

## EXPANSION OF CONCEALED DRAWER OPTIONS

We are receiving input for additional sizes of vanities to be available with concealed drawers. You will notice we have added sizes to this feature with the installed cost the same as simply buying the kit.

## CHIP ORDER FORM

As the number of color, wood, sheen options has continued to grow we have included an order form in the new catalog allowing you the capability to order chips other than our standard set.

## CHECK OUT HOZZ!

Bertch is continuing to push our visibility on this site. If you have a job you have completed and want to promote your dealership this site is a great tool to share your design with the world. Be sure to tag it BERTCH and you will link with other unique photos and ideas.

## ONLINE ORDERING

**Remember, SAVE 1% on each online order you place!** If you are new to Bertch Bath you may not have tried our online ordering, now is the time to add that 1% to your bottom line!



PROUDLY MADE  
IN THE U.S.A.

### INCLUDED IN THIS MAILING:

- 1 - Bath Bylines
- 2 - Bath Spec Catalogs
- 1 - NEW Oasis Brochure
- 1 - NEW Bath Portfolio
- 1 - Selection Center info sheet

### NEED MORE?

Call 319-296-2987 to order more

## SPEC/PRICE UPDATE

The enclosed catalogs reflect our increased list prices, effective February 1, 2016. This makes it absolutely essential to discard your old catalogs at that time. Raising our list price will allow you, our dealers, to provide a larger discount from the published price in your sales and promotions.

## NEW MODULAR BATH SELECTION CENTER



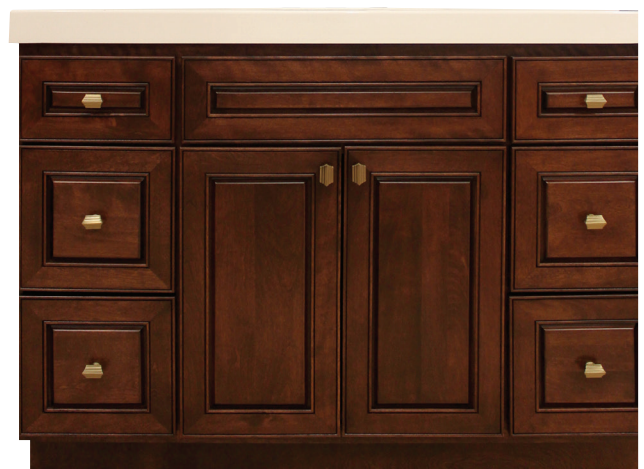
The response has been dramatic to our totally redesigned modular bath selection center, capable of fitting any showroom spec. Available from 63" to 111" wide (depending on the ensemble set used), it features standard and premium cabinet construction as well as our concealed drawer box, color chips, Oasis chips and much, much more. A rich woodland graphic backdrop adds an artistic detail to all the samples. See handout for details.

## NEW VANITY CONFIGURATION

Check it out, we are now offering functional drawers flush with the top of the vanity!

We recently introduced this at our national sales rep meeting, and so far the response has been overwhelmingly positive!

Available in 45"-72" widths.



# BATHBYLINES

PO BOX 2280, WATERLOO, IA 50704 • TEL: 319.296.2987



WINTER 2016

## WE WANT TO SEE YOU IN THE SHOWER (BUSINESS)!



Several years ago Bertch introduced shower panels and bases into their Oasis program. Dealers were requesting solid sheets of Oasis to complement their Oasis tops and also to use as tub surrounds or actual shower enclosures. These sheets eliminate trouble with grout lines cracking and ultimately leaking through to plaster and drywall causing walls to deteriorate behind the tile. Oasis shower panels and bases create an easy to clean surface, with minimal seams, for your customer. Tub replacement shower bases are available with drains positioned right or left. Soap/shampoo shelves and shower corner seats are available as well as miscellaneous mouldings. Contact Bath Dealer Service for ordering details.

## NEW HARDWARE BOARD

We have updated our bath hardware options, which will be available 2/1/2016. We worked with Liberty Hardware to identify the top-selling styles and finishes. Your choice of any knob is still free, and just a minimal charge for pulls.

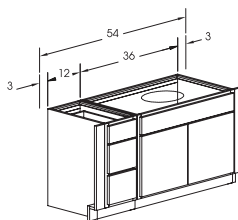
Remember to specify your cabinets as "no drill" if ordering pulls, as most styles are drilled for knobs.

Cost of hardware board is \$502 list. Dimensions are 15" wide by 30" tall.



## ENSEMBLES ADDED

A new section has been added to the catalog under the Classic Series to simplify filling a space that a "standard" size vanity doesn't work. The ensembles combine two or more cabinets plus fillers to create a specified length, and also includes a touch-up kit for after-installation. Having these pre-designed ensembles makes it easy for a dealer to show their customers a few options to make efficient use of their space. The pricing is the same as purchasing the individual pieces separately. The ensembles are also available through Bath Online Ordering.



## POPULARITY OF NEW STYLES

Our newest Bath Portfolio showcases "Loft" on the cover, inside you will find new images of "Arcadia" in White Ash as well as the combination of multiple styles and colors on page 26 & 27, mixing Sage with Dawn, Riverside and Osage. Many home owners today are combining 2 colors in their baths as well as mixing hardware and faucet finishes. We've updated our hardware boards to assist your customer with mixing hardware options (see above).



## THINK GREEN IN 2016

Receive your invoices via email! Get signed up today by simply sending an email to:

[AccountsReceivable@bertch.com](mailto:AccountsReceivable@bertch.com).

Remember, you also have the ability to receive your acknowledgments via email. Simply call 319-296-2987 or send an email to [Bath@Bertch.com](mailto:Bath@Bertch.com) if you would like to enroll.

## UPDATED BOWL DIMENSIONS

You will notice we have added the inside bowl dimensions to our color Oasis literature. You will see the newly reprinted BC1115 which now shows width, depth and height for bowl placement to be sure the correct size will fit your vanity. This should clarify the task of fitting bowls in the Interlude.

## WHAT'S SELLING? TOP 5 DOOR STYLES

1. OSAGE
2. ZURICH
3. HUDSON
4. VILLAGER
5. NORTHBROOK

## TOP 5 WOODS

1. Birch
2. Oak
3. Select Alder
4. Cherry
5. Hickory

## TOP 5 FINISHES

1. White
2. Brindle
3. Sable
4. Dawn
5. Toffee

## TOP 5 OASIS

1. Solid white
2. White on White
3. Cappuccino
4. Walnut Toffee
5. Sand