

WHY CLOSETMAID?



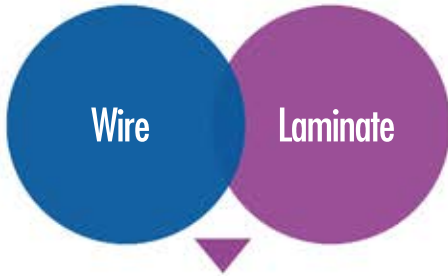
50
years

Pioneering
THE STATE OF
ORGANIZATION

ClosetMaid, a division of Emerson Electric (NYSE:EMR), has been providing quality, value and service to home builders for 50 years. With growing consumer demand for home storage and organization options, ClosetMaid's innovative and customizable systems can satisfy all lifestyles, budgets and tastes.

REPLACEMENT POLICY is the best in the business. Constantly working toward maximum sustainability, ClosetMaid is the only home storage and organization manufacturer to achieve both Indoor Air Quality Advantage Gold and Recycled Content SCS Certifications.

Endless Possibilities



Innovative Products

ClosetMaid offers a broad range of custom laminate and ventilated wire shelving styles and sizes to transform ordinary closets and storage areas into organized showplaces. We have a variety of products for **walk-in** and **reach-in closets**, **kitchen pantries**, **linen closets**, **children's bedrooms** and **nurseries**, **laundry/utility rooms**, **offices** and **garages**.

99% ORDER FULFILLMENT RATE	75 DEDICATED PERSONNEL	45% OF OUR SALES ARE GENERATED FROM PRODUCTS LAUNCHED IN THE LAST 5 YEARS
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Reach-in closet featuring ShelfTrack® in White and SuperSlide® hardware. Available in White and Satin Chrome finishes.

Walk-in closet featuring MasterSuite® in White with Chrome hardware. Also available in Antique White, Chocolate Pear and Warm Cognac finishes.

Environmentally Responsible & Healthy Homes

ClosetMaid's vinyl-coating process on wire shelving ensures durable encapsulation of steel wire and welds to resist chips, rust and UV discoloration.

ClosetMaid's ventilated wire shelving is certified by SCS Global Services, a leading third-party certifier for environmental labels and claims, for being made from 91% recycled content including 86% post-consumer and 5% pre-consumer recycled steel.

ClosetMaid wire shelving also earned additional distinction by earning **SCS' Indoor Advantage™ Gold Certification**. This distinction certifies that products meet strict indoor air quality chemical emission limits and supports a safe and healthy indoor environment for your homes and customers.

Products that carry the SCS Recycled Content and Indoor Air Quality certifications qualify you for LEED credits, ANSI/BIFMA X7.1/M7.1 compliance, meet CA 01350 and set you up to achieve the highest possible PHAROS score under the Healthy Building Network.

91% RECYCLED CONTENT	86% POST-CONSUMER	5% PRE-CONSUMER RECYCLED STEEL
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SCS INDOOR ADVANTAGE GOLD INDOOR AIR QUALITY



Tools of the Trade

to boost profitability

US and Canadian Networks

50-state installing dealer network coverage backed by 75 dedicated sales and marketing personnel with weekly deliveries to most markets. Canada also has a network of installing dealers and dedicated sales and marketing personnel.

Design Tool & Services

Easy-to-use design software and complimentary professional design services.

Custom Closet Upgrade Program

Increase profit opportunities by streamlining the home buyer upgrade selection process.

Shelving Cut and Hardware Calculator Mobile App

Minimize scrap and take the guesswork out of ordering shelves and hardware.

24-7 Online Ordering

Customers can conveniently order online, day or night.

Lead Generation

Benefit from consumer social media, online advertising, e-marketing, national website referrals and other ClosetMaid lead generation programs.

Free Replacement Policy

If a ClosetMaid product does not give the user complete satisfaction when installed in accordance with the manufacturer's instructions, it will be exchanged free of charge. Please note that only the unsatisfactory part in a multi-piece product will be exchanged.

MasterSuite® Custom Services

Respond quickly without carrying inventory. Special order custom parts (Made to Order) per project (Job at a Time).

4 of 5 New Home Buyers
CHOOSE TO UPGRADE
WHEN OFFERED
4 MASTER CLOSET UPGRADES.
in North America.

- ClosetMaid Home buyer Study 2014

INDUSTRY AWARDS

2013 & 2014 Gold Innovation
Award in Closet Organization
Systems¹

2014 Golden Hammer Award -
Best in Home Organization
Systems

1: Home Builder Executive, Aug. 2013 & 2014

NUMBER ONE (#1)

#1 Brand Used Most²

#1 Brand Used in Past 2 Years
by Builders²

#1 Brand Familiarity²

#1 Brand Used Most by
Remodelers³

#1 Brand in Closets /
Organizational Systems⁴

2: Hanley Wood,
Builder Magazine 2013 & 2014 Brand Use Study

3: Hanley Wood,
Remodeling Magazine 2013 Brand Use Study

4: Peninsula Publishing,
2014 Building Products Brand Survey Winner