



# Alison

*The Confused Consumer*

**FedEx**

**FedEx**

The FedEx logo is displayed in a bold, sans-serif font. The word "Fed" is rendered in a dark blue color, while "Ex" is in orange. A bright yellow arrow is positioned between the 'e' and 'x', pointing to the right. The entire logo is centered on a light beige background.

The FedEx logo is displayed in a large, bold, sans-serif font. The word "Fed" is in blue, "Ex" is in orange, and the "e" and "d" are in blue. The "E" and "x" are in orange. The logo is centered horizontally and vertically on a light beige background.

**FedEx**

**Can't be unseen.**

# CALGARY HERALD

PROUDLY CALGARY SINCE 1883

A DIVISION OF CANWEST PUBLISHING INC.

BREAKING NEWS AT CALGARYHERALD.COM



TUESDAY, JUNE 2, 2009

**Kitchen  
renos  
fall out  
of the  
spotlight**

**KIM GUTTORMSON**  
CALGARY HERALD

A battle of Alberta will decide which Canadian city will be in the fight to host the Expo 2017 world's fair.

Only Calgary and Edmonton have notified the federal government of their intent to bid on the event — which is being held the same year as Canada's 100th birthday — and Calgary's interest came as a surprise to Edmonton officials, provincial MLAs and even some civic agencies.

While Calgary's hand was forced by Canadian Heritage's release of its intent, few details are forthcoming.

"The City of Calgary has always been well known for taking strategic directions and moving forward at the appropriate time," Mayor

## **Kitchen Renovations 'not worth it?'**



# CALGARY HERALD

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vancouver 2010  
OFFICIAL SUPPLIER

• TUESDAY, JUNE 2, 2009

Moving  
away  
from  
kitchen  
renos

## Kitchens no longer #1 'the moving trend'

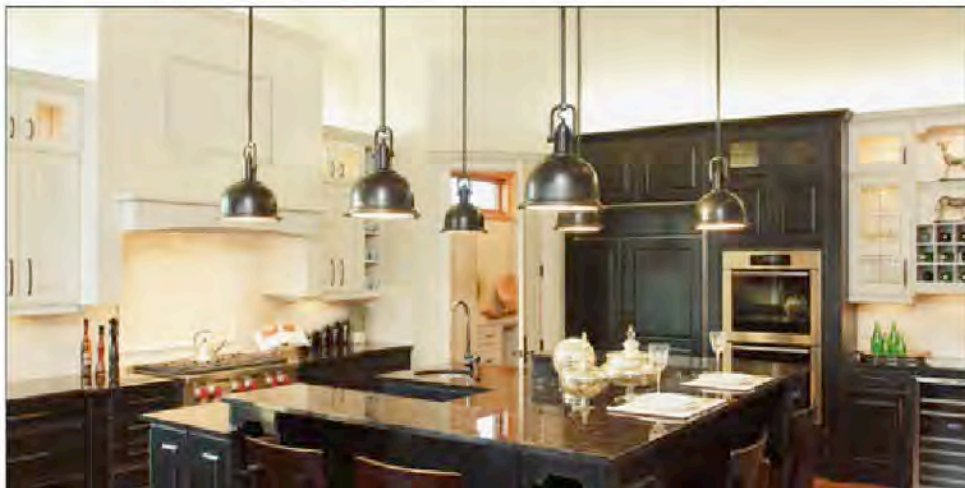
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"The City of Calgary has always been well known for taking strategic directions and moving forward at the appropriate time," Mayor Dave Bronckner said.



# Out is In

1-800-Unilock

Unilock.com

**UNILOCK**  
DESIGNED TO CONNECT



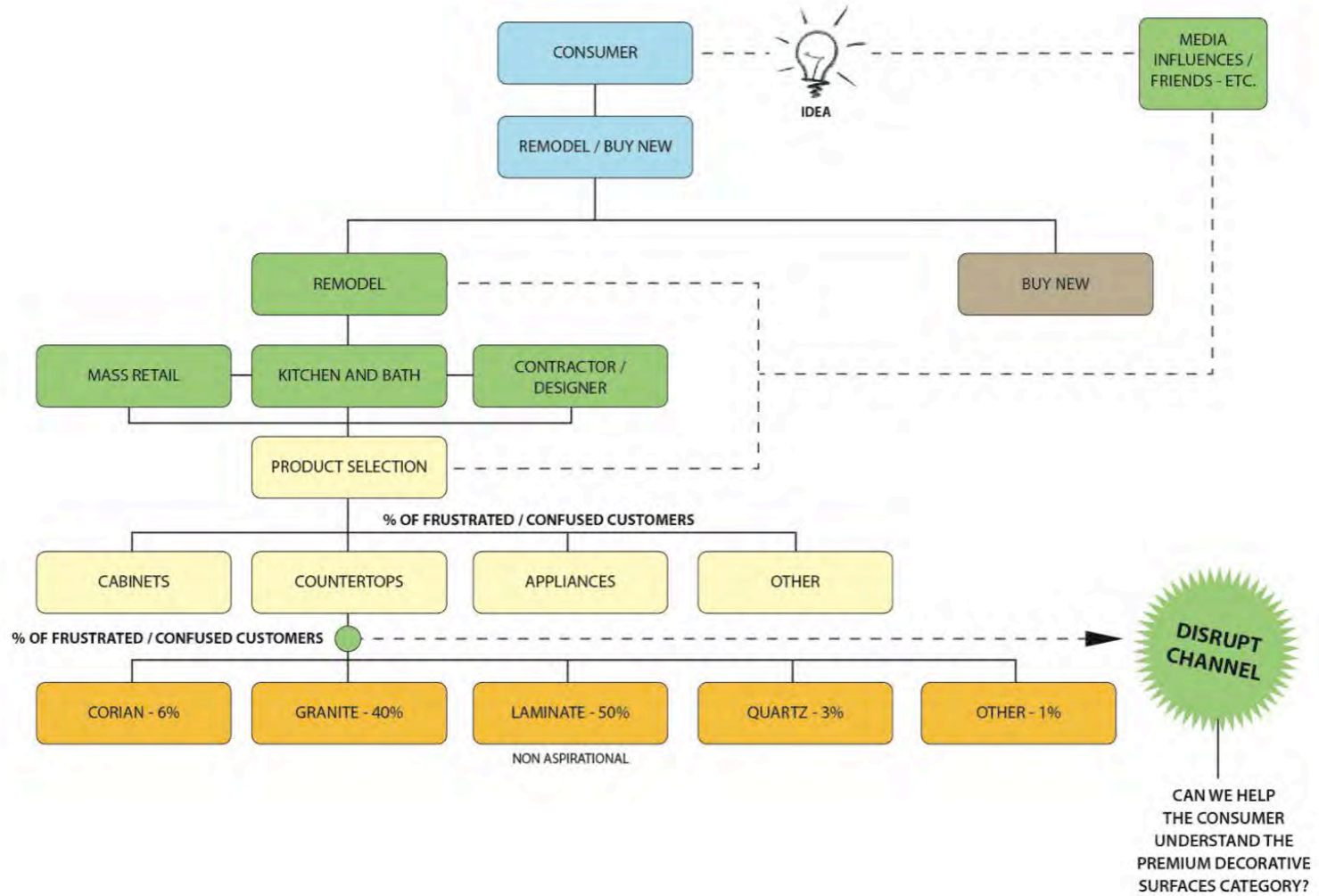
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**I GIVE UP!**





