

ID Infinity Drain

Sales Meeting 2014



Agenda

- 2013 Review
- 2014 Direction
- New Catalog / Website
- Wrap Up



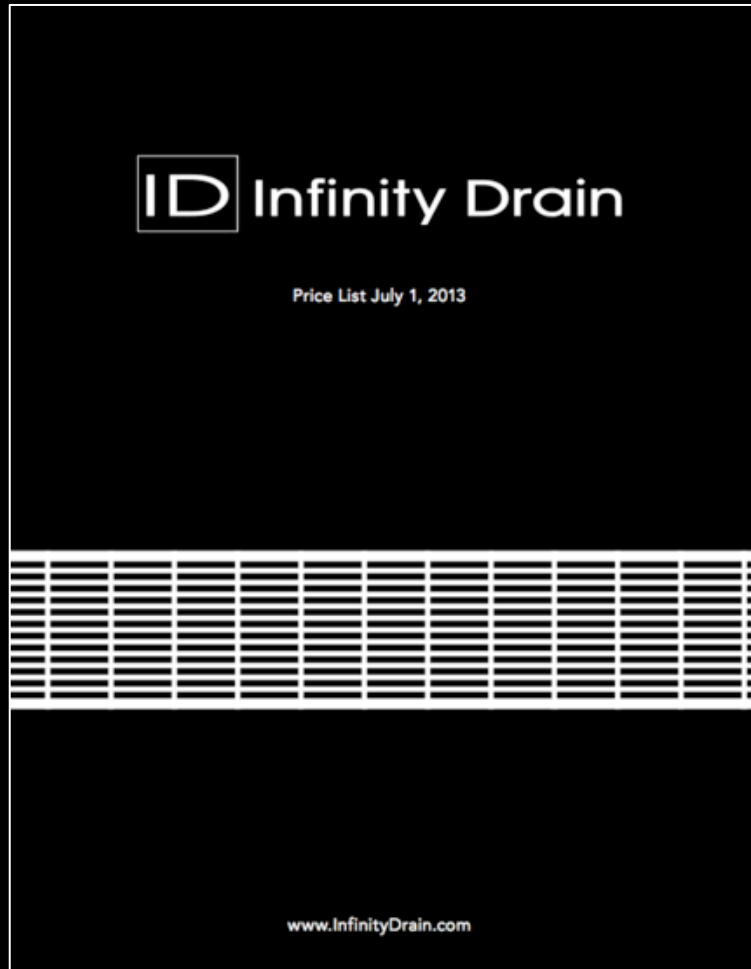
Trade Shows



Advertising



Literature & New Products



- 24 New Series
- 2 New Finishes
- New Sizes
- Existing kit price ↓
\$95 on average
- Linear Drain Guide

