

Faux Granite Doubles

We've enclosed a copy of our new color Oasis Sample Brochure. Based on dealer's input, we found out many customers wanted larger particulate. We now have 60 styles to choose from.



Shallow Bowl Shape

After returning from a National show, R&D noticed a number of manufacturers offering a new trend in shallow bowls. We ordered the moulds and this unique shape is making it's way into Bertch showrooms. It's engineered in such a way to avoid splashing. Why didn't someone think of this shape before?

Venecia Tops Wider

We have added VR49 and VR61.

Discontinuing Retrofit

Effective immediately we will be discontinuing the retrofit kits for the older Bath Selection Centers.

New Hardware

With the introduction of Madison and Prism comes new hardware. See page 45 in the new spec sheet (520PW, 528PW and Bar1). Available at n/c as an option, specify. No Drill is also an option if your customer prefers to alter the hardware location.

Want Some Extra Savings?

Take advantage of our online order discount! Order online and get one percent off of the purchase price of your order.

BATH LEAD-TIMES:

Please refer to the InfoNet

INCLUDED IN THIS MAILING:

Fall 2009 Bath Bylines
 New Oasis Color Chip Sheet
 Bath Spec
 Spiff Promo Letter
 Spiff Form

CURRENT 20/20 CATALOGUE:

B_BATH82

BATHbylines

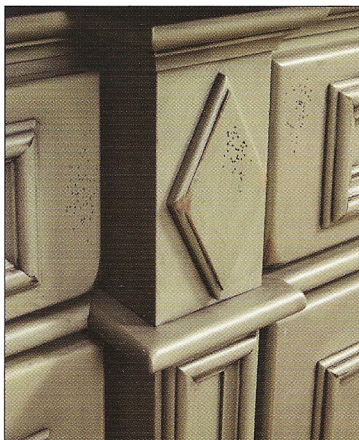
PO Box 2280, Waterloo, IA 50704 • Tel: 319.268.2590 • Fax: 800.788.3635

Luxury Suites Introduced!



We are excited to announce our newest style in the Bath Furniture Collection, Madison. Beyond the typical vanity sizes, Madison also features Luxury Suites—pre-designed complete bath ensembles up to 84" in width. The suites come complete with a one piece header with halogen lights built in, lighted wall cabinets with delicate antique-style glass doors and glass shelves, ornate basket weave hardware, architectural overlays, and sculpted feet.

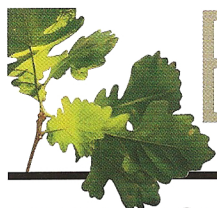
Functionally, Madison comes equipped with full extension glides and hinges with a soft close feature. Pictured in "Pistachio" (above) and "Ginger" (right) 2 new glaze options. Pistachio is shown with a custom "Licorice" top, Ginger is shown with a Blizzard top with integral bowls. We can provide a template for the surface of your choice. (The lavish details speak for themselves. Recently, a bath dealer was taking a plant tour when he caught a sneak preview of Madison. He placed an order on the spot. Thanks Don, Ed and Tom.)



DISTRESSING & SHEEN OPTION

Vintage is a new finish package shown here on the Madison Birch Pistachio close-up. The Vintage option includes rub-through, bird-pecking and worn edges. Vintage is available on Madison, Legend and Juliet in the Furniture Series only.

Additionally, Matte sheen is now available on all stain and glaze finishes as a NO CHARGE option in both Furniture and the Classics series. (Note: Matte is not available on solid color finishes, only stains and glazes.) We highly recommend getting some samples or displays in the matte sheen; this is a very popular option in our kitchen products.