CONSUMER

REMODEL / BUY NEW



IDEA

MEDIA  
INFLUENCES /  
FRIENDS - ETC.



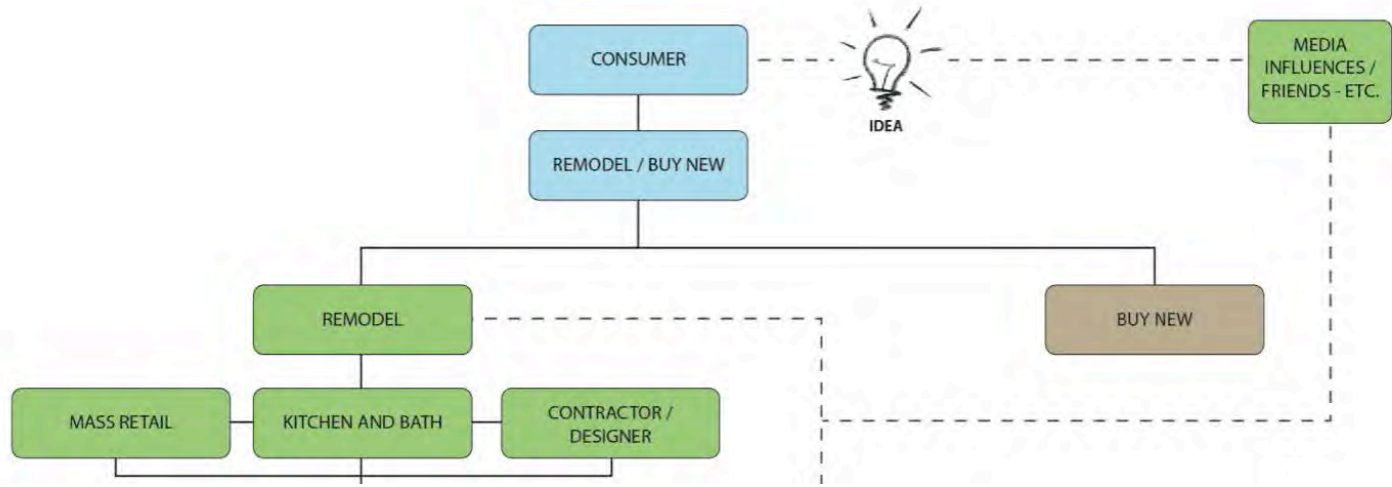
# Remodel?



# Buy New?

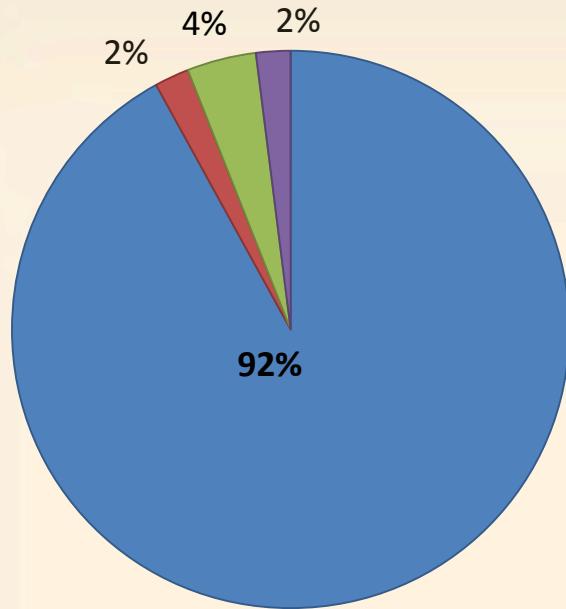






Consumers (with design assistance) are the dominant decision makers in the residential surfacing market. National, scale, and customer builder gatekeepers account for the remainder as they influence the decision of the home buyer.

