

COVID19 UPDATE

We are still operating, still strong, and will be here when the current cloud finally lifts. During this unprecedented time, we are doing all we can to provide the best possible service to our customers. Let's stay safe and do our part. We are all in this together.

MANAGE USERS

Infonet has a "Manage Users" tab that is only accessible by the Account Administrator. It's critical that this be kept up to date! Each user at your business and their contact information is listed and can, and should, be updated. All of the e-mail addresses that we have on file for various functions are listed, including newsletters! Changes must be made through contacting Dealer Services. For a tutorial on how to use this tab, please contact your rep.

STILL USING A FAX?

Remember when the only way to send an acknowledgment was by fax? Today we send most acknowledgments via e-mail, but if we have your fax number, we're also sending an acknowledgment to your fax machine, as well. Faxing requires us to print out a copy to send, and for you to print a copy on your end. Help us save paper! Contact jan.youngblut@bertch.com or let your Dealer Services know if you'd like us to delete your fax number.

HAMPER PRICE CHANGE

Our supplier of hampers abruptly stopped production of the accessory without warning. Our Purchasing Department has secured a new source for our hampers. The Bath catalog has been updated and you will notice the price is higher than in the past, but you are again able to offer hampers in both base and linen cabinets.

BELIEVE THE HYPE – WALNUT IS IN!



Above Photo: Interlude Walnut, Dawn Stain

Bertch recently debuted a walnut vanity at two trade shows and the response was overwhelming. **Walnut is in!** And now it's available as a wood specie in the Bath Division. We've re-organized our Bath catalog and included Walnut pricing columns. Walnut is 12% more than cherry and is available only in Premium Furniture and Classic Series, and in the wood door styles in Linea. All stain finishes are available. We are working on the imaging for walnut colors and will be updating BOO and bertch.com with those images as they become available. Along with the introduction of walnut our standard color chips will be updated replacing cherry autumn, oak loft and oak rose with walnut dawn, walnut mocha and walnut driftwood.

Most people are familiar with walnut stained in medium to dark finishes, but it is also beautiful in natural or lighter finishes. It will be important that you educate your customers on the characteristics of walnut. Similar to the variation in hickory, the color within a single walnut board can vary in both color and grain. Some find that variation to be truly beautiful, others are surprised by the variety. Black walnut is native to the United States. What better way to "buy American" than making that purchase in an American hardwood!

PREMIUM SPEC DOMINATES IN CLASSIC

The vast majority of our customers are selecting Premium features for vanities and linen cabinets. Our Standard spec is still available as a option but will simply be a deduction of 6% from the Premium price beginning May 1, 2020. The newest electronic Bath spec catalogue is available on Infonet as you are reading this newsletter. You will notice that we have revamped the columns to easily access walnut prices and have removed the columns with standard pricing. If not specified, all orders will be Premium spec. (Infonet: Click Bath, Catalogue/Literature)

LINEA PREMIUM GOES TO DOVETAIL DRAWER



Effective April 15th, we will be shipping all Linea Premium Series cabinets with dovetail drawer boxes instead of the current metal box. This will be a running change and will carry no additional upcharge. We have had some supplier issues with the metal box and also some input from our dealers that they would prefer the wood dovetail instead.

As with our Classic Series, our Premium Linea spec has dominated sales. The Linea Standard spec option has been eliminated due to low demand. We have always provided our own components whenever possible, and this change meets that objective and addresses customer preference at the same time. There will be no change in price for this improvement.

Reference the new spec pages reflecting the premium only construction on the Infonet under Bath, Catalogs/Literature.

Above photo is shown in Linea with new upgraded dovetail drawer, Osage door style in Sage on Birch.

AMERICAN MADE STRONGER THAN EVER

One positive that is emerging is a new emphasis on buying American made products. People are realizing that buying American, and buying from local businesses, is the best way to help our economy recover.

In an odd twist of timing, on March 24, the International Trade Commission announced their decision that dumped and subsidized Chinese imports of cabinets and vanities were harming American cabinet manufacturers, locking in steep tariffs on cabinets being imported from China. How big is this? In 2018, Chinese imports of these goods totaled \$4.4 billion.

The tariffs now in place to offset those unfair practices have raised the cost of Chinese imports to the dealer by anywhere from 60% to well over 200%, or even more. Coupled with the current strong "Buy American" sentiment, we recognize this as an opportunity for our dealers.

In vanities, imports have commanded a large share of the market, both in showrooms and online. There are already vanities marked as unavailable on some of the biggest vanity websites.

We want to take advantage of the void being created by the unavailability of the Chinese vanities or the huge price increases on those imported products. Remember, \$4.4 billion. That's a lot of opportunity.

RIVERSIDE MOVES INTO TOP 5 STYLES!

Door Style

1. Osage
2. Northbrook
3. Marcus
4. Alden
5. Riverside

Wood

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

Color

1. White
2. Shale
3. Lighthouse
4. Graphite
5. Driftwood

Vanity Top Color

1. White
2. Starlight
3. Tiramisu
4. Galena
5. Walnut Toffee

Based on sales between 01/01/20-03/20/20

Osage continues to control the number one spot for door styles, in birch wood with lots of solid colors, especially white, which always remains strong! Cobalt (Sherwin Williams "Naval") has moved into our top 10 coming in at #9.

Get some cobalt in your showrooms while it's hot!

Are consumers tired of white in their bathrooms? Some customers seem to be rebelling. Happy, comfortable colors like greys and blues as well as sage accessories are working their way into bathrooms.

ACRYLIC PANELS

We have reinstated our frosted acrylic panels in the bath program for Interlude, Legend and Osage door styles. We have found a new supplier that can provide the frosted panels for us. At this time we are only purchasing the frosted panel, however, if you see another pattern, please call for availability, get a quote and we will see if we can source what you need.