

SHOWROOM DISPLAY OPTIONS

Making display options easy



OPTIONS FOR DISPLAY



LEVEL I

Sample Displays



LEVEL II

Vignettes



LEVEL III

Display Center



FINISHING TOUCHES

Add-on Marketing



HOW IT WORKS

We want you to create a showroom space that is uniquely you, serving the needs of your customers and sales team.

Options shown in the following slides are available in the Dealer Portal by searching the item number.

In this guide, we will review options for creating the perfect look, no matter the space available.

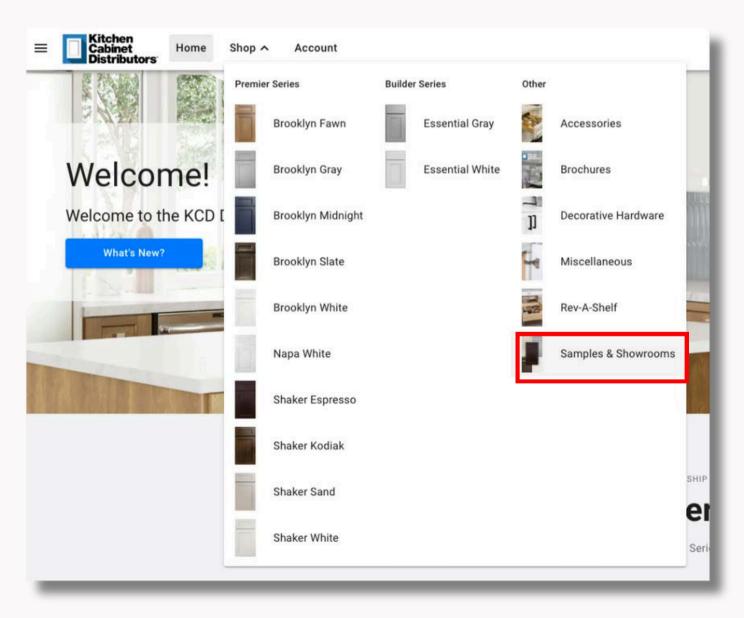
Your KCD sales representative will review our showroom allowance with you so you can start building!

The options are limitless though...these are only ideas, and we encourage you to design the perfect space for your business.

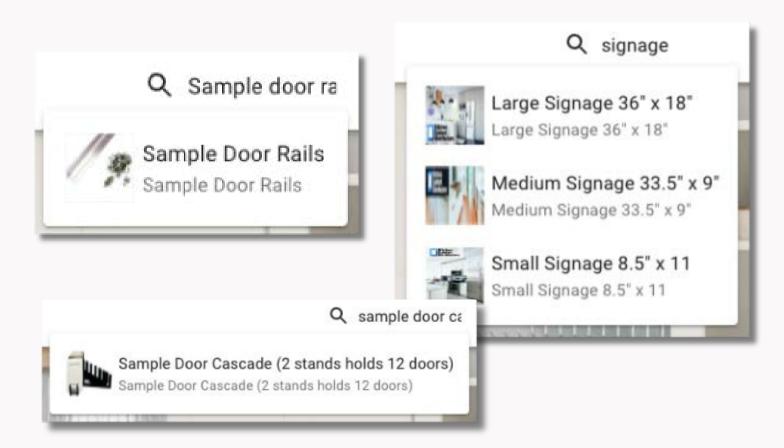


WHERE TO ORDER

Item numbers are listed throughout this guide & can be found in Samples & Showrooms in Dealer Portal



Standard one-time showroom allowance is 50% off, up to \$5000 (\$2500 total funded by KCD). To apply allowance, you should order through Customer Care. This discount is not available in Dealer Portal.







SAMPLES AVAILABLE

- options and can be displayed using countertop waterfall displays or swinging wall racks. Use this option with a vignette for a complete look.
 - Item: [line identifier]-SAMPLE (ex: SW-SAMPLE)
 - Item: Sample Doors Complete Set (full set + 2 bags)

- B15 door fronts are useful tools to show a customer the entire look of a door including the door, drawer front, and face frame. The door is operational on these samples, making them ideal for a more complete product view
 - Item: [line identifier]-SAMPLEB15 (ex: SW-SAMPLEB15)
 - Item: Sample B15 Front Set (full set)