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■ Consumer ■ National Builder ■ Scale Builder ■ Custom Builder

### **National Builders**

- Create an approved vendor list
- Decisions made at the site
- Builders often offer a base grade and upgrade option

### **Scale Builders**

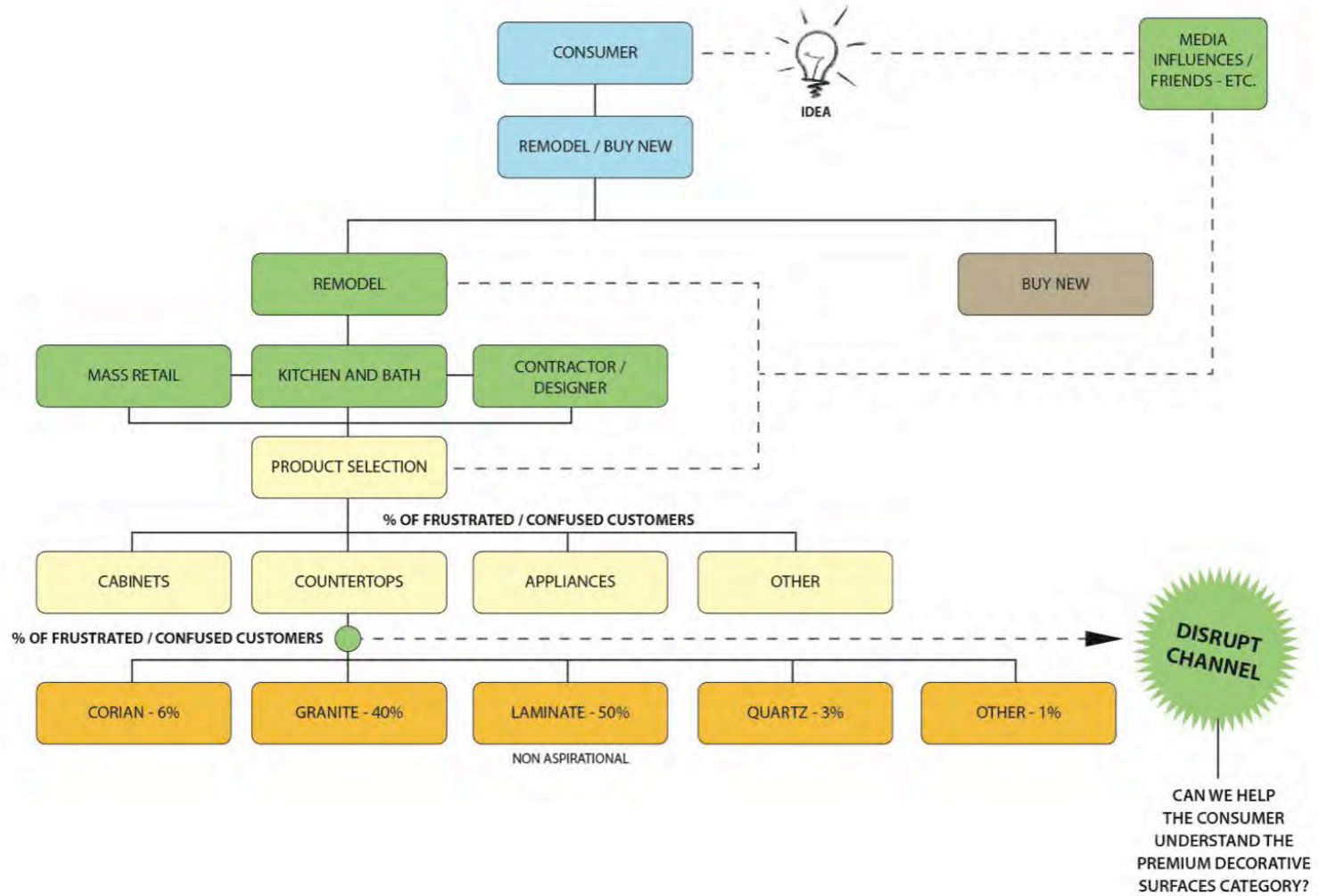
- Most often select material and offer consumers a range of looks
- May provide an upgrade option

### **Custom Builders**

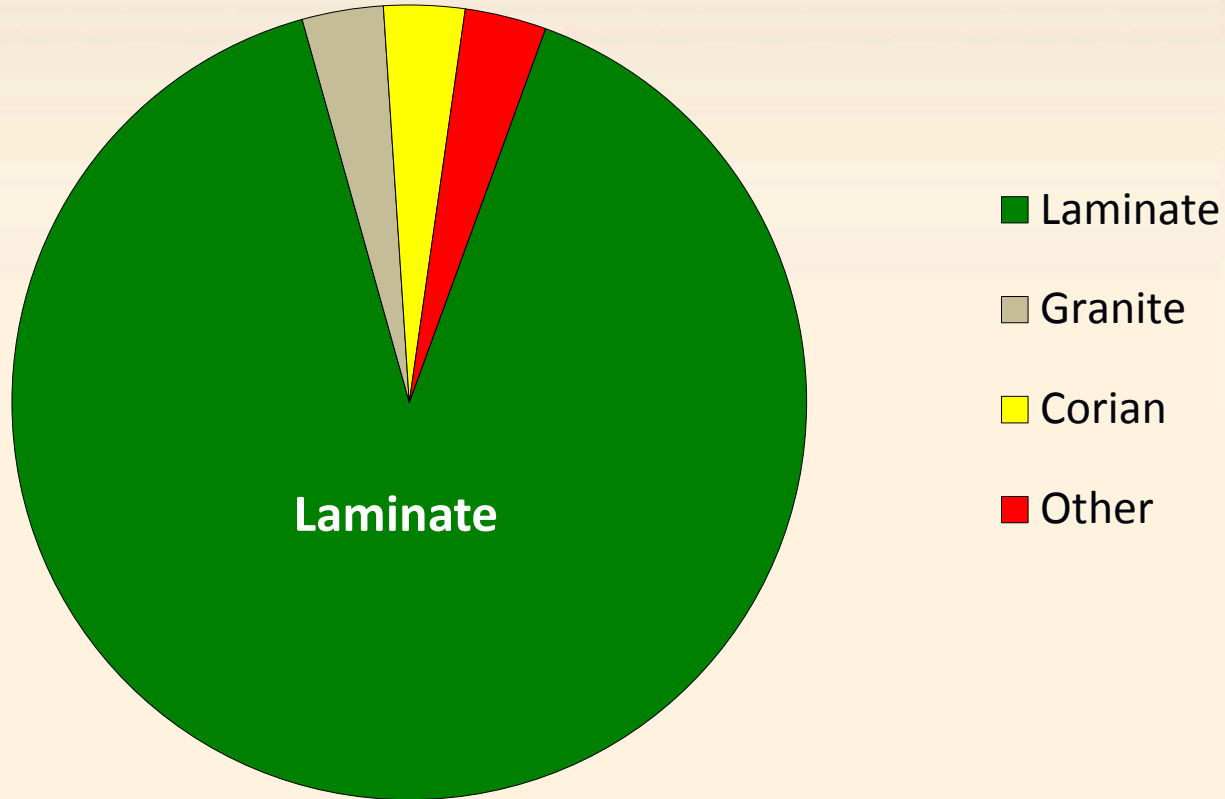
- More likely to defer countertop decision to the consumer

