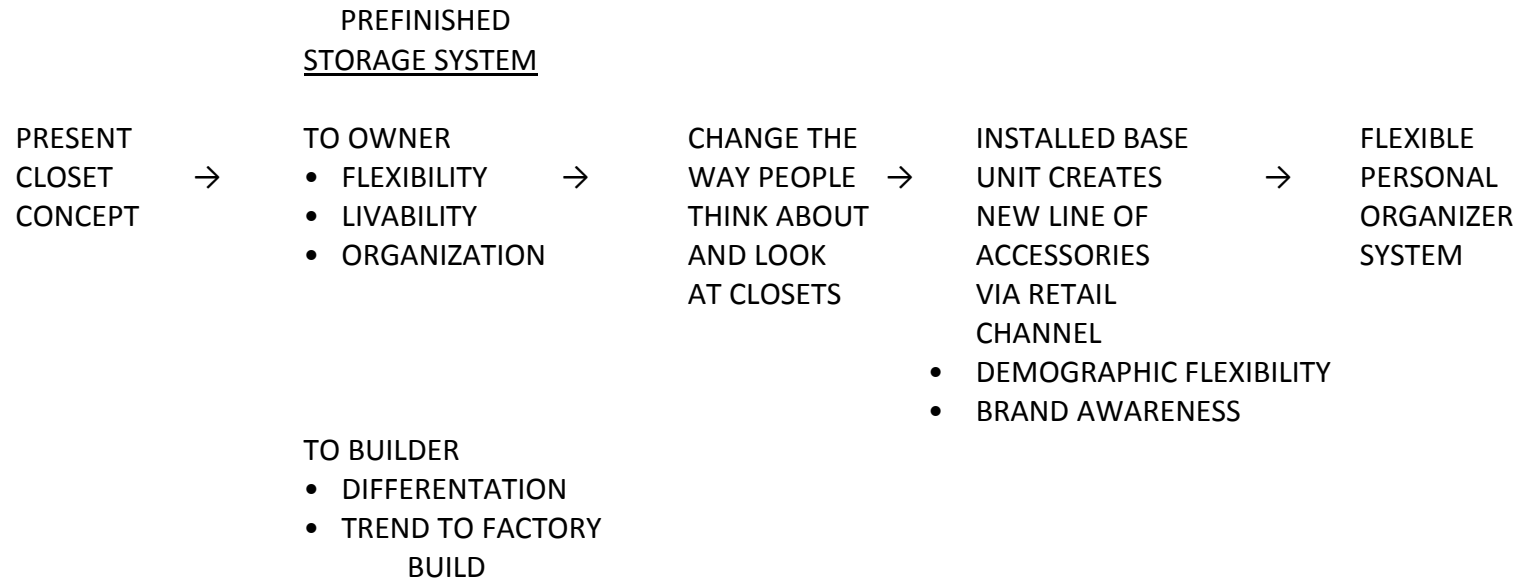


THE CONCEPT



***CHANGE THE WAY PEOPLE
THINK AND LOOK AT CLOSETS***

CLOSET CONCEPT

JM CAPABILITIES

BID

- SALES/DISTRIBUTION

EPG

- VACUUM FORMING

PRODUCTS

→ BASE STORAGE UNIT →

+

ORGANIZER
ACCESSORIES

CHANNELS

→ BUILDERS/
CONTRACTORS →

- DIRECT MAIL
- MASS MERCHANTS

MARKETING CONCEPT

- PARTNER WITH CONTRACTORS

- RAZOR / RAZOR BLADE
- SELECT DISTRIBUTION

CLOSETS BUILD NEW RETAIL BUSINESS

NORTH AMERICAN MARKET SIZE

TYPE OF CONSTRUCTION

CLOSETS PER START

- | | |
|-----------------|---|
| ● SINGLE FAMILY | 7 |
| ● 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

