



Marketing Support Materials

To assist our customers, Conestoga offers a variety of Marketing Support Materials. For a complete list of available materials see the Literature Request Order Form included in the Order Forms section of this manual.

Product Manuals

Conestoga has two separate manuals to inform and educate our customers about the extensive line of components that we offer. Both manuals come in three-ring binder form so they can be easily updated with information concerning new products and services. Each page is dated and numbered by section, which assists our customers in updating either manual with supplemental product information.

Custom Product Manual: Our Custom Product Manual guides you through the wide range of custom products and options that makes Conestoga the leading supplier of wood products to the Custom Kitchen & Bath industry. From doors to drawer fronts to a spectacular array of specialty products, Conestoga helps our customers build high quality kitchens in a wide variety of designs and price points.

The Custom Product Manual is also available on CD. These interactive, electronic PDF files can be ordered through your customer service region.

Cabinet Systems Product Manual: Conestoga's Cabinet Systems Manual contains complete information about each of the over 1,500 items in our Cabinet Systems offering. Information includes cabinet line drawings and pricing for the two lines and five species available with this extensive program.

A CD accompanies this manual in the form of electronic support.

- **Cabinet Systems Technical Specifications:** Cabinet Systems reference materials such as front frame opening sizes, door and drawer front sizes, drawer box sizes and parts pricing are available electronically. Pages provide a visual or printed reference for these subjects. For availability, contact your Customer Service or Sales Representative.

Interactive Tools

Website: Created to work as an online tool, the Conestoga website offers photos of a vast array of Conestoga doors, drawer fronts, mouldings, drawer boxes, range hoods and much, much more. Use the site as an online brochure; your customers can select door styles, profiles, finishes and extras. Visit www.conestogawood.com to see the latest product releases!

Extranet: Obtain a user name and password and visit our online customer business portal at <http://services.conestogawood.com>. This customer only site was created to allow you to view orders, print acknowledgements and invoices and track packages; it is all available to you 24 hours a day, 7 days a week. You will also find marketing material such as product photos, various PDF files and drawings you can use as tools to help market your own product lines. Call your Customer Service Representative to sign up today.



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Brochures

To assist our customers in their selling efforts, Conestoga offers a variety of printed materials for your convenience.

Conestoga Full-line Brochure: This 36 page brochure features over 100 of our most popular door and drawer front designs. Specialty products such as dovetail drawer boxes, fluted fillers, mouldings and accessory items are also shown. Minimum of ten brochures per order. Net pricing is \$3.00 each.

Distinctive Designs Brochure: This generic brochure pictures several kitchen photographs, along with over 25 individual door designs. The brochure allows you to apply your company's name and logo on the back cover. While the brochure is generic, it does contain specific door names in Conestoga nomenclature. Minimum of ten brochures per order. Net pricing is \$1.00 each.

Surroundings that Inspire, Finishing Brochure: Featuring several full-kitchens, this generic tri-fold brochure includes photos of various specie, finish and glaze combinations. Void of Conestoga's name and logo, this brochure was designed to supplement your own literature. Minimum of ten brochures per order. Net pricing is \$1.00 each.

Architectural Accents Brochure: This generic, color brochure features architectural accents in various sizes, styles and finishes. Corbels, table legs, columns and corner posts adorn the multiple pages of this attractive brochure. Designed to use as your own, the back cover has adequate space available for a label with your company's name and logo. Minimum of ten brochures per order. Net pricing is \$1.50 each.

Distinctive Cabinetry Brochure: This attractive color brochure features kitchen and bath photos along with a selection of popular convenience items. Designed and written to be your own, this generic brochure displays a variety of wood species and finishes. Adequate space is available to insert your company's name, address and logo. Minimum of ten brochures per order. Net pricing is \$1.00 each.

Environmental Brochure: This brochure outlines some of the key environmental practices that Conestoga utilizes including information about sustainable forests, our lumber supply chain, finish emissions and community related environmental activities. Minimum of ten brochures per order; net price of \$1.00 each.

Enkeboll Architectural Woodcarvings Booklet: This 16 page booklet features photos of several popular carved corbels, mouldings, onlays, legs and feet from Enkeboll Designs®. Product prices and finish information are also included. Minimum of ten booklets per order; net price of \$2.00 each.

