“Beyond the Countertop”

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Session Outline

- **Web-Sites**
  - Public Information
  - Price Qualification
  - Search Links

- **Outsourcing**
  - Building Alliances
  - Creating Larger Offerings
  - Generating More Sales

- **Segments**
  - Residential
  - Commercial
  - OEM
Web Sites

Informing Prospects:

Products
Variables
Prices
Drawings
Specifications
Literature
Ordering
Outsourcing

When is it time?

- Do you have capacity to expand technology and applications when called on?
- “I know we can make this if someone else can make it.” (Good or Poor choice?)
- Can we produce this opportunity quick enough to satisfy our customers?
Outsourcing

Why?

- **Distraction to core business.**
  Personnel are not prepared and trained for other than core products or similar opportunities.

- **Lack of Resources**
  Human, Equipment & Space
  Financial Capital

- **Add additional sales revenue.**
  Without additional expenses.

- **Combine services to complete turnkey fulfillments.**
  Complete contract requirements and produce core your products.
Outsourcing

Why Not?

- Requirements:
  - Reliable sources.
  - Fast turn around.
  - Wholesale pricing.
  - Qualified fabrication.
  - Drop Shipments.
  - Exceptional Packaging.
  - Satisfy National Code.
Residential Opportunities

- Remodeling
- Homeowners
- Production Builders
- Custom Builders
- Designers
- Landscaping
- Furniture Makers
- Boat Sales & Service
- Bath & Kitchen Accessory Outlets
Residential Products

Shower Pans
Shower Walls
Bath Accessories
Kitchen Accessories
Shower Enclosures
Tables & Chairs
Window Sills
Graphics-Art
Accent Trims
Tub Surrounds
Outlet Covers
Fountains & Bird Baths
Headstones & Memorials
Bath Accessories

- Caddies
- Shelves
- Seats
- Drain Strainers
- Accent Trims
- Matching Caulk
- Drain Assemblies
- Self Leveling Mortar
- Panel Adhesives
Trims and Tiles

Solid Surface:
- Tiles
  - Photos
  - Inlays
- Appliqué
  - Stock Parts
  - Special Designs
- Moldings
  - Stock Parts
Shower Pans

- Size
- Shape
- Threshold
- Wall Treatment
- Color
- Finish
Shower Walls

Standard Walls
Custom Walls
Corner Options
Finish Options
Trims
Shelves & Caddies

- Shelves
- Caddies
- Seats
- Drain Strainers
Glass and Acrylic Doors

Options:
- Glass
- Acrylic
- Style
- Metal
- Shape
- Size
Accent Trims

Metals:

- Copper
- Nickel
- Aluminum
- Bronze
- Brass
- Blends
Graphic Inlays

Shape
Size
Image
Color
Form
Background
Sink Products

- Kitchens Sinks
- Baby Baths
- Faucet Stems
- Lavatory Sinks
- Laboratory Sinks
Commercial Opportunities

- Education
- Sports
- Assisted Living
- Hospitality
- Food Service
- Healthcare
- Recreational Vehicles
- Marine
- Public Spaces
Commercial Products

- Wall Cladding
- ADA Products
- Handrails
- Wall Guards
- Window Sills
- Exterior Cladding
- Push and Pull Plates
- Switch and Utility Covers
- Laboratory Sinks
- Lavatory Sink
- Baby Baths
- Faucet Stems
- Signage
- Donor Boards
- Thresholds
- Bay Sinks
Wall Products

- Handrails
- Wall Cladding
- Electric Covers
- Push and Pull Plates
- Corner & Wall Guards
- Privacy & Toilet Partitions
Way Finding Products

- Donor Boards
- Signage
- Emblems and Logos
- Inlays
Tops and Window Sills

- Food Service
- Recreational Vehicles
- Education
- Transportation
Floors and Wet Walls

- Low Egress Entries
- No Egress Entries
- Full Bath Floors
- Wet Walls
Summary

- Look for new opportunities within your existing core business.
- Team with other fabricators to produce alliances that will allow you greater scope.
- Use Outsourcing to grow your sales, profits and shorten lead times.

Expand your Mind and Business…

“Think outside the Top”