



BULLETIN

Wood-Mode Cabinetry
Brookhaven Cabinetry

February 10, 2014

BULLETIN: WM-2014-06

TO: Wood-Mode and Brookhaven Dealers

“Pick-2”

So...what could entice customers to “move-up” to Wood-Mode better than our previous highly successful “Pick-A-Premium” Programs? Well, how about a “Pick-2” Premiums Savings Event!!!



WOOD-MODE ONLY
(DG42 & DG84)

“PICK-2”

**100% off 1st premium &
50% off 2nd premium**

CUSTOMER SAVINGS EVENT

February 10th thru June 27th, 2014

*Stainless Steel and Backpainted Glass Door Styles are excluded from 100% off premium selection but are eligible for 50% off premium, and must be placed as a separate order.



Yes, Wood-Mode delivers another great program, the “Pick-2” Wood-Mode Only Savings Event to take on the competition and win more Wood-Mode sales.

REASON TO BUY NOW AND SOMETHING FOR EVERYONE

As we’ve all experienced with previous promotions, the “Pick-2” Savings Event provides a reason to buy now...and offers something for everyone by allowing each customer the flexibility to choose between the Door/Drawerhead, Finish Premium or Wood Species, that will return the maximum savings on their order. **And now...we’ve kicked it up a notch...offering significantly greater savings than before by allowing the customer to “Pick-2” Premiums.**

MOVE UP TO WOOD-MODE

Additionally, in many selling situations the 100% & 50% Wood-Mode “Pick-2” Premiums Savings scenario will provide a real incentive for a “Move-Up-To-Wood-Mode” opportunity in taking a Brookhaven client up to a Wood-Mode sale.

HERE’S HOW THE “PICK-2” PROGRAM WORKS...

Use the enclosed Savings Selection Form and choose TWO of the premium reduction options for each order.

- If you choose the same 2 savings options throughout the entire order, only one form will be required.
- If you select a different set of savings options on the same order, you will be required to separate the order (original-AD01-AD02-etc.) and a separate savings selection form must accompany each order.
- Reminder...Stainless Steel and Backpainted Glass Door Styles are only available as a 50% off (2nd) selection, and must be placed as a separate order.

MAILED OR FAXED ORDERS

Include your completed promotional Savings Selection Form as a cover sheet to the order.

E-ORDERS

Send your completed promotional Savings Selection Form as a cover sheet to the order.

MARKETING SUPPORT MATERIALS

Print Ad Templates – we have prepared two new ad templates to help you announce and promote the Special Savings Event to customers in your market. Sample copies are enclosed. Please contact Wood-Mode’s Marketing Department at (570) 374-2711 to request and specify artwork formatted to your specific needs.

Website – Another good way to let consumers know about the Special Savings Event is to promote it on your website. Wood-Mode will be placing a special savings graphic on the home page, so every visitor will be exposed to this exciting opportunity.

Social Media – Use the same graphic from your homepage to promote the special savings on your social media sites. Let your followers know immediately by posting an announcement; make frequent posts throughout the length of the promotional period as a reminder to your social network.

Direct Mail Postcards – Southampton “Special Event” postcards are still available to order as another way to create awareness about the promotion (Southampton-L196-0609). To print a customized message with your logo and contact information on the card, please fill out the attached form and email or fax it to the Sales & Business Aids Department.

Counter Cards – For your showroom, we are providing two counter card signs showcasing Elegant Traditions and Universal Elements themes. Four copies—two of each—are enclosed. Signs are for use with the plastic counter card holder (S203-0590) from the sales aides order form.

“PICK-2” ORDER ELIGIBILITY REQUIREMENTS AND PROGRAM EXCLUSIONS

- **Wood-Mode Orders Only (DG42 & DG84)** are eligible for the “Pick-2” Savings event.
- Orders must be received at Wood-Mode February 10th through June 27th, 2014.
- Stainless Steel and Backpainted Glass Door Styles are excluded from 100% off premium selection but are eligible for 50% off premium, and must be placed as a Separate order.
- Orders must be scheduled in accordance with ship weeks in effect upon receipt of order.
 - Orders placed on hold after order receipt or held in the warehouse beyond their scheduled ship week will be subject to withdrawal from the program.
- Display orders and/or orders with discounts greater than 60%, Stock Orders and Advertising/Sales Aids Orders are not eligible.
- Orders, including multi-unit projects, with any prior pricing and/or freight consideration are not eligible for program discounts.
- Door & drawer premium reductions apply to the door and drawer premium only and do not include modification options to doors and drawerheads, i.e.
 - Framed Drawerheads
 - Glass, Mullion & Aluminum Framed Doors
 - Decorative Door Inserts
 - Split Panel Doors
- Wood-Mode reserves the right to modify or cancel all or any portion of this program at its discretion without notice.

“PICK-2” SAVINGS EVENT

We trust our Wood-Mode “Pick-2” Savings Event will heighten consumer interest and serve as motivation to attract and close more sales during today’s improving, but still very competitive and economically challenging, environment.