SAMPLES AVAILABLE

- Mini bases are smaller versions of a full cabinet and are useful in showing construction, in a showroom or mobile.
 - Item: BW-Mini Base or EW-Mini Base
- Hardware Boards provide you an overview of our hardware options to show your customers. With a specifically-procured selection, you can easily mix and match to achieve a perfect look.
 - Item: DH-Sample Board, DH-Sample Board 2, DH-Sample Board 3, DH-Sample Board 4
- **Molding Chain** is a complete sampling of our molding options.
 - Item: Sample Molding Set









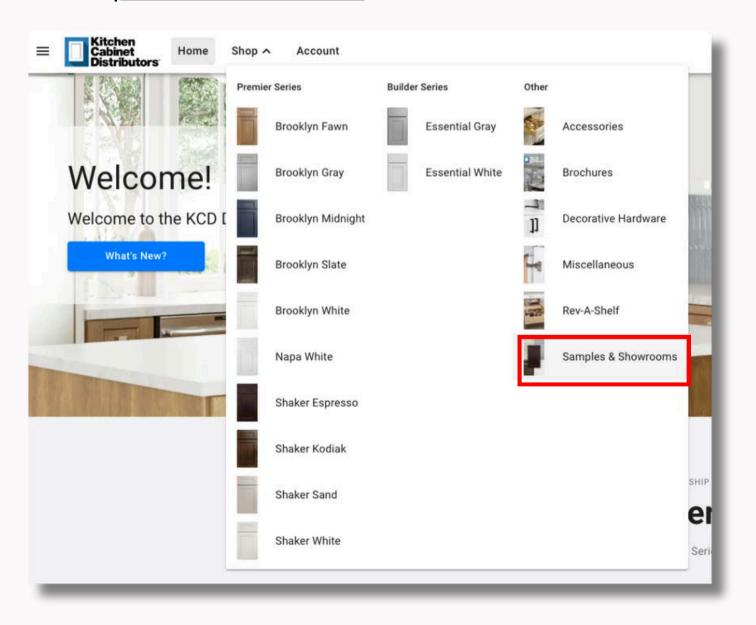


SAMPLES AVAILABLE

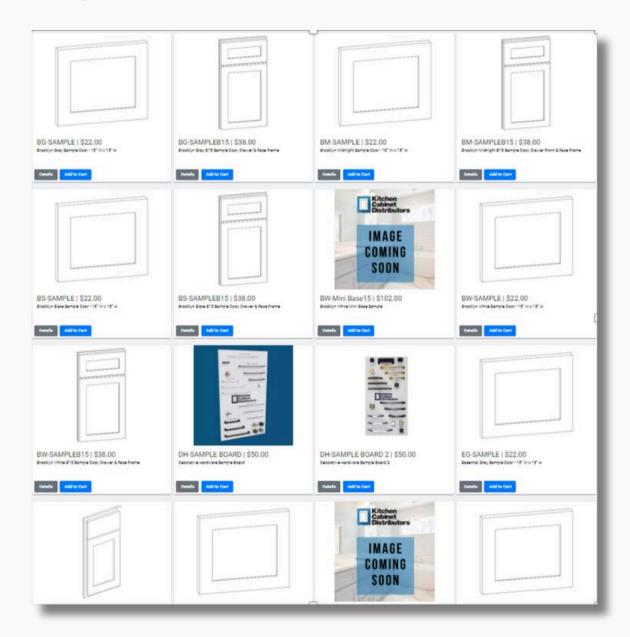
- Color Chips are boxes of sample colors. They come in a variety mix (2 each color) or 30 of one color.
 - Item: [item identifier]-Sample Chips
 - Sample Chips Full Set (variety set)
- Countertop Cascade Rack fits our 15x15 samples and has enough space to showcase all KCD lines.
 - Item: Sample Door Cascade
- Swinging Wall Rails can be used for both 15x15 samples as well as B15 fronts. This display requires assembly of the racks on the wall as well as pegs on the door samples. It can also be used effectively with a vignette between upper and lower cabinets.
 - Item: Sample Door Rails note these come with pins
 - Pins: Sample Door Pins note these are extras



For the latest available sample options, shop portal.kcdus.com



You'll find options for doors, hardware, mini bases, color samples, and more!





HOW TO USE

- Sample displays are often the most cost-effective way to display KCD options in a showroom.
- You will want samples to be easily accessible as they will often be used throughout the showroom to build designs for the customer.
- Using available samples, especially where space is limited, is an excellent option for showcasing door and color options.
- Samples can also be combined with Level II Vignettes to keep samples well-organized and visible to customers.



