in Bertch Faux Granite tops incorporates recycled glass in the particulate used to create the pattern. Unfortunately, due to the variation in the glass used in a specific batch of particulate, the ability to maintain color consistency has been challenging. Tops shipped with noticeable variance from the samples in showrooms has resulted in disappointed customers, and worse, there were times Bertch could do very little to satisfy the customer, due to the inconsistency of the raw material.

To assure consistency, we have worked with our faux granite suppliers to replicate our recycle colors in typical polyester resin-based faux granite fill material used in the vast majority of our Faux Granite tops.

Effective November 15, Bertch will be discontinuing the Chili Pepper (OR4) and implementing a running change of the remaining six colors transitioning them from recycled glass material to typical faux granite fill material. It is recommended that all dealers contact their representatives to arrange replacement (at no charge) of any samples that they currently have in the Recycle selection. Displays should also be liquidated and replaced with the new product or another of our faux granite tops. This will bring our collection of faux granites to a total of 41 selections - enough to satisfy every customer!

Shown here are Vanilla Bean and Kalua.



K+BB READERS CHOICE WINNER

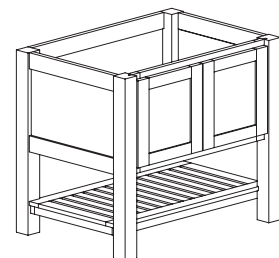
Kitchen and Bath Business recently announced the winners of the second annual K+BB Readers' Choice Awards. Almost 2,000 of their readers cast their vote online to select their favorite kitchen and bath products in a variety of categories.

Bertch was a top vote-getter for the second year, based on several criteria, including, but not limited to, local availability, customer support, and price point. Also, factoring in heavily, was our range of specific styles, materials, price levels and finish choices.



INTERLUDE ADDS 18" DEPTH

Dealers have requested we include 18" depth in our Interlude console units, and as a result, we are adding 18" depth to the FVC24,27,30,33,36 and 39! Interlude has quickly become one of Bertch's most popular and versatile door styles, and is our most popular furniture style.



Remember, we take suggestions from dealers seriously! If you'd like to see something added, to the Bath catalog, don't be afraid to ask!