**FLEXIBLE** 

SYSTEM

**PERSONAL** 

**ORGANIZER** 

## THE CONCEPT

### PREFINISHED STORAGE SYSTEM

PRESENT
CLOSET →
CONCEPT

**TO OWNER** 

- FLEXIBILITY →
- ORGANIZATION

CHANGE THE WAY PEOPLE →

THINK ABOUT

AT CLOSETS

**INSTALLED BASE** 

UNIT CREATES NEW LINE OF

ACCESSORIES VIA RETAIL

CHANNEL

- DEMOGRAPHIC FLEXIBILITY
- BRAND AWARENESS

#### **TO BUILDER**

- DIFFERENTATION
- TREND TO FACTORY
  BUILD

CHANGE THE WAY PEOPLE
THINK AND LOOK AT CLOSETS

### **CLOSET CONCEPT**

JM CAPABILITIES

**PRODUCTS** 

**CHANNELS** 

MARKETING CONCEPT

BID

• SALES/DISTRIBUTION

→ BASE STORAGE → UNIT

 BUILDERS/ → PARTNER WITH CONTRACTORS

CONTRACTORS

**EPG** 

VACUUM FORMING



- RAZOR / RAZOR BLADE
- SELECT DISTRIBUTION

ORGANIZER

- DIRECT MAIL
- **ACCESSORIES** MASS MERCHANTS

**CLOSETS BUILD NEW RETAIL BUSINESS** 

# **NORTH AMERICAN MARKET SIZE**

### TYPE OF CONSTRUCTION

### **CLOSETS PER START**

	SINGLE FAMILY	/
•	APARTMENT	4
•	MOBILE HOME	4
•	HOTEL ROOM	1

# LARGE NEW MARKET FOR JOHNS MANVILLE

# FEATURES / BENEFITS

#### **SECTIONAL DESIGN**

- ONE DESIGN HANDLES ALL SIZES
- SPEED OF INSTALLATION
- REDUCES LABOR COSTS
- ACCELERATES CONSTRUCTION SCHEDULE
- REDUCES NEED FOR SKILL TRADES

# FEATURES / BENEFITS

#### **FACTORY FINISHED**

- BETTER AESTHETICS
- ELIMINATES PAINTING
- CLEANS EASILY
- LIVEABLE DESIGN INCORPORATES ORGANIZERS
- ELIMINATES CRACKING OF INTERIOR FINISH
- NO MOISTURE CONTRIBUTION DURING CONSTRUCTION

#### A VALUE ADDED PRODUCT

### **COMPETITORS AND MARKET SHARE**

COMPETITION

- **NO DIRECT**
- CONVENTIONAL CONSTRUCTION

MARKET TRENDS: • FACTORY BUILT

**WINDOWS** 

**BATHTUBS** 

KITCHEN CABINETS

PRE-HUNG DOORS

**TRUSSES** 

NO EXISTING COMPETITION MARKET MOVING TO FACTORY BUILT \_\_\_\_\_

# **CLOSETS FIT**