### **Consumers**

- Decision maker, but most sales are “design assisted” (A/D, installer, or channel)

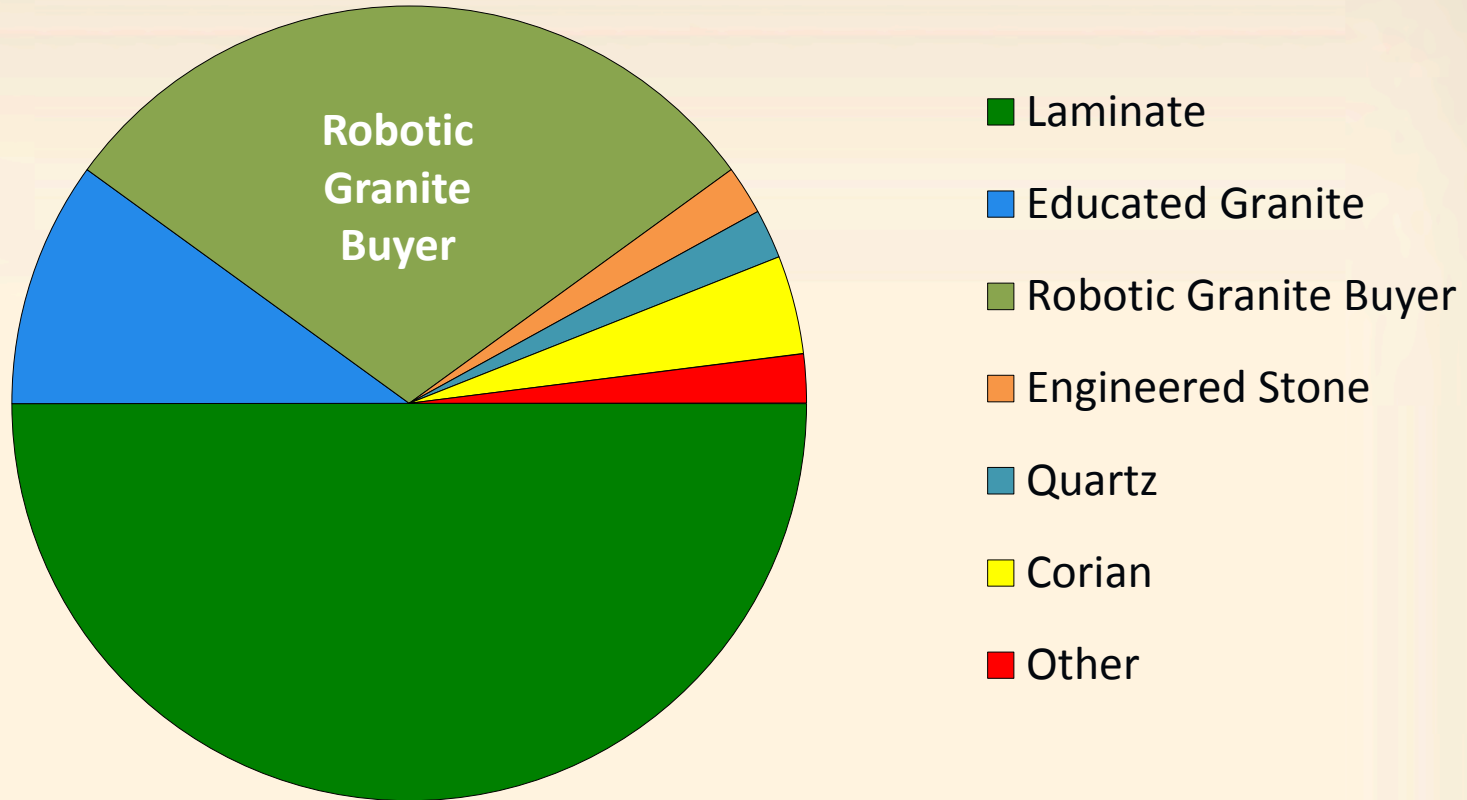


# Industry Perspective – Pre - 1999

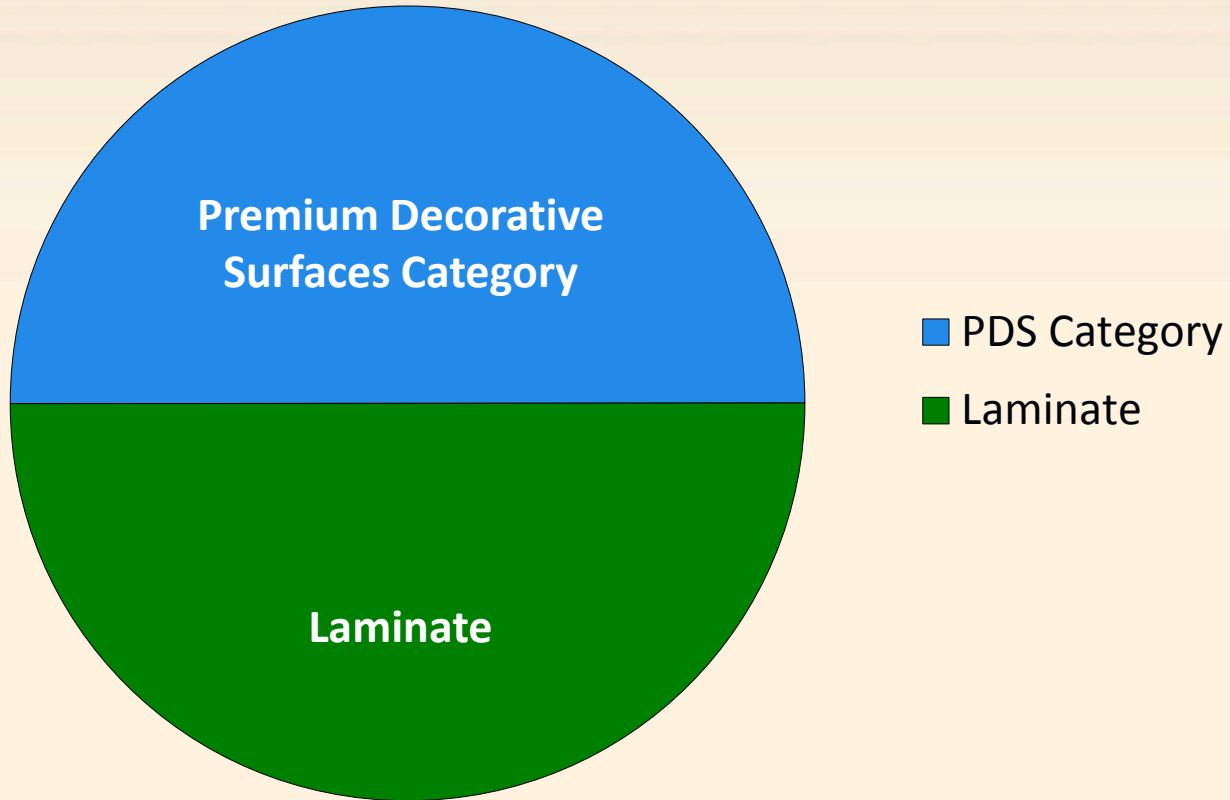




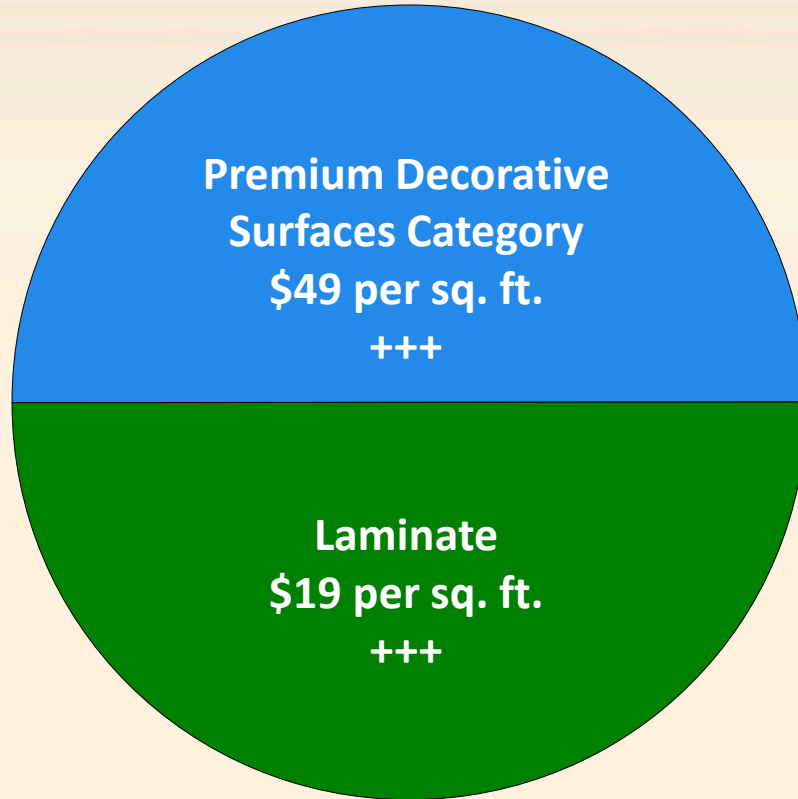
# Industry Perspective – 2000-2010



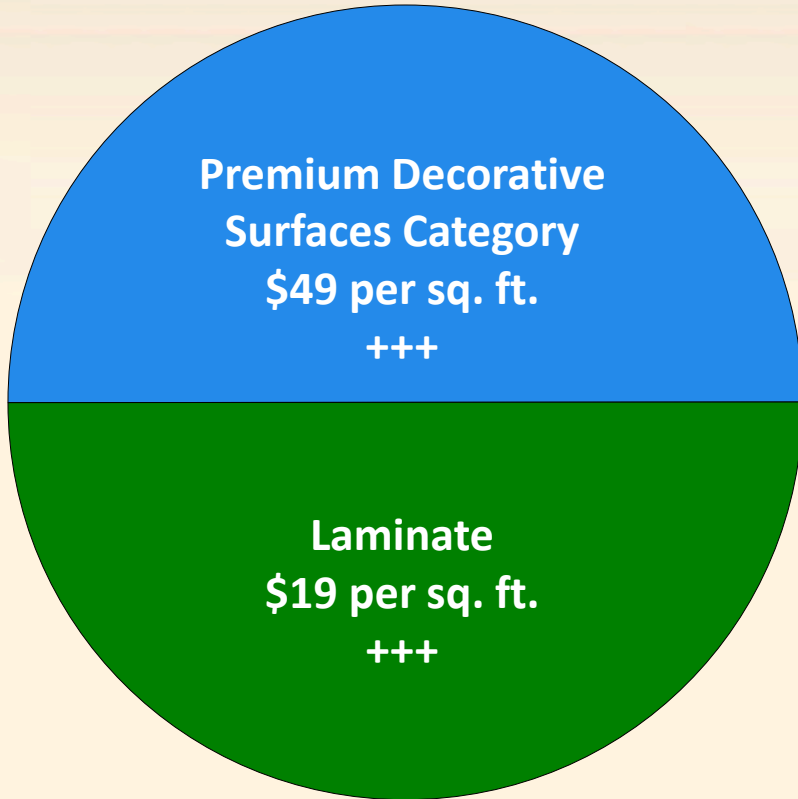
# Future End-User Awareness



# Communicating Price



# Communicating Price



Average PDS  
\$4,000 – \$6,000

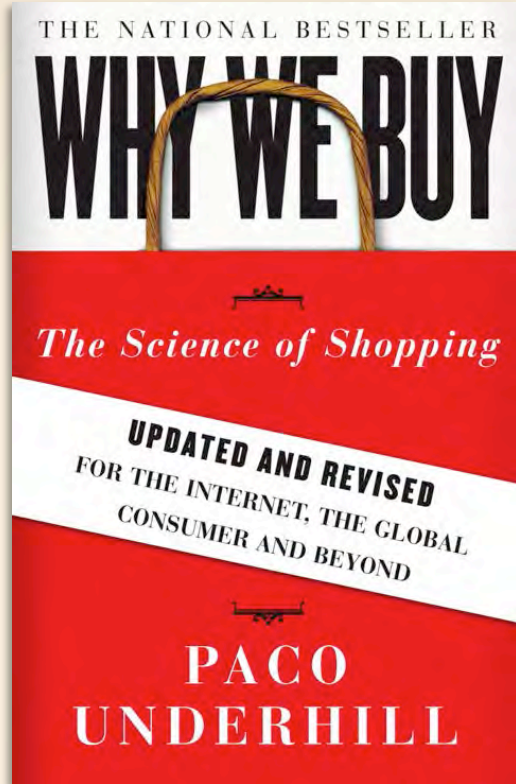