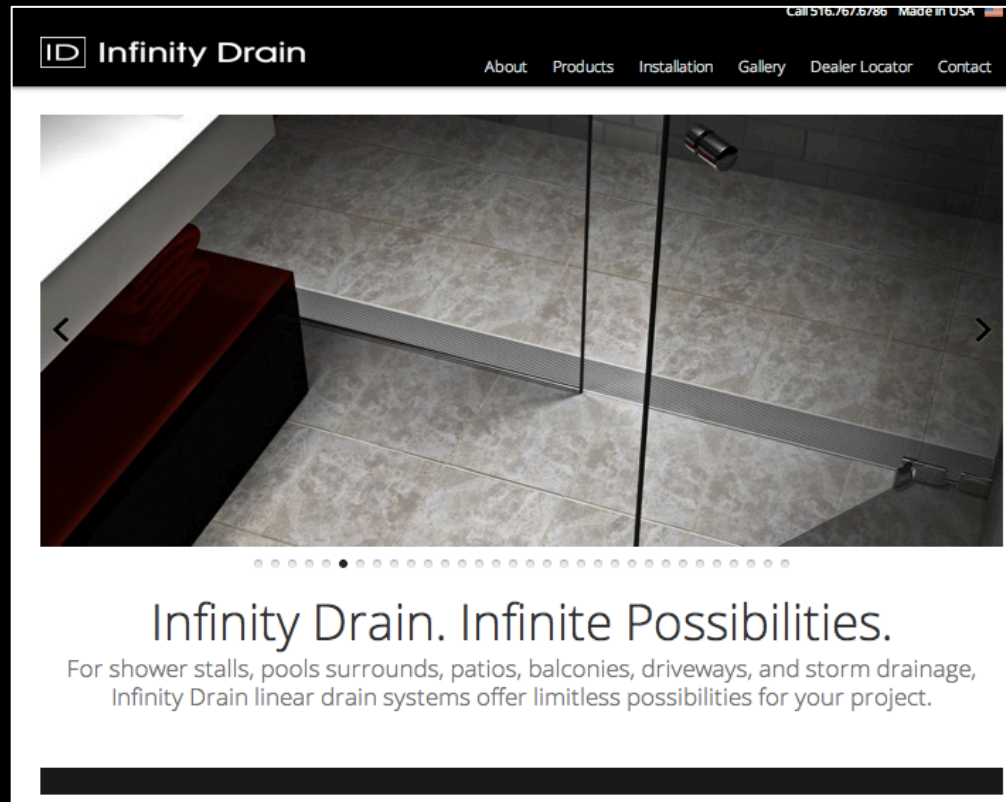
Marc Newson.