- Vignettes are a great option when you have floor and wall space available in your showroom.
- Vignettes are the best option if you have customers who want to interact with the product, providing a realistic view of their cabinets finished with all the bells and whistles.
- The key to designing the perfect display is knowing the space available and what your customers want to see. From here, the options are endless!

HOW TO DISPLAY

- A great option when creating your vignette is to mix and match colors. For example, if you are displaying the Brooklyn line, consider doing uppers and lowers in different colors.
- If you have room for an island, this is always a good opportunity to show a complementary color to the perimeter cabinets...and it makes for an excellent workspace!
- Don't forget about vanities! Our open-shelf vanity (36") is an ideal display item that always gets lots of attention on the showroom floor.
- Make sure to include some optional add-ons to showcase the versatility... trash can pull outs, spice racks, and other accessories.





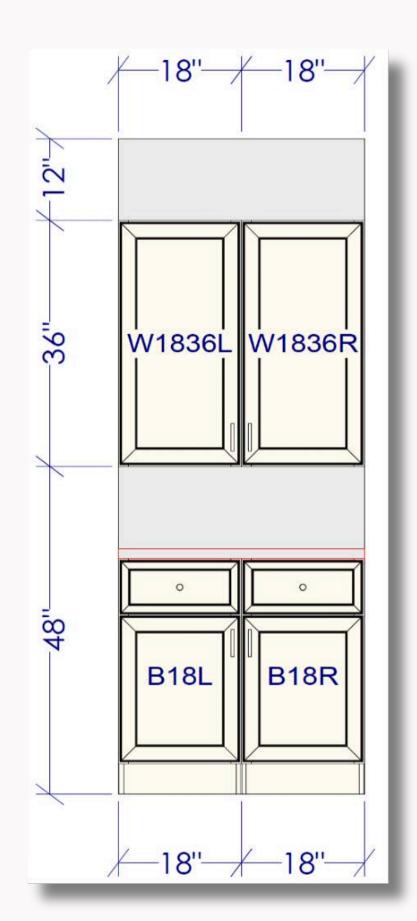
HOW IT WORKS

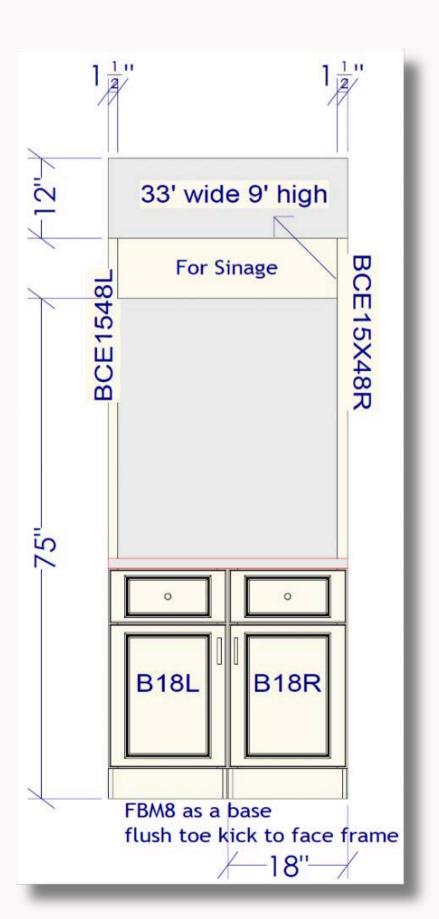
Determine the height and width available for the display...remembering to leave room between other displays in the showroom. Common spaces available are 36", 48", 60", and 72".

Determine what you want to display. Some things to think about:

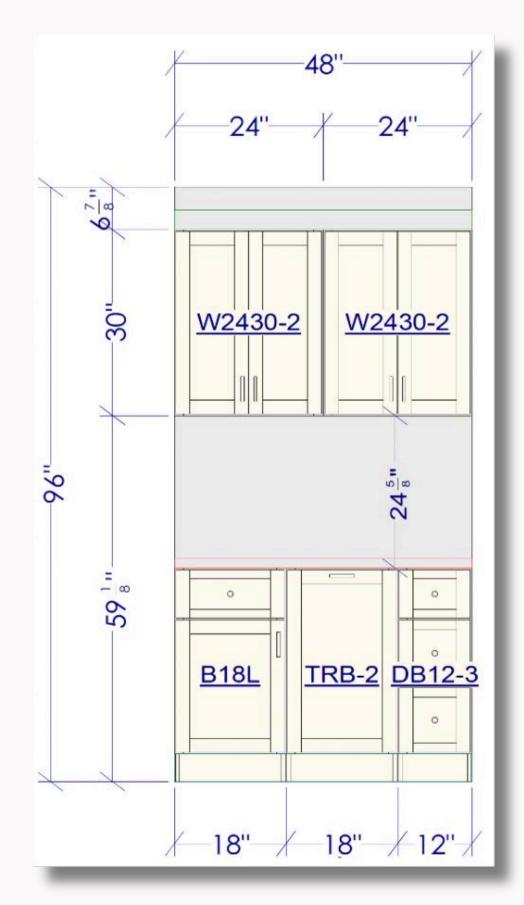
- Kitchen or bathroom?
- Product line?
- Room for an island?
- Countertop or wall rack options for color selection?
- Remember the add-on accessories!
- Start designing options for your space. Not sure where to start? No worries... we've got you covered. Check out the next few pages for common layouts that are guaranteed to show well!
- Work with your KCD sales rep to place your order and be sure to let us know if it's assembled or flat!