# Definition of Confusion



**Can we help YOU  
better understand the  
Premium Decorative  
Surface Category?**



# Results



If given the choice between **products** and given the right information, the consumer will at least have a sensible reason for choosing the **better item.**

- Paco Underhill, *Why We Buy*.

**EDUCATE THEM!**

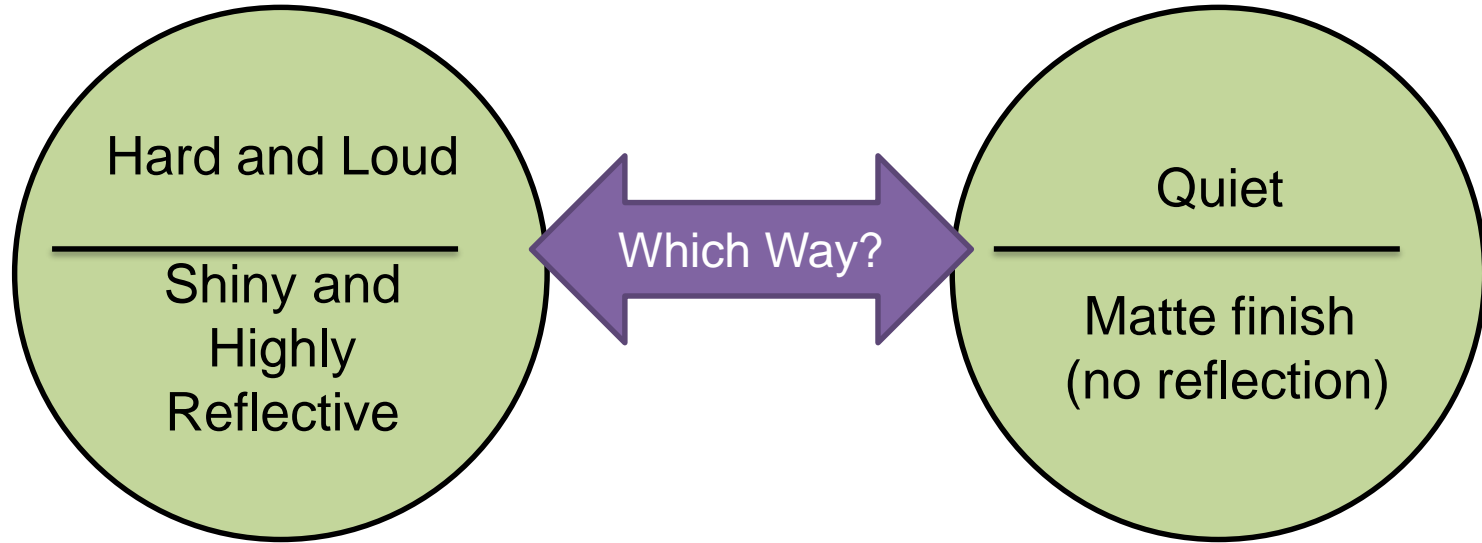
## Hard and Shiny Materials

- Natural stone
- Porous / Sealer required (Granite/Marble)
- Non-porous (Quartz)
- Under mount / over mount sink
- Seams in corners and as required
- Square backsplash
- Cold to the touch
- Shiny and highly reflective
- Smooth / slippery surface
- Hard and Loud
- Wipe and dry cleanup
- Scratch resistant
- Difficult to repair

## Seamless, Integrated Materials

- Integrated / Seamless
- Non-porous
- Hygienic
- Integrated sinks available
- Sophisticated edge details
- Integrated backsplash
- Smooth / silky surface
- Matte finish - no reflection
- Warm to the touch
- Quiet
- Wipe only clean up
- Scratch Resistant
- Repairable / Renewable