INTERIOR
DESIGN | **BEST
OF
YEAR 2013**

ICFF Editors Awards

Website & Social Media

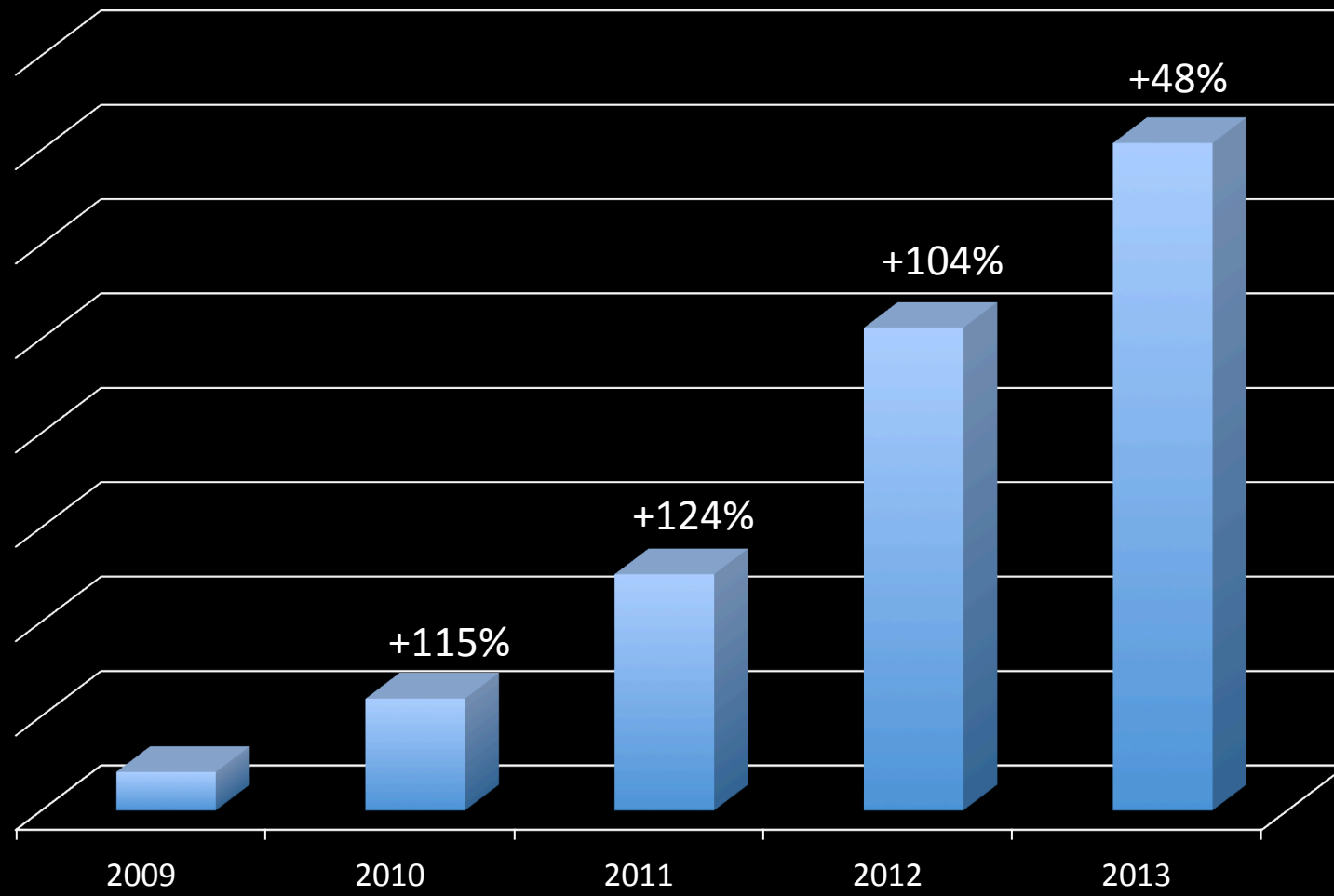


Over 100,000 visitors in 2013

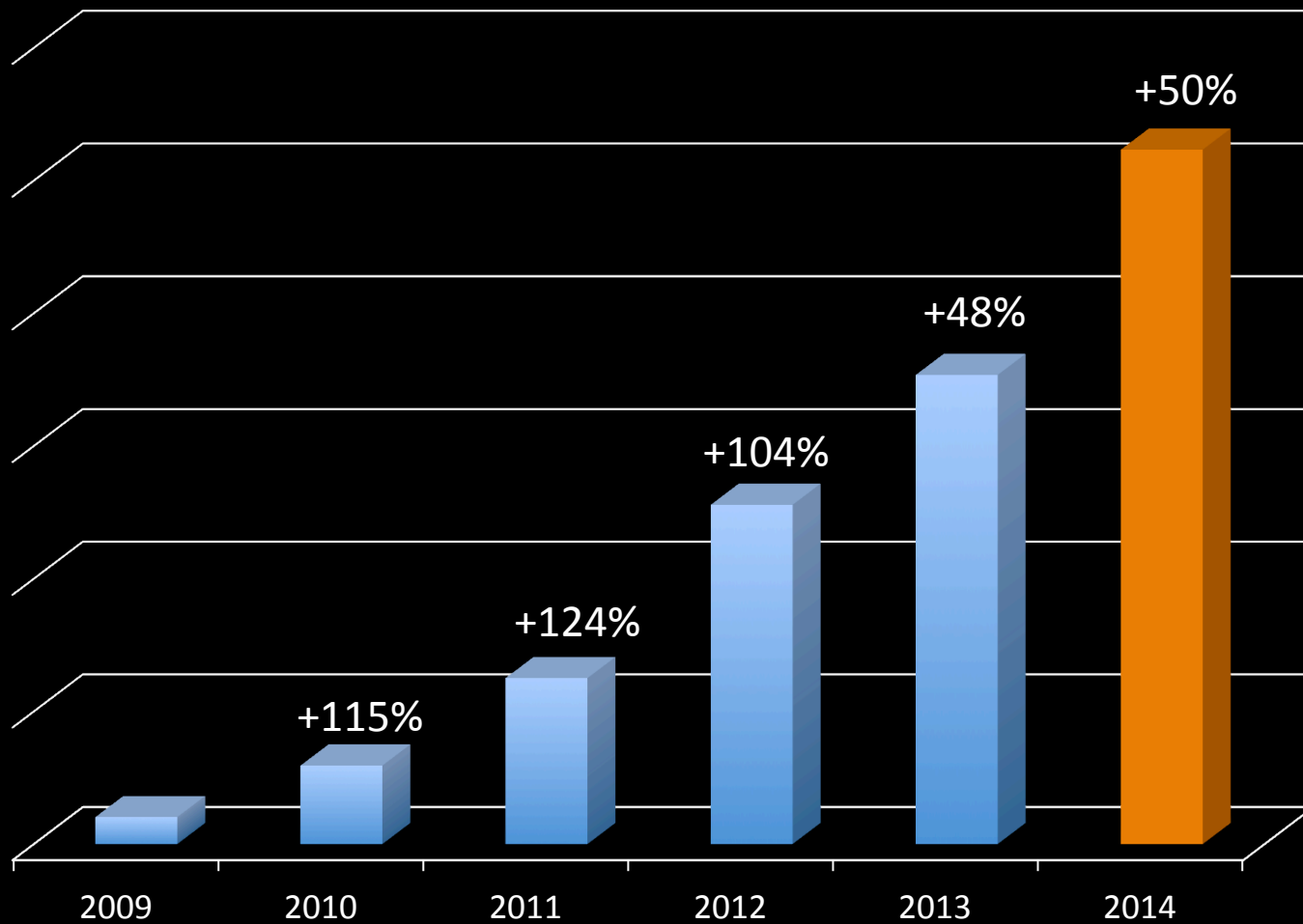


Close to 900
followers on
Social Media

Sales Growth



2014 Goal



How do we get there...

Partnerships - Ferguson

Preferred Vendor – July 2013
2013 Sales +84% Over 2012

Program:

- Displaying Dealers: 50/10
- Non-Displaying Dealers: 50
- Preferential Display Pricing