It’s easy and it’s fast...simply include a Savings Selection Form(s) with all Wood-Mode orders and the promotional savings will be reflected as a separate line item deduction(s) on your acknowledgements and invoices.

The first order of business should be to contact all recent customer leads, inquiries and pending quotes to tell them about Wood-Mode’s unbelievable Savings Event.

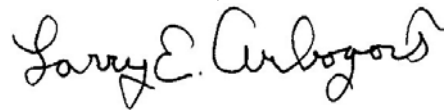
To further promote the “Pick-2” Savings Event, run an advertising blitz, consider newspaper, magazine, radio and TV advertising and do a postcard mailing to former customers, targeted high income zip codes, professional associations and industry affiliations.

Most Importantly...Plan Showroom Events, whenever possible tie your mailing, advertising and promotional efforts to a Special Showroom Event, and as we know, **well planned Showroom Events** have proven to be a most cost effective means for generating highly qualified leads.

We sincerely appreciate your business!!!

Sincerely,

WOOD-MODE, INCORPORATED

A handwritten signature in cursive script that reads "Larry E. Arbogast".

LARRY E. ARBOGAST
Senior VP Sales/Customer Service



SAVINGS SELECTION FORM
WOOD-MODE (DG42 & DG84 ONLY)
"Pick-2" Savings Event
February 10, 2014 through June 27, 2014

Dealer: _____

Job Name: _____

Authorized Signature: _____

Select 1st Option @ 100% off Premium (check one)

- Eliminate Door & Drawer Style Premium**
(Stainless Steel & Back Painted Glass Door Style excluded from 100% off selection)
- Eliminate Finish Premium**
- Eliminate Wood Specie Premium**

Select 2nd Option @ 50% off Premium (check one)

- Eliminate Door & Drawer Style Premium**
(Stainless Steel & Back Painted Glass Door Style included in 50% off selection; must be placed as a separate order)
- Eliminate Finish Premium**
- Eliminate Wood Specie Premium**

For mailed or faxed orders, please include this form as a cover sheet with the order.

For e-Orders, please send this form along with the e-Order as an attachment.



SAMPLE ONLY

Special Savings Event

Enjoy the beauty and quality of America's leading brand of fine custom cabinetry. And for a limited time, get exceptional savings on all Wood-Mode products.

IMPRINT AREA CAN BE ADJUSTED TO
ACCOMMODATE MULTIPLE LISTINGS

Wood-Mode[®]
FINE CUSTOM CABINETS

wood-mode.com



SAMPLE ONLY

Special Savings Event

Enjoy the beauty and quality of America's leading brand of fine custom cabinetry. And for a limited time, get exceptional savings on all Wood-Mode products.

IMPRINT AREA CAN BE ADJUSTED TO ACCOMMODATE MULTIPLE LISTINGS

Wood-Mode[®]
FINE CUSTOM CABINETRY

wood-mode.com



Ask About Our Special Savings Event

Wood·Mode[®]
FINE CUSTOM CABINETS

wood-mode.com



Ask About Our Special Savings Event

Wood·Mode[®]
FINE CUSTOM CABINETS

wood-mode.com

Savings Event Post Card

Southampton: L196-0609



SAMPLE ONLY: Dealer imprint and message may be changed. Please consult the Sales & Business Aids Department for imprinting information.

DEALER LOGO



123 Main Street
Anytown, USA 12345
www.sampledealer.com
sampledealer@dealermail.com

SPECIAL SAVINGS EVENT

Dear Neighbor,
Now you can enjoy the beauty and quality of America's leading brand of fine custom cabinetry at exceptional savings. Our design professionals can help you create that special Wood-Mode look for your kitchen, bath, or any room in your home. And, for a limited time, we'll make it easier than ever on your budget. Don't wait. Come in today. Our Special Savings Event ends soon.

Wood-Mode
FINE CUSTOM CABINETRY

*Voted #1 Cabinetry Brand
by 1,200 of America's
Leading Interior Designers.*

Wood-Mode, Inc.
Attn: Sales & Business Aids Department
One Second Street, P.O. Box 250
Kreamer, PA 17833-0250
PH: (570) 374-2711

Date: _____

To fax this order, please fax or e-mail directly to the Sales & Business Aids Department at (570) 372-1475 or salesaid@woomode.com.

Please send us _____ of the **Southampton Special Event postcard** (L196-0609) at \$5.00 per hundred.
(Available in multiples of 100 only)

Check here if this order is to be imprinted and complete the imprint information section below.
(The imprinting charge for a standard imprint is \$15.00 for the entire order.)

I would like to use the standard imprint message as shown on the sample postcard along with my dealer information which I have written in the imprinting information section below.

OR

I have supplied a custom imprint with my order. Please contact me if you have any questions.

Name: _____ Phone number: _____

Imprinting charge: \$ _____

Total: \$ _____

Please send us _____ "Plastic Counter Card Holders" (S203-0590) at a cost of \$8.00 each for a total cost of \$ _____.

IMPRINTING INFORMATION:

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail Address: _____ Web Site Address: _____

SHIPPING INFORMATION

Dealer Account Number: _____

Ship to Company Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Please check one. This ship to address is a Business Residence