# End User Path – Educated Choice



**Hard and Shiny Materials**

**Seamless, Integrated Materials**





I CAN'T HEAR MYSELF DRINK



acoustics



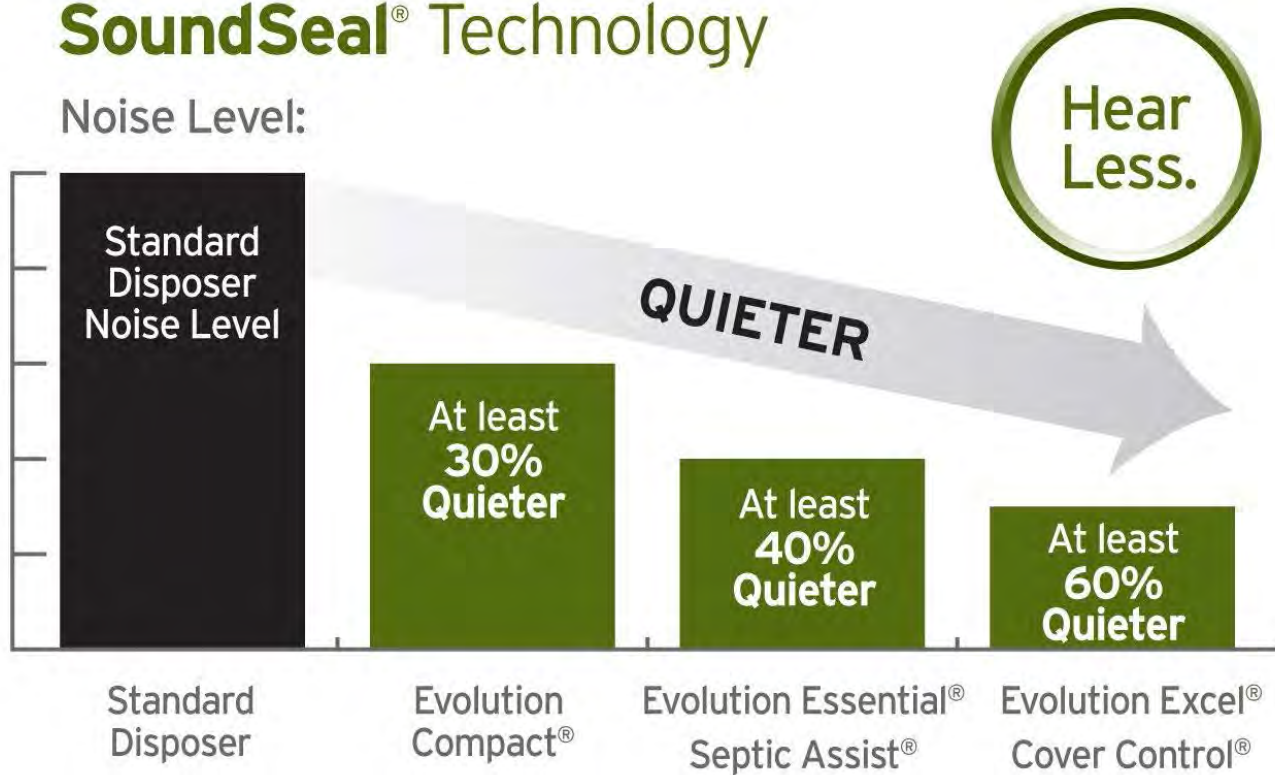
acoustics



# acoustics

## SoundSeal<sup>®</sup> Technology

Noise Level:



# acoustics

PROOF OF QUIET KITCHEN VENTILATION  
IS UNHEARD OF...

UNTIL NOW.

OTHER COMPANIES MAY TALK ABOUT HOW QUIET THEIR VENTILATION HOODS ARE. BUT ONLY ONE COMPANY CAN ACTUALLY PROVE IT - VENT-A-HOOD.

VENT-A-HOOD'S UNIQUE WHISPERTECHNOLOGY MORE THAN LIVES UP TO ITS NAME. EVEN WHEN THE FAN SPEED IS OPERATING ON THE HIGHEST SETTING, THE SOUND IT MAKES IS BARELY ABOVE A WHISPER. IN FACT, THE LOUDEST THING YOU MAY HEAR IS THE SIZZLE OF BACON ON THE STOVETOP.

SO HOW QUIET IS A VENT-A-HOOD? THE AVERAGE CONVERSATION IS APPROXIMATELY SIX TO SEVEN SONES. WHEN TESTED IN A CERTIFIED INDEPENDENT TEST LAB ON THE HIGHEST SPEED, VENT-A-HOOD RANGE HOODS MEASURED FROM 5.4 TO 6.6 SONES.

VENT-A-HOOD DIDN'T INVENT QUIET. BUT THEY DID INVENT THE INDUSTRY'S QUIETEST VENTILATION HOOD WITH THE RESEARCH TO PROVE IT.

THEY ALSO DESIGNED THEM TO BE THE EASIEST TO CLEAN. AND THEY COME WITH INDUSTRY'S BEST WARRANTY. NO WONDER VENT-A-HOOD CONTINUES TO LEAD THE WAY IN INNOVATIONS.

*Vent-A-Hood*

[www.ventahood.com](http://www.ventahood.com)