 - Display Board: \$100 FFA
 - Working Drain Displays 50/50
- FFA \$3500

2014 Goal:
Display boards in top
150 Decorative
Showrooms

Partnerships - Forté

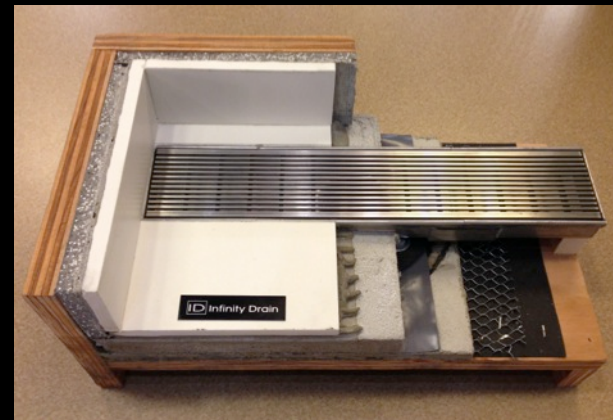
Member Starting January 1, 2014
Forté Conference February 20-22

Program:

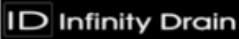









- Displaying Dealers: 50/10
- Non-Displaying Dealers: 50
- Preferential Display Pricing
 - Display Board: \$150 FFA
- FFA \$3500

