

WHAT'S SELLING?

Our top 5 styles has shifted a little from when we last posted, with Northbrook moving up to #3 on the list. As far as colors, not a surprise that Shale has climbed to #3 and wasn't even listed 6 months ago. If your customer is wondering what to choose the following info is useful for trends across the US with Bertch products in baths.

Door Style

1. Osage
2. Hudson
3. Northbrook
4. Zurich
5. Villager

Wood

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

Color

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

Oasis Color

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

Combinations

1. Osage birch White
2. Osage Birch Brindle
3. Centennial Birch White
4. Northbrook Birch White
5. Osage Birch Sable

REMEMBER....ACRYTEX

Remember the frosted acrylic panel that was introduced? It looks dynamite with the new floating shelves.



INCLUDED IN THIS MAILING:

- 1 - Bath Bylines
- 1 - Concealed Drawer Chart
- 1 - Updated Bath Spec pages

NEED MORE?

Call 319-296-2987 to order more

TWO NEW TRANSLECTIC STYLES INTRODUCED



MARCUS

Collection: Classic (price code 3)
Color: White
Hardware: SN-K11



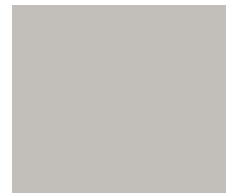
PORTLAND

Collection: Classic (price code 4)
Shown in: Sage
Hardware: SN-K21

We recently introduced Marcus and Portland in our kitchen division and the response has been dramatic. Classic styling with the simplicity of a flat panel creates a clean look for any style bath. We are also introducing 2 new solid colors, Morel and Lighthouse. Morel and Lighthouse are both colors in the 2017 Sherwin Williams lineup for trends into the next year. New styles and colors available for ordering September 1. Plan a display space in your showroom for these new styles and colors.



MOREL



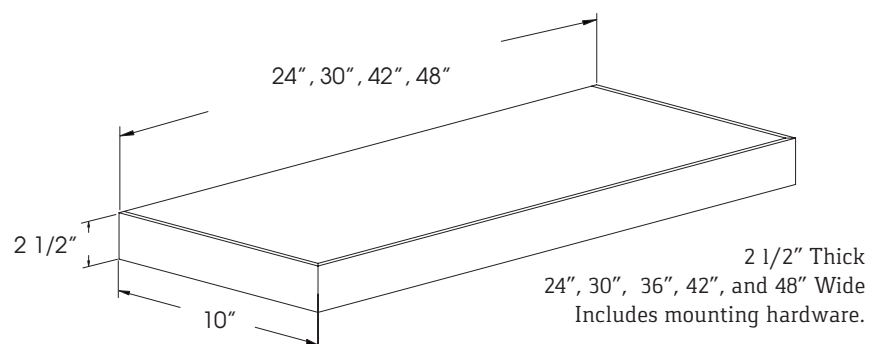
LIGHTHOUSE

DISCONTINUED DOOR STYLES

Please note: Due to an analysis of our sales volume in the past several years we will be discontinuing Juliet and Bordeaux styles beginning September 1. If you have these styles in your showrooms we recommend selling the displays off and hopefully making room for the new styles and colors for fall.

FLOATING SHELVES AVAILABLE IN BATH

There has been a rise in floating shelves as a trend in home building and remodeling. These were introduced in our kitchen division and have been requested to move into the bathrooms. These are a fun accessory to add when designing your room.



BATHBYLINES



SUMMER 2016

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

UNDERSTANDING OVERLAYS AND HOW THEY IMPACT CONCEALED DRAWERS

The beauty of Bertch Bath is how simple it is to order. With the latest introduction of concealed drawers it's very important to understand the four available overlays and how they affect your concealed drawer size. Bath door styles are available in Profile Specific, Architectural Series and Inset. These door styles are designed in 4 overlay series: Standard, Full, Applied Overlay and Inset. See Examples to the right. Each overlay series has different interior dimensions so please keep the "concealed drawer chart" handy when determining the size of your interior accessories.



