

Oliveri - Quality Shines

WHY OLIVERI?



IF IT'S NOT OLIVERI, IT'S
A COMPROMISE™

BY OLIVERI BRAND STAINLESS STEEL SINKS
&
WESTERN SALES COMPANY





Oliveri

Quality
Shines







INTERNET & MAP PROTECTION

We understand that Internet plumbing retailers are difficult for independent dealers and wholesalers to compete with because low overhead allows these companies to price products with large discounts. In order to protect our small, independent customers, Oliveri has always maintained a strict Maximum Advertising Price policy at 20%, a practice that is rare among competitors.

 <p>Oliveri 220-0 Single Bowl Down Undermount Stainless Steel Kitchen Sink with Drainboard Item No: 220-0 Finish: Stainless Steel Rating:  Spec Sheet Available</p>	<p>Retail Price: \$787.00 Our Price: \$649.60 Add to Cart <input type="checkbox"/> Select Compare Now</p>
 <p>Oliveri 450U 400 Series Single Basin Undermount Kitchen Sink Item No: OLI450U Finish: Stainless Steel Rating:  Spec Sheet Available Read Customer Reviews</p>	<p>Retail Price: \$318.00 Our Price: \$279.40 Add to Cart Make An Offer <input type="checkbox"/> Select Compare Now</p>

Oliveri - 12-17% off

 <p>510-887 Kitchen Sink Stainless Steel Item No: 510-887 Finish: Stainless Steel Rating:  Spec Sheet Available Read Customer Reviews</p>	<p>Retail Price: \$925.00 Our Price: \$487.72 Add to Cart <input type="checkbox"/> Select Compare Now</p>
 <p>511-637 In/Undermount Bar Sink - Anthracite Item No: BLANS11-637 Finish: Anthracite Rating:  Read Customer Reviews</p>	<p>Retail Price: \$325.00 Our Price: \$182.58 Add to Cart <input type="checkbox"/> Select Compare Now</p>

Competitor "B" - 44-47% off

 <p>ELU1113 Bar Sink Stainless Steel Item No: ELU1113 Finish: Stainless Steel Rating:  Spec Sheet Available Read Customer Reviews</p>	<p>Retail Price: \$361.00 Our Price: \$207.76 Add to Cart <input type="checkbox"/> Select Compare Now</p>
 <p>ELUH311910R Bowl Kitchen Sink Stainless Steel Item No: ELUH311910R Finish: Stainless Steel Rating:  Spec Sheet Available Read Customer Reviews</p>	<p>Retail Price: \$1,005.00 Our Price: \$533.78 Add to Cart <input type="checkbox"/> Select Compare Now</p>

Competitor "E" - 42-47% off



RETAIL PROTECTION

Oliveri has always maintained a strong and loyal relationship with small and independent distributors and dealers. We try to lend support to our customers, from local inventory to margin protection.

- **Oliveri does not sell to large, chain retailers.** We understand that large chain stores can be difficult to compete with on price and can sometimes drive margins down. Oliveri continues to support the local, independent dealers.

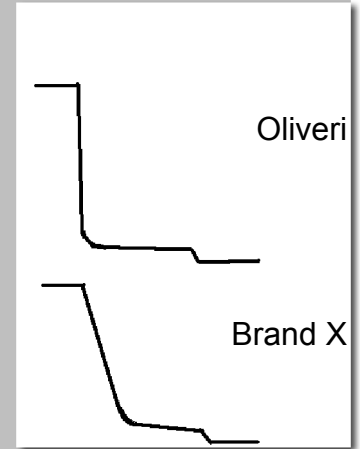
- **We stock local inventory.** Western Sales Company maintains a warehouse with almost all Oliveri SKUs.

- **We stock warranty replacement parts.** Local parts can resolve your customers' issues efficiently.

MANUFACTURING PROCESS

Multiple Draw Process

- Some stainless steel sink manufacturers use a **single draw process**, which forms the sink bowl through a single motion.
- The consequence of the single draw process is that **the steel is stretched and thinner**, compromising the structural integrity of the sink.
- Rather than cutting corners, **Oliveri uses a multiple draw process**, which causes less stress to the stainless steel and the **sink maintains overall quality**.



Sound deadening:

In order to reduce noise levels caused by doing dishes or running the disposal, Oliveri uses both an acrylic coating and pads that are three times larger than competitors. **Most manufacturers will only use one or the other. Tap Oliveri sinks and hear the quality difference.**

Space maximization:

Oliveri's deep-drawn bowls have tighter radius corners, which maximizes the space inside the bowl, making it more user friendly.

ADDED VALUE

In many ways, Oliveri adds value to an already beautifully crafted quality sink.

Shipping In order to maintain the quality and value of their sinks, Oliveri invests in high quality shipping and packing material for the sinks during transit. This is beneficial for everyone: it saves the wholesaler the hassle of returning damaged product and saves the consumer the annoyance of delaying his or her kitchen remodel.



Accessories With other sink brands, all accessories are an up-sell or extra cost to the consumer; however with Oliveri, necessary accessories (such as drains and basin protectors) are free with the purchase of the sink. Many additional accessories are also available for the consumer, depending on his or her personal needs.

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COLLECTIONS AND COMPARISONS

Oliveri and Sonetto

The perfect team for every sink – with 5 price levels, one to fit every budget

Oliveri Professional – When you demand the BEST! 1100 series sinks – 16 gauge – Softtone undercoating – oversized pads – 1/2 inch radius corners – accessories included

Oliveri – The bread and butter of the line. 200, 400, 500, 600 and 800 series sinks – Softtone undercoating– oversized pads – accessories included

Sonetto Professional Want that professional series look, but the price is a little steep? Then this line will work. S900 series sinks – 18 gauge with undercoating (lighter than Oliveri Softtone) – all corners are zero radius (butt joints) – no accessories

Oliveri Essentials – Need a little better price? (Pages 22 & 23 of the price book.) Some of our most popular 800 series sinks – pads are included – no accessories or Softtone undercoating

Sonetto – When Price is King, these sinks will save the sale!

Example – List Price comparison of the large single bowl:

1190U	Oliveri Professional 16 Gauge	\$1,246.00
890U	Oliveri (Your “go to” sink)	\$876.00
S990U	Sonetto Professional Series	\$650.00
90U	Oliveri Essentials	\$508.00
S190U	Sonetto	\$310.00

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