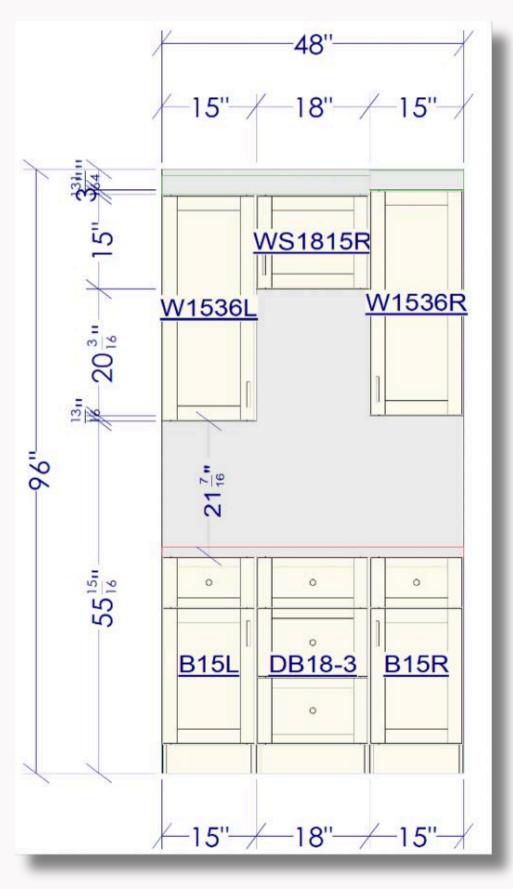


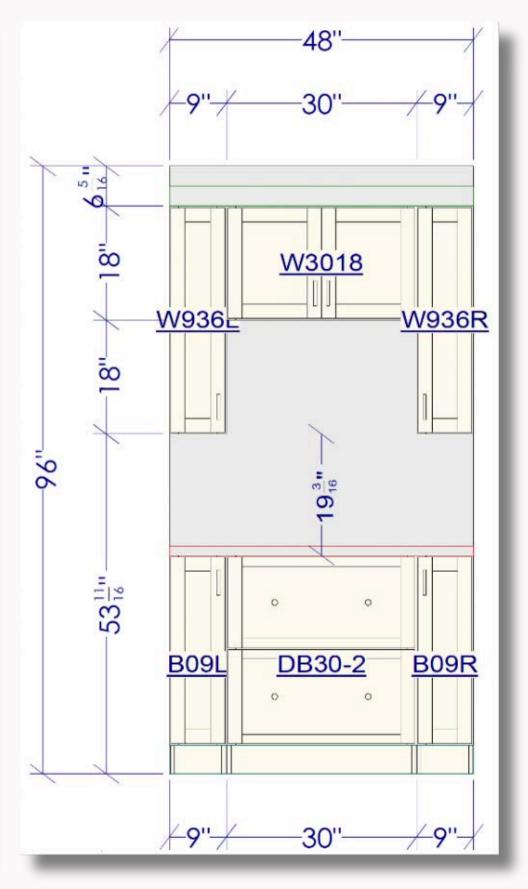




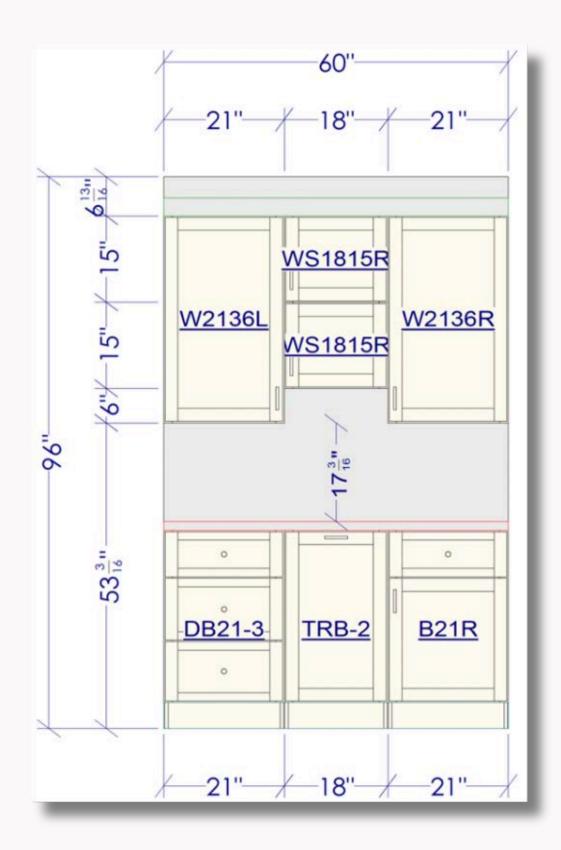


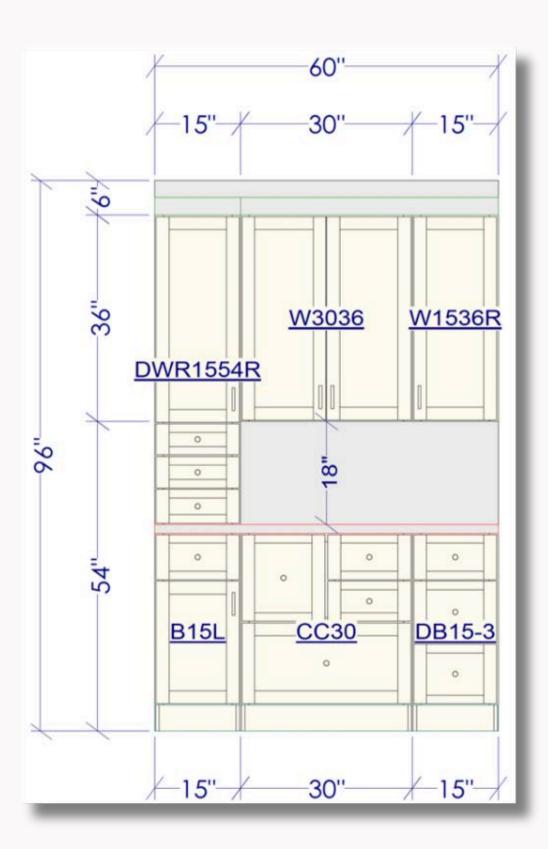


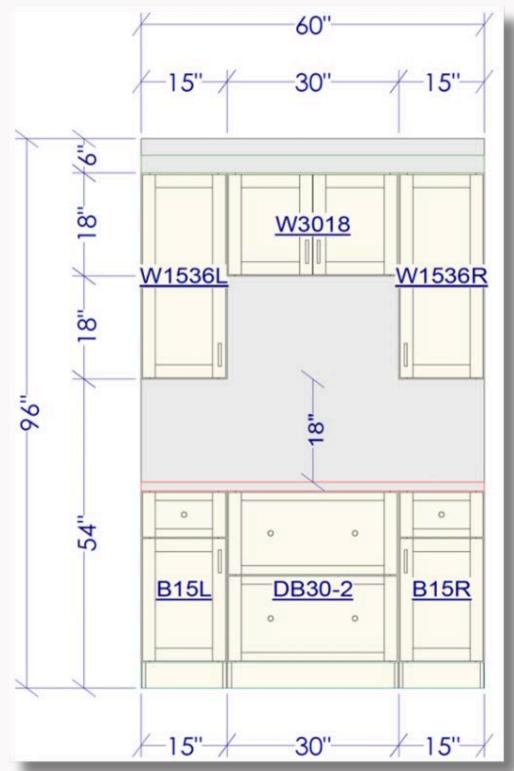




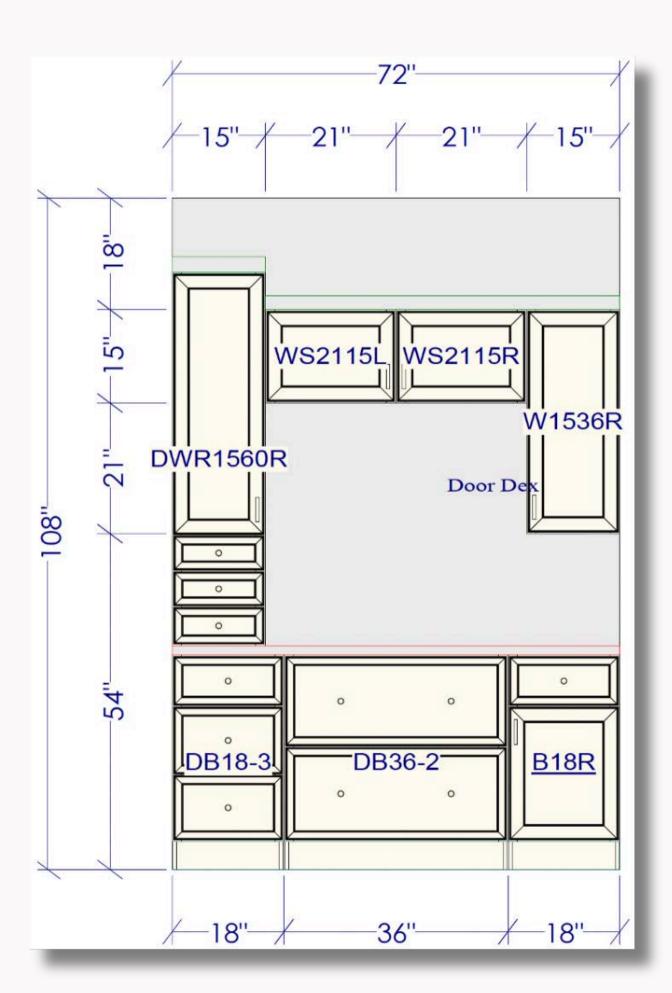