2014 Goal:
Display boards in
Decorative
Showrooms

New Displays



Displays

<div>  <div> INFINITY DRAIN DISPLAY & SAMPLE OPTIONS 18 Secatoag Ave, Port Washington, NY 11050 ph: 516.767.6786 - fx: 516-740.3066 - InfinityDrain.com </div> </div>				
Display Type	Series	Model #	Description	NET Price
Display Board				
		IOBB	24" X 36" Display Board	\$200
Grate Samples				
		ID 7" Sample Set	7" Cutaway Sample Set (all grates on display board)	\$200
		ID 16" Sample Set	16" Cutaway Sample Set (all grates on display board)	\$200
Mini Floors				
	Fixed Flange (FF Series)	ID Mini Floor FFED 65	ID Mini Floor Sample with Waterproofing - FFED 65	\$125
	Site Sizeable (S Series)	ID Mini Floor SAS 65	ID Mini Floor Sample with Waterproofing - S-AS 65	\$125
Counter Samples				
	S-AG	ID 10	Sample S-AG 38 Kit with PVC Clamp Down Drain	\$100
	S-AG	ID 10F	Sample S-AG 38 Kit with F 65 Non-Threaded Connection	\$80
	S-AS	ID 10S	Sample S-AS 65 Kit with Cast Iron Clamp Down Drain	\$150
	LTD 5	ID LTD-2	LTD-2 tiled for display (no clamp down drain)	\$45
	TD 15	ID TD 15-2	TD 15-21 - 5"x5" Tiled for Display with Cast Iron Clamp Down Drain	\$150
	TD 20	ID TD 20	TD 20-21 - 8"x8" Tiled for Display with Cast Iron Clamp Down Drain	\$200
Floor Sticker				
		IDST	Infinity Drain S-AG 65 Floor Sticker	FREE

- NEW Display Board
– or Grates only
- NEW Mini Floors
- Countertop Samples
- Displays for Working/
Non-Working Shower
Vignettes
- **Bundle: Board + Mini
Floors \$350 NET**

Inventory

- Stocking Proposals
- Based on top selling SKU's

ID Infinity Drain

Infinity Drain Stocking Program

Description	Model	Qty	List Price	50/10/5	Total
S-TIF 65 Series 40" Complete Kit Satin Stainless	STIFAS 6540 SS	2	\$ 645.00	\$ 275.74	\$ 551.48
S-TIF 65 Series 48" Complete Kit Satin Stainless	STIFAS 6548 SS	2	\$ 765.00	\$ 327.04	\$ 654.08
S-TIF 65 Series 60" Complete Kit Satin Stainless	STIFAS 6560 SS	2	\$ 960.00	\$ 410.40	\$ 820.80
S-AS 65 Series 36" Complete Kit in Satin Stainless	SAS 6536 SS	2	\$ 995.00	\$ 425.36	\$ 850.73
S-AS 65 Series 48" Complete Kit in Satin Stainless	SAS 6548 SS	2	\$ 1,195.00	\$ 510.86	\$ 1,021.73
S-AS 65 Series 60" Complete Kit in Satin Stainless	SAS 6560 SS	2	\$ 1,395.00	\$ 596.36	\$ 1,192.73
S-AG 38 Series 36" Complete Kit in Satin Stainless	S-AG 3836 SS	2	\$ 595.00	\$ 254.36	\$ 508.73
S-AG 38 Series 48" Complete Kit in Satin Stainless	S-AG 3848 SS	3	\$ 625.00	\$ 267.19	\$ 801.56
S-AG 38 Series 60" Complete Kit in Satin Stainless	S-AG 3860 SS	2	\$ 800.00	\$ 342.00	\$ 684.00
S-DG 38 Series 48" Complete Kit in Satin Stainless	S-DG 3848 SS	2	\$ 335.00	\$ 143.21	\$ 286.43
S-DG 38 Series 60" Complete Kit in Satin Stainless	S-DG 3860 SS	2	\$ 455.00	\$ 194.51	\$ 389.03
TD 15-2I Series 5" Complete Kit 2" Outlet in Satin Stainless	TD15-2I SS	4	\$ 505.00	\$ 215.89	\$ 863.55
LT5-2 Case Qty 24 5" Square ABS/SS Tile Frame Strainer - 2" Throat	LT5-2 C24	1	\$ 2,280.00	\$ 974.70	\$ 974.70
Clamp Down Drain Cast Iron 2" Throat, 2" Outlet	CDI -22	10	\$ 65.00	\$ 27.79	\$ 277.88
Clamp Down Drain ABS 2" Throat, 2" Outlet	CDA-22	10	\$ 50.00	\$ 21.38	\$ 213.75
					\$ 10,091.14

Training

- Sales Associates
 - Ongoing Training
- Designers/Architects
 - AIA CEU
 - Lunch & Learns
- Installers
 - Counter Days
 - Linear Drain University



2014 Trade Shows



Toronto – January



Los Angeles – June



Las Vegas – May

Advertising



ID Infinity Drain



Call 516.767.6786 Made in USA



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Infinity Drain. Infinite Possibilities.