Impresa Technologies Booklet: Outlining the entire Impresa DLV custom offering, this booklet contains comprehensive technical information and pricing, color images of each door and drawer front designs and drawings of the full range of accessories. Minimum of ten booklets per order; net price of \$1.00 each.

Italian Legacy Specification Guide: Featuring photos of each design and unique foils offered in the Silver, Gold and Platinum series of products, this guide includes the technical information, ancillary pieces and pricing of each item available through this comprehensive program. There is a minimum of ten guides per order. Net pricing is \$1.00 each.

Italian Legacy Brochure: This generic tri-fold brochure features all the unique foils and door styles available in this one of a kind collection of contemporary products. Generic in nature, insert your company name in order to customize this piece to your business. A minimum of ten brochures per order, each brochure costs \$1.00 net.

Refacing Brochure: This generic, eight page full-color brochure features door and drawer front designs, mouldings, convenience items along with "before" and "after" photographs of a refaced kitchen. Including all the products a refacer would typically use when upgrading a kitchen, space is provided on the back page of this brochure to put your company's name, address and logo. Minimum of ten brochures per order. Net pricing is \$1.00 each.



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Special Designs Brochure: This 20 page brochure features products that are manufactured for premier custom designs. This brochure shows you a sample of what is possible with exotic specie options, impressive mullion and arched valance configurations, specialty door designs, front frames, custom finish matches, etc. Minimum of ten brochures per order. Net pricing is \$2.00 each.

Product Highlight Sheets

These single page reference sheets are designed to highlight specific product categories and options. Ask your Sales Representative for a copy of the latest Conestoga "Sell Sheet".

Order Forms

Conestoga provides a variety of order forms for specific products. While a master copy of these forms is contained in the Order Forms section of this binder, additional copies can be obtained from Conestoga at no charge.

Point of Purchase Items

Stain Sample Kits: Conveniently packaged for easy transport or immediate display, each Stain Sample Kit is specie specific and contains several popular glazed and non-glazed finish combinations. Each chip is individually labeled with the specie, finish treatment and expiration date. See the Solid Wood Finishing section of this manual for pricing and a complete listing of specie availability, cost and finish combinations represented within each kit.

Touch Up Kits: A perfect gift to include with each new kitchen purchase, our Touch Up Kits include a stain marker and fill stick. Available to match a variety of Conestoga's finishes and glazes, most wiping stain and glaze kits are priced at \$7.50 net; Colourtone kits are priced at \$12.95 net.

Prism Paint Fan Deck: This fan deck features a color swatch for the nearly 1,100 custom paint colors available through this extensive offering. Help your customers narrow down their color choice prior to ordering a sample. These fan decks are priced at \$15 net each and can be ordered using part #2601566A.

Thermofoil Sample Chips: Conestoga now offers 3-1/2" x 3-1/2" swatches of our Frosty White Matte, Frosty White Satin and Antique White Satin foils. The chips provide a great reference tool when matching these foils to laminates, melamines and paint colors. All three RTF sample chips are free of charge and can be ordered using part #2600719A.

Moulding Sample Kits: These three distinctively different kits contain over 65 individually labeled moulding profile samples. The 6" cross sections serve as an attractive visual tool to assist your customers in making quick and intelligent moulding selections.

- **Crown Accent Moulding Kit:** Features over 20 standard crown and insert moulding samples, allowing your customers to experiment with multiple combinations of crown and accent mouldings. Priced at \$50 net, this kit can be ordered using part #2600597A.
- **Accessory Moulding Kit:** Samples of over 20 items including profiles such as base board, light rail and various trim mouldings. Priced at \$50 net, this kit can be ordered using part #2600596A.
- **Non-Standard Moulding Kit:** Features over 25 individual profiles from our non-standard moulding program and includes crowns, coves, case, trim and accent mouldings. Priced at \$80 net, this kit can be ordered using part #2600621A.

Panel Raise and Bead Kits: A great way to mix and match panel raises and framing beads, these cross sections allow you to review profile combinations without incurring the expense of purchasing multiple sample doors. Including nine panel raises and four framing beads, each kit is priced at \$75 net.



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