BATHBYLINES

Bertch®

WINTER 2019

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

www.bertch.com

WONDER WALL!

Recently, we've seen examples of our wall mount vanities taking on a whole new look! Both of these were modified on the job site, and showcase how creative people are with their designs. Both of these feature our RiversideX door style.

Please note: These vanities need to be mounted to the wall. The legs shown will not support the cabinet and plumbing.

CUT-OFF SCHEDULES

As we head into our busier season, be sure you are checking your cut-off schedules on InfoNet. Delivery may change as our production levels fill up in a given week.

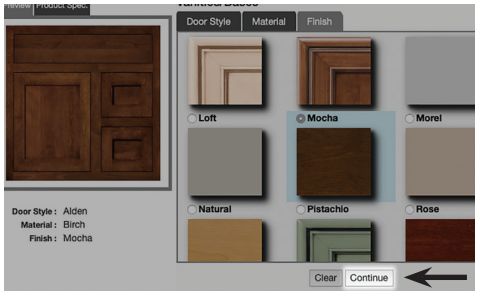
Reminder: The day after your cut-off date, orders get scheduled into production. Please be cautious on changes made after orders go into production as there can be a fee associated with doing so.

HOLIDAY HOURS

Office will be closed December 24-25 and December 31-January 1st for our associates to spend time with their families. We wish all of you a safe and Happy Holiday Season, from our family to yours.

ORDER YOUR BATH CABINETRY IN 4 STEPS

BOO Tip: If you are new to BOO, be aware that if you choose your style, wood, and color, but the "continue" button at the bottom of your screen is not highlighted, the combination you have selected is not available. Choose color first if this happens and the available woods will show up allowing you to "Continue" to select the item you need.



NEW BERTCH.COM

Have you had a chance to get familiar with the new Bertch website? We've taken steps to make it more user friendly, and added some new features and content. Check out the new photos in the updated Ideas and Inspiration section, and read all about Bertch's history, environmental initiatives, and culture. We've also included some helpful tips and articles for your customers to reference when researching their cabinet buying decision! Keep checking www.bertch.com for more updates!

UPDATE YOUR EMAIL CONTACT

In our efforts to make information available as quickly as possible, we plan to send email communication to the current administrator of your Bertch InfoNet account. If you prefer we use a different email for these updates please contact Megan.Gross@bertch.com in our sales department to get that changed to another individual.

HAIRPIN LEGS

We would like to encourage people to think outside the box. Hairpin legs are now available to order as a fashion accessory for wall mount vanities. Industrial metal legs mixing with the contemporary styling of Riverside Oak Shale creates an eclectic look. It's important to remember, however, that these are purely decorative, and they will not support the weight of the vanity; it must be secured to the wall first.

Hairpin legs (ML-06): reference spec sheet for pricing.

Note: Due to supplier issues our ML-03 Metal Leg has been discontinued.

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made in AMERICA

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PEC'S ADDED TO BATH!

Available immediately! We have added PEC's (Paneled End Cabinet) on all premium classic style vanities and linen cabinets. This option allows you to customize your vanity, linen or wall cabinets with a paneled end on one or both sides matching the door style. This option has always been a popular extra in our Kitchen+ division.

The cost is as follows:
Base - $318 list
Wall - $199 list
Linen - $502 List

CUSTOM SIZE MIRRORS

Mix and match styles in your bathroom
Shown in photo:
Alden/Birch/Cobalt V72MD
Hudson Birch Natural Custom Size FM22X40
Custom Gold Hardware

Customize your bath vignette! Now you can order a custom sized framed mirror in the style you choose. Love that Portland FM2830 but would really like it to be a little wider, a little taller. No problem. Bertch has the answer. Custom Sizes! Along with our custom framed mirror program we also have custom sized doors to match your vanity style for those built-in recessed areas in the bathroom.

Due to packaging and shipping restrictions the maximum size for custom framed mirrors is 20 Sq. Ft.

Pricing: Ref: Spec/Price Classic section Page 9.

Shown in photo:
Osage Oak Shale Custom Size FM22 X 60

WALL CABINETS ADDED IN SYSTEM

Recently we have added wall cabinets in additional depths to the bath division. There are some pockets of the country where the sales force felt the need for more sizes for wall cabinet options. We have worked hard at keeping the bath program simple and feel these added sizes will help a segment of the country.

20/20 UPDATES

When Bertch introduces new items or corrections into our printed spec catalog we do everything we can to get these changes to you as quickly as possible! Many times that means the outside source we use to update 20/20 has not quite caught up. We have sent all the new additions to our 20/20 folks and hope to have those available in the next month.

MARCUS DOOR STYLE MOVES INTO #3 SPOT!

Door Style
1. Osage
2. Northbrook
3. Marcus
4. Hudson
5. Zurich

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

Color
1. White
2. Shale
3. Brindle
4. Toffee
5. Driftwood

Oasis Color
1. Solid White
2. White on White
3. Starlight
4. Galena
5. Seashell

Marcus continues to gain in popularity, and currently sits at #3! If this isn't a style you are currently displaying, you are missing out!

Shale is also moving up on the chart into #2 right after White! This should also be in your showroom!

Despite only being introduced in April, Starlight (OL93) is already the 3rd most popular color in Oasis. Walnut Toffee dropped out of top 5.

Perfect time to use flex funds to update your displays with these stats above. Why not combine the hottest items for a new display? We're thinking Marcus/Birch/Shale with a Starlight top would look great!

* Based on sales between 12/1/17 and 12/1/18