For shower stalls, pools surrounds, patios, balconies, driveways, and storm drainage, Infinity Drain linear drain systems offer limitless possibilities for your project.

Growing our Team

- Technical Support
 - Bhash Ramkarran – Inside Technical Engineer
 - Mike Rizzuto – Outside Technical Sales
- Customer Service
 - Stephanie Montes
 - Diane DeLouker

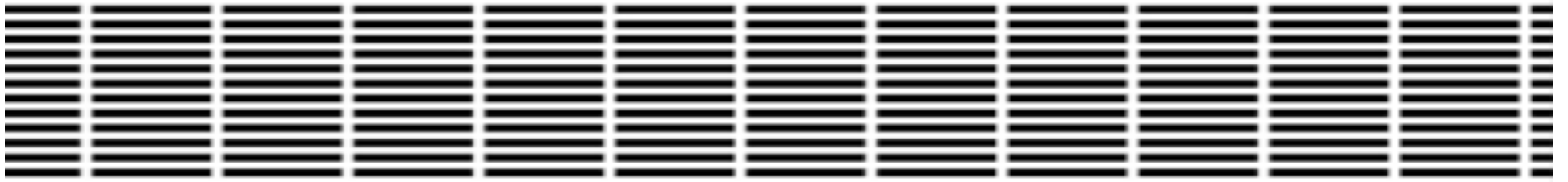
Canada Stock

- Stock ready in to ship in February
- All Canada orders fulfilled with stocked product (East coast and West coast)
- Order placement and Invoicing through ID home office.





2014 Golden Grate Awards



Highest Sales Volume
Highest Sales Percentage Increase
Highest Volume Increase
Hustle Award

