



WELLBORN
CABINET, INC.®
The Essence of Cabinetry

 **ESTATE**
CUSTOM COLLECTION™

ELEGANT BATH
COLLECTION™

Wellborn
CLOSETS™
Cabinetry for Every Room.

Home
Concepts™

*Open
the
Door to...*





...A Powerful Relationship



PRODUCT

- Heirloom Quality
Hand-Sanded Details
24-Step WellGuard Hand-Rubbed Finish System
- Broad Selection of Products
Over 30,000 Door Style and Finish Combinations
For All Rooms of the Home — Kitchens, Baths,
Entertainment, Offices, Closets, Mudrooms...
- Good, Better, Best Products For All Budgets
- Distinctive Storage Solutions Program
- Estate Custom Collection Program
- Elegant Bath Collection Program
- Home Concepts



WELLBORN
CABINET, INC.[®]
The Essence of Cabinetry

Flexible Product Line

- 3 Price Levels to Match any Client's Budget
- Over 30,000 Door Styles, Species and Finish Combinations for All Rooms of the Home
- Semi-Custom Options for More Design Choices and Flexibility
- Traditional, Transitional and Contemporary Door Styles
- Select and Premier Series



ESTATE
CUSTOM COLLECTION[™]

Fashion Forward & Innovative Product Line

- Over 30,000 Door Styles, Species and Finish Combinations
- *You Draw It*[®] PROGRAM Offers the Opportunity to Let Your Imagination Become a Reality
- Designed to Satisfy Your Most Distinguished Clientele
- Premier Cabinet Construction



ELEGANT BATH COLLECTION™

Furniture Bath Cabinetry

- Furniture Vanities in Designer Suites
- Basic Vanity Collection
- Wall Mount Suite
- Corner Vanity and Curved Vanity Suites
- Door Style and Finish Collection
- Decorative Mirrors, Medicine Cabinets, Lighting and More
- Full Overlay and Inset door styling



Wellborn CLOSETS™

Cabinetry for Every Room.

Priced to Match All Budgets

- 4 Types of Doors to Choose From: Thermofoil, MDF, Laminate and Solid Wood
- 2 Types of Panels to Choose From: Melamine and Wood Veneer
- A Variety of Accessories and Options to Maximize the Space and Budget

Flexible and Innovative Products

- CAD Design Program Makes Designing Easy
- Blends With Wellborn Cabinet, Inc. Cabinetry and Accessories For Expanded Offerings
- Over 550 Door Style, Species, and Finish Combinations
- Covers All Areas of the Home: Garage, Closets, Pantry, Office, Craft Room, Laundry, Entertainment Center, Mud Room, Guest Bedroom & More

One Room at a Time

- Smaller Pack Quantities Equals Less Waste Per Job and More Profits
- Delivered on Wellborn Trucks at Regularly Scheduled Intervals With Your Wellborn Order
- Generate Additional Sales by Capturing Secondary Areas



Home Concepts™

Competitive Pricing

- The **BEST** Quality at Two Price Points
- Positioned to Help Target Builders, Entry Level Remodelers and Multi-Project Markets
- Higher Standard of Construction Helps Win the Sale

Flexible Product Line

- Over 75 Door Styles, Species and Finish Combinations
- Semi-Custom Options for More Design Choices
- Accessible Cabinet Offerings Allow You to Service a Broader Market
- Order One Room at a Time
- Delivered on Wellborn Trucks



INDUSTRY PARTNERSHIP AND SUPPORT



SERVICES

- Company Transportation Fleet
On Time Every Time
Excellent Shipping Accuracy Rate
2½ Week Delivery
Rush Orders Available To Ship In 5 Business Days
- Marketing Studio
Professional Publications
- Web Studio
Professional Website
Google Analytics



- Inspiration Center
Touch Screen
In-house Selling Tool
- Wellborn Selling Solution
- Project Central
- Design Contest



Design Contest

PROGRAMS



- Green Choice
Environmental Stewardship Program Wellborn's Natural Gas Savings =
Heating 5,124 Homes Yearly
FSI and SFC certification in Estate Brand
- Authorized Contractor Program
- Associate Dealer Program
- The Premier Kitchen and Bath
- Dealer is Wellborn's Distribution Channel
- Builder Programs

Wellborn Remodeling Alliance *plus*



SUPPORT

- Family Owned & Operated Since 1961
- Nationally Recognized Brand
HGTV Creates Consumer Demand
Retail and Trade Leads
Website Drives Leads
2% Co-op Advertising Program
Social Media increases awareness
- Lifetime Warranty
We Stand Behind Our Products
- 100% E-Business Support
www.wellbornandyou.com
Increases Efficiency and Accuracy
C A Program Simplifies Ordering
AutoCAD Program
- Industry Leading Education Training Programs
Product, Sales, Installation,
Design & Business Management



- Dedicated Support Team
Customer Service
In-Field Sales Representatives
- Marketing Potential and Remodeling MSA reports
- Corporate Display Programs
- Trade Websites for the Pros
- Mobile Apps
- Literature available on iPad®
- Dream Kitchen Makeover
- Guild Quality — Customer Satisfaction Ratings
- Beautiful Literature and Sales Aids



Let's Begin Our Relationship Today!

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