

PRICE AND SPEC UPDATE

Here are some of the highlights:

- Riverside door style & hardware are now included as well as black finish.
- Oasis has a new shower/tub surround section and we have added new recycled colors.
- 96" lengths in most moulding!
- Enhanced Madison vanity base to include VT60, VM60 and 72.
- Clarification of Architectural Design styles/Profile specific styles and Universal or Freestyle(F). There has been some confusion with the freestyle lights, framed mirrors and medicine cabinets. If you are ordering a Universal item the door style should be (F) Freestyle.

BOO (BATH ONLINE ORDERING)

Here are a few pointers:

- Be sure to write down the quote number as soon as you start entering in BOO. This will enable you to easily find the order if you get interrupted or if it times out.
- When looking for Linea series Medicine Cabinets, the path is WALLCABINETS/MEDICINE CABINETS/ FRAMED. BOO then shows options for XTV & XCBMC.
- Miscellaneous items such as fillers and end panels will be listed under the path CABINET ACCESSORIES /MISCELLANEOUS.
- FF & D samples and color chips both wood and Oasis are under the path MARKETING/SAMPLES.

DESIGN NOTE

When ordering any LC 24 in Riverside door style, the location of the default hardware for the upper butt doors is placed on the lower inside edge. If you choose to have the hardware mounted elsewhere, specify no drill.

Included with this mailing:
Updated Spec and Price Book
Green Piece

BATH LEAD-TIMES:

Please refer to InfoNet for most current lead-times

CURRENT 20/20 CATALOGUE:
B_BATH01

BERTCH STILL A LEADER IN ENVIRONMENTAL RESPONSIBILITY

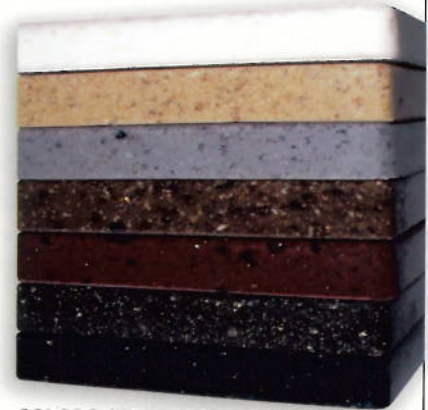
Part of Bertch's corporate philosophy has always been to exceed the industry standards for environmental issues. It was that way in 1977 and remains that way today. We're even unveiling a new set of colors in Oasis (see below) that is made using recycled materials. As a way for you to inform your customer about Bertch's environment policies and community efforts, we have released a piece of corporate literature that outlines these practices. and we're sending you one FREE in this mailing. If you'd like to purchase more, they are available in packs of 25 for \$31 list.



OASIS TO INTRODUCE "RECYCLED" COLORS

We recently introduced our new "recycled" Oasis colors at our April Design School. These colors use an engineered composite called Terra Bella, which is a unique blend of semi-precious gems and minerals, recycled glass, and aggregates. This combination results in color offerings that maintain a 10-15% recycled content. 95% of our school participants ordered sample sets upon viewing them. We are discounting the 7 new colors to \$35 list/set, to get them in your showrooms. These will be in the new streamlined square size. (see article below)

Current price for the full set of Oasis chips is \$350 list.



COLORS (FROM TOP):
Vanilla Bean, Oatmeal, Cement, Kalua, Chili Pepper, Gold Dust, Midnight

NEW COLOR CHIP FORMAT

Beginning June 1, 2011, Bath, Marketplace and Legacy color chips will be designed the same. Their color chips will now have a profiled edge that will help in showing the effect of glaze finishes; the ends of the chips will be square. The chips are also being designed to be 4-3/4" square. The old chip was 4-3/4" x 5-3/8". The new square design will allow the chip to be displayed either direction in a standard CD rack or drawer insert.

Our Oasis Marble chips will also be resized to the 4-3/4" square design, though all edges will be square.



The chips will be finished and then cut to size. This will assure better consistency of color from chip to chip. The edges will be unfinished. We're confident the new profiled edge will present better than our existing chips. We encourage you to begin transitioning all of your color chips to this new design as their useful life expires.

BATHBYLINES

made in the
USA

SPRING 2011

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

www.berth.com

GET CREATIVE... WITH OASIS!

Oasis has evolved into more than just vanity tops. The photo below is an awesome design from one of our dealers showing unique features of Bath and Oasis. Also introduced in this mailing, we are launching our Shower Components and Tub Surround program to our Bath Dealers. The new enclosed catalogue outlines the specifications (page 46 and 47). Available in all Solid and Faux Granite colors with gloss or matte finish. Piece count for a shower or tub kit is two, the walls and pans are considered one. All edges will be finished unless specified. Call Bath Dealer Service today to order.



HOME ORGANIZATION EASY SELL TO LOYAL CUSTOMERS



Every retailer knows that a loyal customer is likely to return to buy again. Spinning off that fact, we'd like to give you another opportunity to sell.

Some of Bertch's latest product additions are in home organization components, or closets. First introduced in our Custom division, we've recently re-worked our closet program, simplifying it to make it easy to sell without requiring extensive design work.

Many of our existing dealers might already sell a line of closets using wire components or white melamine shelving. The Bertch closet program gives you the ability to create an upgraded closet with some of the best selling features you've come to appreciate with Bertch Bath...like dovetail drawers and full extension drawer glides.

Consider the satisfied customers that you can bring back to your showroom by selling the Bertch Home Organization components! Please take the time, contact your rep and learn more about this easy way to expand your business with your current customers.