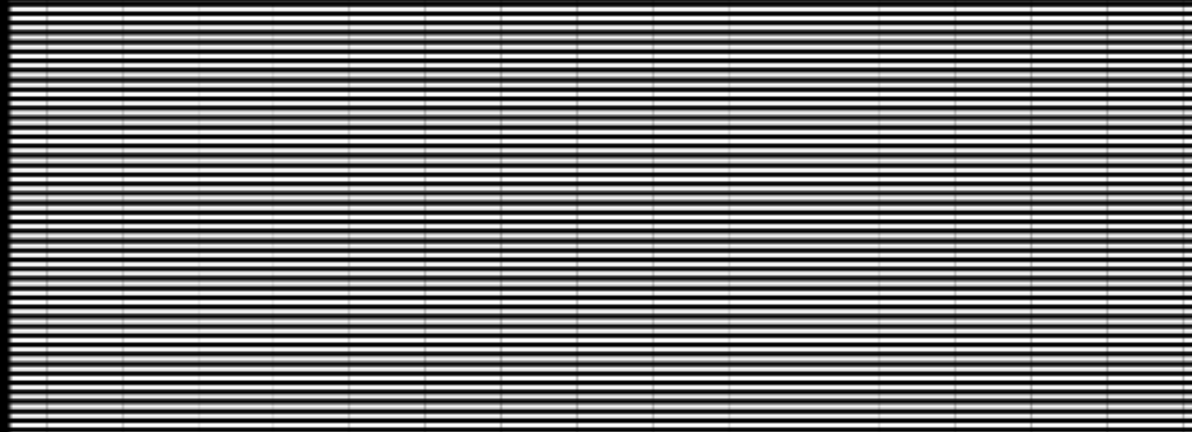


Sales Achievement Award

Highest Sales Volume

2013

Whitehead and Associates

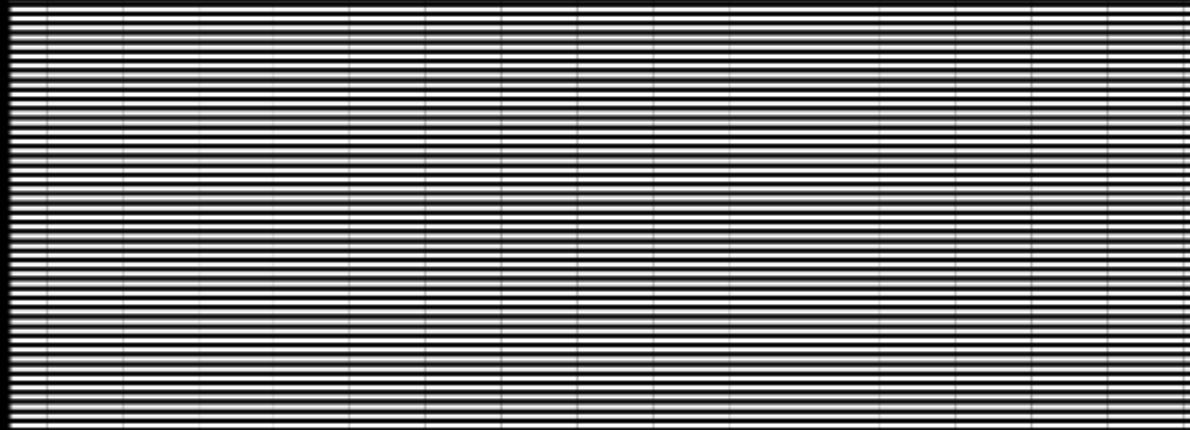




Sales Achievement Award

Highest Sales Percentage Increase
2013

Whitehead Marketing



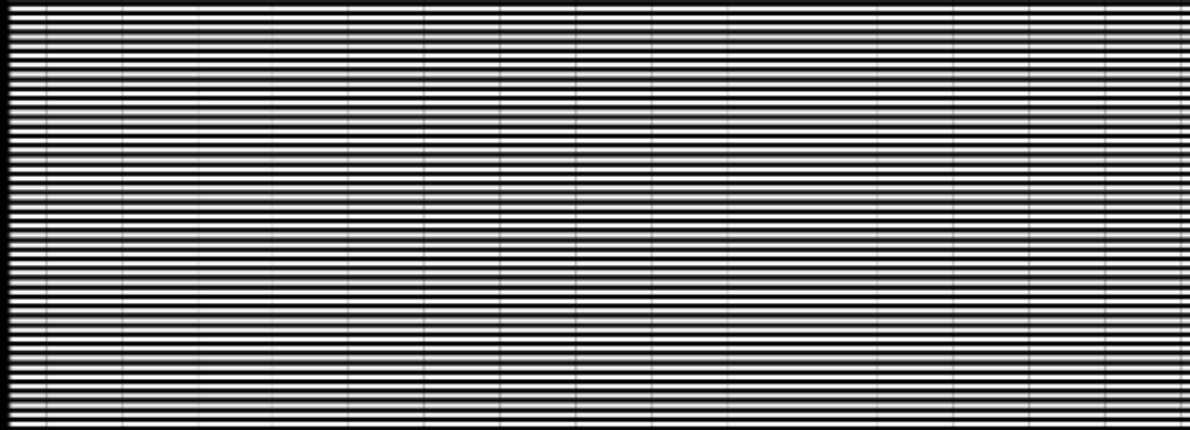
ID Infinity Drain

Sales Achievement Award

Highest Volume Increase

2013

ACS



ID Infinity Drain

Sales Achievement Award

Hustle Award

2013

Bobby Dean



Keys to Growth

- Strategic Partnerships
- New Pricebook, Catalog, and Re-Designed Website
- Display Program
- Education: Showrooms, Trade, Installers