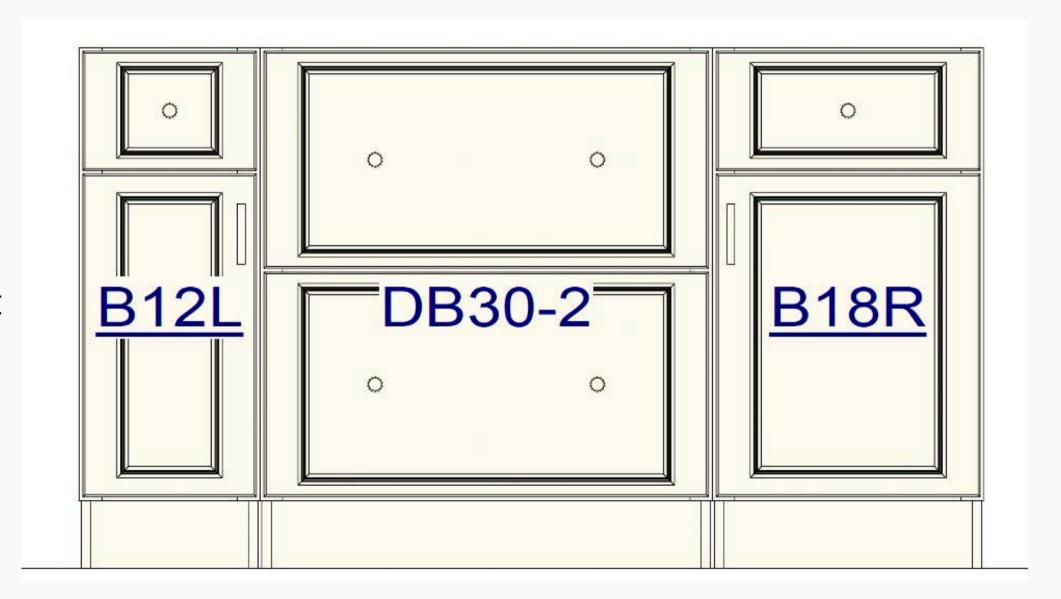




ROLLING ISLAND

- 2 DWP2430
- 1 0CM
- 4 Scribe
- 1 PSP4896 cut to fit back
- 2 FBM8 Base to cover wheels
- 1 PC of ³/₄" ply for the base of the island
- 4 4" casters (optional)
- Cut toe off flush with face frame

