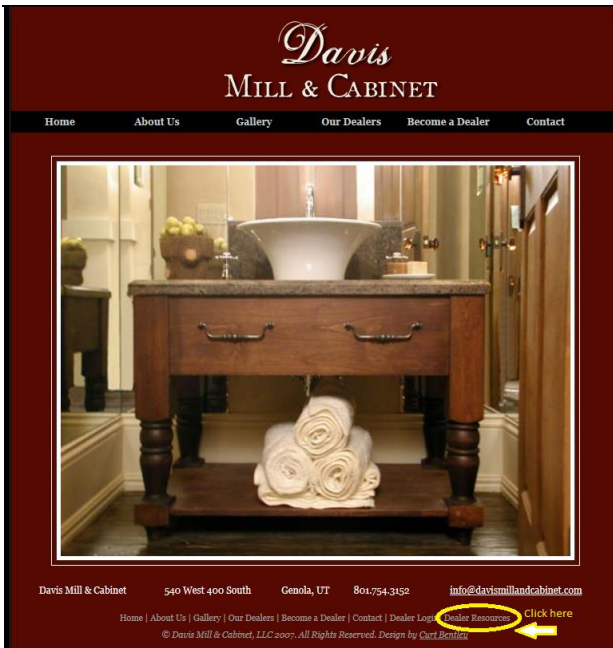


Davis

MILL AND CABINET

DEALER RESOURCE MEMO

FROM: Mark Davis
DATE: February 8, 2017
RE: New Dealer Resource Online



This memo is to introduce you to Davis Mill and Cabinet's new "Dealer Resource" online web page, which allows you to access our catalogs, fillable order forms for color and door samples or bid requests, to name just a few of the tools available. We will be adding additional resources in the coming months and will inform you, by memo, when new tools are added.

To access the Dealer Resource page, you have two options, 1) at the bottom of the DMC home page you can click **Dealer Resources** (see yellow arrow) or 2) type **dealer.davismillandcabinet.com** in your web browser. In either case, you will then be directed to a page that looks like the picture below.

From there, you can download our catalogs and fill out your orders in pdf form. Make sure you have the appropriate PDF reader. You can download Adobe Reader at <https://get.adobe.com/reader/>.

DMC DEALER RESOURCES

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Welcome



Welcome to the Davis Mill and Cabinet, Designer/Dealer portal. We hope you find this resource helpful to the success of your business. We are in the process of adding additional information and content to support you and your clientele.

Cabinet Vision Training

The Dealer Resource page includes Cabinet Vision training that you can download or watch via YouTube. This training can be viewed in one continuous session or in shorter segments so you can view just what you need at any given time.

Catalog

In addition to the printed catalogs (Catalog #1 and Catalog #2) provided by DMC, we have PDF versions of the same catalogs. These PDFs are searchable, so you can easily find items you are looking for. In Catalog #1, you will find information regarding room specifications, various material choices and a vast array of door styles available. We would suggest that you familiarize yourself with the “Client Education” section, containing information about wood, finish and door styles. It is essential for you, the designer, to understand and to be able to articulate this information to your client. Our experience has shown that the entire job process goes smoother, and there are less frustrations and more realistic expectations when the information in the “Client Education” is understood by all parties. Unrealistic expectations can be prevented by early communication.

Waivers

One of the most important areas on the Dealer Resource page, is the Waivers section, which also coincides with the “Client Education” section in Catalog #1. There are certain situations that DMC will require waivers, along with an order. The waivers should be signed by you and/or your client.

We believe that the proper approach to using DMC waivers, necessitates that you present them early in the process. While working with a client, if they mention that they would like to use “reclaimed wood”, you would access the Dealer Resource page, print off the “Reclaimed or Historic Wood Waiver”, and then review the waiver along with the “Client Education” found in Catalog #1 with your client. This will help to assure that your client will become informed about and understand the specific issues and limitations associated with the use of reclaimed wood products. If the initial contact and bidding process comes to fruition, you would then present the Waiver form again and have the client sign it, signifying that they fully understand and agree to the implicit conditions. A copy of this signed/approved waiver form would then be submitted as part of the final order. When this approach is used, there should be no misunderstandings or apprehensions concerning the signing of the waiver when the client is ready to order.

PDF Order Forms

Another area on the Dealer Resource page to review, is the Color Sample order form. A color sample block is not a replacement for a door sample. Simplicity is the only DMC line that does not require a door sample. All other DMC lines and custom color matches require a door sample. The custom color development process can be simple at times, and at other times very difficult. The door sample gives DMC a second chance to make any tweaks that may be necessary to the finish process. This door sample policy is to insure that the process will work on larger pieces and that the color and character looks the same on the door as it does on the color sample block. The door sample typically contains more variety in the wood grain and color that will be present on the job. This gives you, the designer, a chance to give the client a “heads up” that the job will also contain those same types of variations. If a custom color sample is accepted, the next step is to request a door sample with the approved custom color applied to it. We recommend that you order the color match and corresponding door sample at the same time. This allows DMC to manufacture the door sample while the color sample is being developed. Having both the color sample and door sample proceed simultaneously can save time.

When referencing the Color Match Form, please notice the price difference between an approximate color match and an exact color match. DMC has many colors and finish processes, but very seldom is a request for a custom color an exact match to an existing DMC custom or stock color. Before requesting a custom color match, please look through all DMC Color Sample boxes, (ie: Simplicity, Express, Harmony, etc) to determine if an acceptable match to one of our stock colors, already exists. We have occasionally had a color sample (from another source) sent to us by a designer, and we

have found a reasonable color match in one of our stock lines. So, prior to requesting a custom color sample from DMC, please check the stock colors found in in your DMC color sample boxes. If you find an acceptable match, you will be saving time and money.

Contacts

We have re-arranged some responsibilities at DMC and on the Dealer Resource page, we have updated the contact information regarding who to direct your questions, requests or concerns to. One of our goals at DMC is to provide the best customer service possible, and all our team members are willing to help. Contacting the person listed for a given inquiry, you will be assured of getting the quickest response.

If you have any questions or comments, please contact us and we will make every effort to promptly respond.

Thanks again,

DMC Management Team