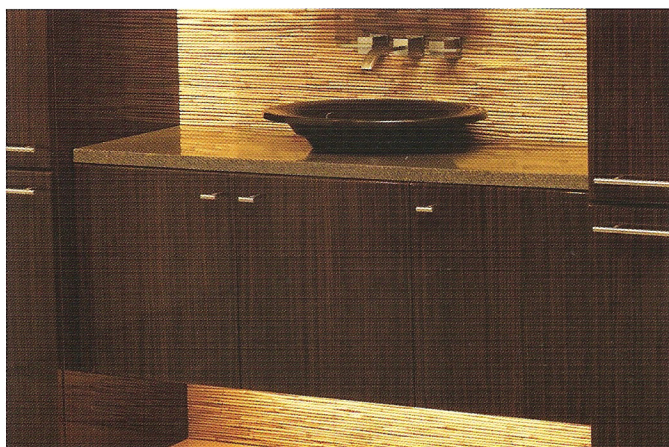
LINEA MOVES UP TO PREMIUM SPECS

We have revamped our Linea program, with lots of upgrades. First and foremost we now have a Premium construction in Linea. This upgrade includes full extension glides and soft-close hinges to name a few. A high tech metal drawer box with soft close is also a feature of Linea premium. We've made a switch from our foil supplier to be able to compliment grain and color exteriors to our open shelf unit doors. This is something we have been asked for to complete our contemporary style line. There are now nine foil(F) colors available in Linea: Caribbean White (CW); Cordovan Cherry (CC); Dark Chocolate (DC); Hard Rock Maple (HRM); White (W); Light Mahogany (LM); Linen (L); Wenge (WE) and Macassar(MA). (It should be noted that the Macassar looks similar to Zebrawood but is a slightly different pattern.) In all of these cases, the entire cabinet box, inside and out will be in the complementary LPL, the drawers will be in white melamine for Standard. (An upgrade to a grey painted steel drawer option with full extension glide is now available when choosing Premium) In addition to these nine complementary boxes, you can get an "Accent Front Color" grouping including a High Gloss Steel, High gloss Metallic Blue and Green. These can be added to any of our other foils as a "accent front option". Available to order 11/1/09.



WALL MOUNT VANITIES AVAILABLE NOW!

Wall mount vanities offer a unique contemporary look traditionally only offered by European manufacturers. No more. Our Linea restructuring includes a new wall mount system. The vanities include metal mounting brackets to assure a safe installation (Reference pages 38 and 39 of the enclosed Bath Spec and Price Sheet). This wall mount grouping offers full height doors, banks of



drawers, open shelves and the trendy "X" modules. Linen cabinets are also available as wall mount in both 15" and 18" depth. Wall mounts have been popular in many contemporary designs offering the customer some dramatic lighting and flooring opportunities.

"MACASSAR" REPLACES ZEBRAWOOD

We are replacing our Zebrawood foil with a very similar exotic wood with a slightly muted sheen called "Macassar"(muh-KASS-er). This change was made in conjunction with the new foil introductions so we can offer side panels and interiors in a complementary sheen. The previous "Zebrawood" foil did not have the option of complementary laminate panels and interiors. The current Zebrawood foil is being discontinued while still allowing the dealer to order cabinets to match what they have in inventory, or for replacement parts available through December 31, 2009.Foil swatch booklets are available through Bath Dealer Service.



FURNITURE NOW INCLUDES ALL WOODS

You will notice that we have rearranged the spec booklet. The furniture section is now in the front and the styles are listed alphabetically. Included with the enhancements to the furniture program we are now offering all woods in all styles. Previously the wood choices were limited for Interlude, Juliet, Legend and Madison. This broadens the program allowing Legend to be shown in Hickory or Rustic Alder for example.

Cash spiff

Earn some extra cash just in time for the holidays. Sell Bertch and you pocket the extra cash! (see enclosed form)

\$3 - Bath Standard

\$4 - Premium, Furniture & Linea

\$2 - Oasis

Spiff runs from 11/2/09 to 1/4/10

New Door Style

Accompanying the Linea facelift we are introducing a new door style, "Prism". The subtle bevel edge complements the sleek foil surface. Prism is available in all 8 foils as well as our "Accent Front Colors".



Shown in High Gloss Steel. (Please note this is an Accent Front Color Only. This means the cabinet case is ordered in one of our standard foils. Fronts and doors can be the High Gloss Steel.)

REMINDER:

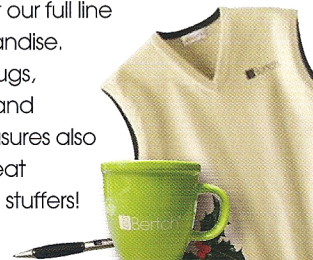
Every Bath cabinet is built specific to the order. Because your order is immediately sent to the plant and parts are being made, changes cannot be allowed. Once ordered, it's being built!

JUST IN TIME FOR THE HOLIDAYS!

Need ideas for gifts? How about some great looking monogrammed clothing and other items in time for the holidays!

Visit <http://bertchwear.bertch.com> and check out our full line of merchandise.

Coffee mugs, pen sets, and tape measures also make great stocking stuffers!



HOLIDAY SCHEDULE

As a friendly reminder, PLEASE Check your order acknowledgements, since we will be limiting our deliveries over the Thanksgiving and Christmas Holidays.

Happy Holidays

from our families to yours!