* Optional add-on Rolling Casters – Find what works for your space on <u>Amazon</u>









Item: SS-Display Center

Includes: everything shown, including a B18 and B18 with TCCK (trash can insert)

- Complete Sample Collection: Each display has a full set of color samples that can easily be removed, a functional base unit, and KCD's decorative hardware.
- Optional Base Choice: Our display center comes standard with Shaker Sand bases, but you can specify any premier base color to fit your showroom style.
- Easy Setup: Our Display Center comes floor-ready, making the setup process quick and effortless. You'll be up and running in no time.
- Stylish Display: Functionality meets aesthetics. Our Display Center isn't just about practicality; it's also visually pleasing.

INSTALL TIPS

- Instructions for display come adhered to outside packaging. DO NOT DISCARD.
- We recommend having two people to set up the display.
- Use a drill to attach the top to the bottom half with the provided hardware.
- Doors will need to be attached to hanging rails.
- If the floor is uneven, be sure to shim the display.

Two-week lead-time for standard Shaker Sand display. Premier bases can be switched for another color, but an additional two-week lead time is needed.





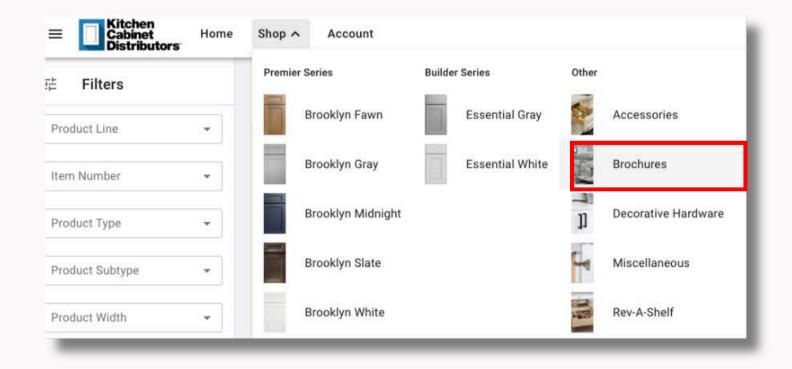
HOW IT USE

- Want your display to look polished and professional? We can help!
- It is recommended that you order marketing add-ons to your display order to give it that cherry-on-top finish.
- In subsequent pages, you will find available marketing materials available for order and included in your showroom allowance.
- If you're looking for something different or customized, contact marketing@kcdus.com and we will help.



Literature is something you want to order with EVERY display. We have several literature options for you to order in Dealer Portal under "Brochures".

- KCD Product Catalog: Full catalog of information on our Premier lines, SKUs, and inspiration images.
- **KCD Brochure:** This bi-fold overview of our lines with inspiration photos is ideal for customer leavebehinds or takeaways.
- Perfect Pairing Sell Sheet: 1-page overview of our decorative hardware offering.





- Signage
 - Item: Large Signage 36" x 18"
 - Item: Medium Signage 33.5" x 9"
 - Comes with double-sided adhesive on back.
 - Ideal for large display or showroom signage above doors.





- Item: Small Signage 8.5" x 11"
 - It comes with a fold-out stand and double-sided adhesive on the back.
 - Ideal for tabletop display or hanging where space is limited.





CHECK LIST

LEVEL I Sample Displays

- Select samples from Dealer Portal
- Select necessary display tools

 (waterfall rack/wall swinging rack)
- Add marketing:
 - Signage
 - Literature
- Review order with the Sales Rep
- Place an order with KCD

LEVEL IIVignettes

- Determine the location, size, and style to use
- Design a layout or select one of our suggested layouts
- Remember to add accessories for an additional wow factor
- Add marketing:
 - Signage
 - Literature
- Order display tools for sample doors if necessary
- Review order with the Sales Rep
- Place an order with KCD

LEVEL III

Display Center

- Ensure you have enough clear space for the display
- Add marketing:
 - Literature
- Review order with the Sales Rep
- Place an order with KCD



FINISHING TOUCHES Add-on Marketing

- Did you remember everything?
 - Literature
 - Signage
 - Sales samples
 - Custom requests



THANK YOU