acoustics



hard &  
shiny





hard &  
shiny



hard &  
shiny



hard &  
shiny



seamless / integrated



seamless / integrated



seamless / integrated



My reality



# My Renovation





My reality



# My Renovation



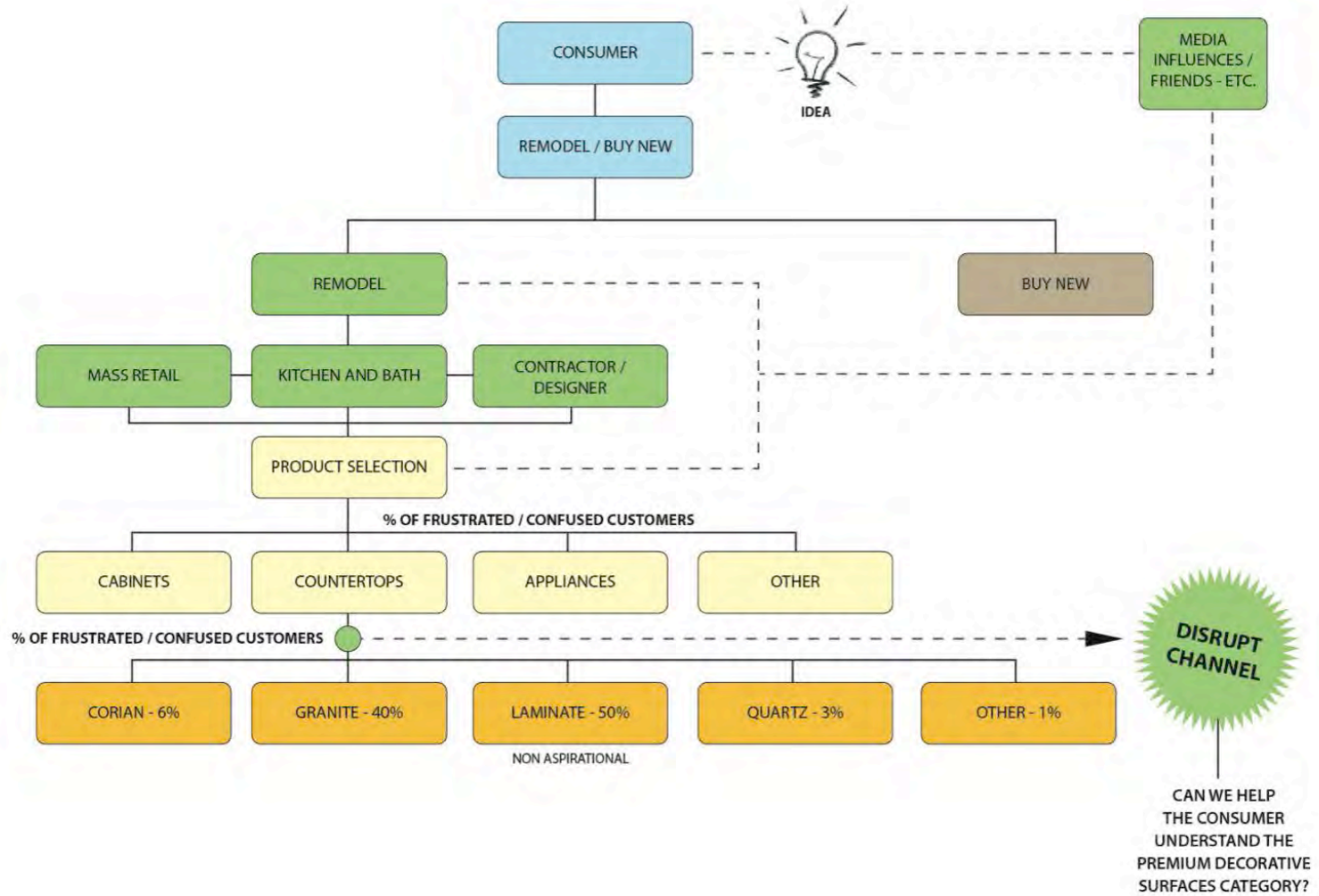


Point of  
Transition



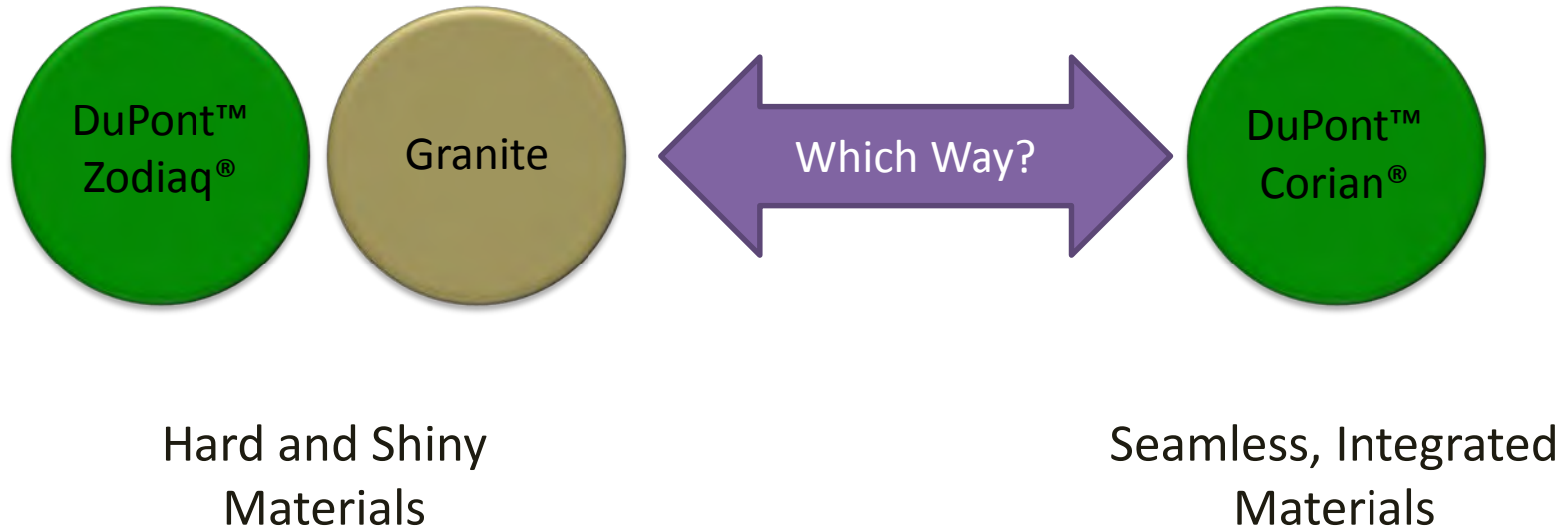
# My Renovation





# End User Path – Educated Choice

- Form Follows Function



# Remodel?



# Buy New?







# Thank You.

## Any final thoughts or questions?

*Lets keep the conversation going  
[mikehetherman.com](http://mikehetherman.com)*

*Mike Hetherman - C.K.D., C.E.O Willis*