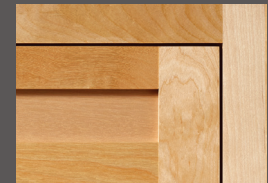
PROFILE SPECIFIC
STANDARD OVERLAY



PROFILE SPECIFIC
FULL OVERLAY



ARCHITECTURAL SERIES
APPLIED OVERLAY

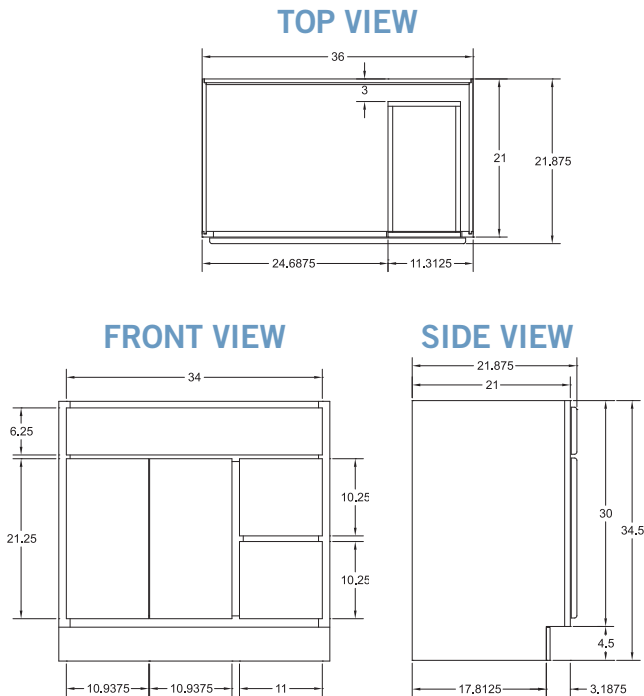


INSET

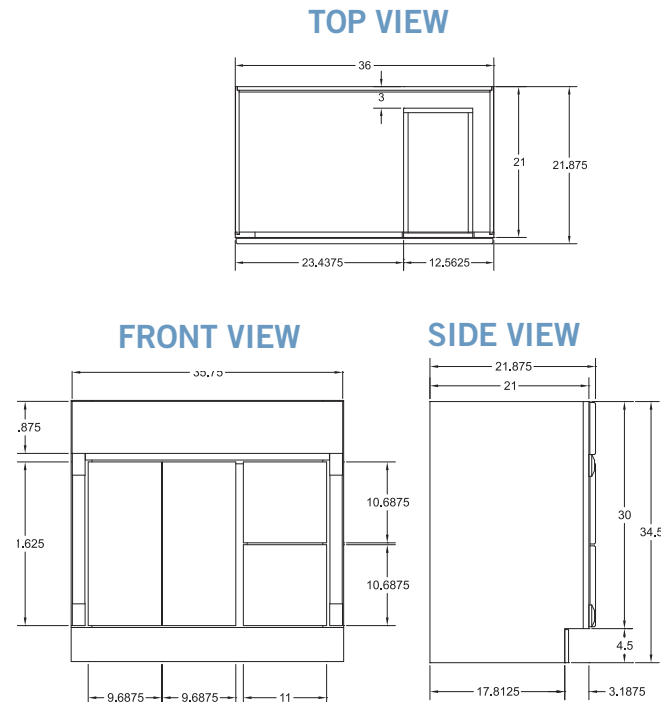
SPECS AVAILABLE IN BATH ONLINE ORDERING!

We have specification drawings for individual catalog items available through Bath Online Ordering (BOO). Simply choose the door style, material, and finish along with your specific catalog item product description tab and download the pdf drawings. See drawings below.

PROFILE SPECIFIC STANDARD OVERLAY



ARCHITECTURAL SERIES APPLIED OVERLAY



Many of our reps and dealers have requested both a front and a top view for opening sizes. (as you can see from the above example) We are working on making these spec drawings available thru our website in the near future. Please report to Bath Dealer Service if you need help pulling up the spec information.