

# The ShutterSMART Report

## Helping You Make Money Month After Month

SEP 2010

Dear Shutter Dealer,

It's time to heat up your shutter sales! ShutterSMART, the largest polyclad wood shutter manufacturer in the U.S., provides a full line of high-quality factory-direct shutters that make it easy to turn your prospects into satisfied customers. Our goal is to help you grow your business, and this new monthly newsletter will help us show you how.

Sincerely,

*Viken*

Viken Ohanesian  
President  
ShutterSMART

### Custom Shutters Made in Just 5 Days!

ShutterSMART's California factory offers you a competitive advantage that you simply can't get anywhere else: next week delivery on custom-crafted shutters. So while your competitors are telling customers they'll have to wait 6 to 8 weeks for their Chinese-made shutters to make it across the ocean, you'll be installing shutters (and collecting payments!) the week after the order is placed.

### AllView: The Elegance of Shutters for Only \$7.95/square foot!

What do you do when customers want the look and feel of wood shutters but think they can only afford blinds? You show them AllView Louvers! Priced 30% less than our popular polyclad wood shutters, AllView offers a louver panel system that's the perfect combination of beauty, function and value. An affordable upgrade for the consumer – and a smart addition to the product line for you.



### Call Now & Replace Your Store Samples For FREE!

It's a fact: Fresh-looking samples help customers envision how beautiful ShutterSMART shutters will look in their homes. Worn-out samples, however, can actually hurt sales. If your samples are past their prime, call ShutterSMART today at 800-737-4569 to trade in your old displays for pristine new ones – FREE, through September 30<sup>th</sup>.



#### Go Green with ShutterSMART!

ShutterSMART Poly Vinyl Shutters are 100% recyclable and reusable. They never need to end up in a landfill. In fact, we recycle over a million pounds of Poly Vinyl every year!

The USGBC found that Poly Vinyl performs better relative to environmental impact than alternative materials studied.



Poly Vinyl is  
FIRE RESISTANT

Made in the USA



*Elegant. Carefree. Green.*