



## Promotional Resource Kit “Expressive/Impressive”

### How the promotion works:

We've heard from our family of dealers that our **free painted finish** and **discounted Vintage** promotion is one that really works to help close orders, so we are bringing it back and adding significant savings on our **Blumotion full-extension soft-close drawer glide** system – this drawer system is as good as it gets at any price! (See the promotion details below.)

This special pricing **begins Friday, April 16, 2010** and runs through midnight on **Monday, June 14, 2010**. Orders received on June 15, 2010 and after will revert to standard pricing.

This new promotion will again be supported with professionally-developed **Promotional Resources** that are available for your use. Your efforts can also qualify for **increased advertising support**. Ads that are exclusive to Showplace and the current promotion can be supported

with your available DMS Funds on a **90/10 split**; ads that are not exclusive to Showplace, or do not relate to our promotion will continue to be supported at our standard 50/50 level.

All of the new materials relating to this promotion are available at: [www.4bex.com/Showplace](http://www.4bex.com/Showplace)

If you'd like help scheduling advertisements that will qualify for increased support relating to this promotion, please contact Showplace Marketing:  
e-mail: [marketing@ShowplaceWood.com](mailto:marketing@ShowplaceWood.com)  
voice: 877-607-2200 x5967

The employee-owners of Showplace appreciate your business. **Thank you!**

## PROMOTION DETAILS:

	Standard	Special Pricing
Antique painted finish	+ 5.5%	+0.0% (FREE)
Solid painted finish	+ 5.5%	+0.0% (FREE)
Distressed antique paint	+11.0%	+6.0%
Distressed solid paint	+11.0%	+6.0%
Black and Charcoal	+11.0%	+6.0%
Vintage finish	+25.0%	+10.0% (best ever price)
Casual Vintage finish	+14.5%	+5.0% (best ever price)
Blumotion full-extension upgrade (M0610 and M0615)		
FXS.BM	\$83/list	\$42/list (never before on sale)
FXSRT.BM	\$83/list	\$42/list (never before on sale)

Expressive  
**choices,**  
impressive  
**savings.**

