



SHOWPLACE CABINETS™

Employee Owned

ONE ENTERPRISE STREET | HARRISBURG, SD 57032 | P: 605.743.2200 | F: 605.743.2500

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Dear Dreammaker Bath & Kitchen,

The dedication you've shown to Showplace in 2018 has not gone unnoticed. Our 580+ employee-owners would like to extend a sincere appreciation to Dreammaker Bath & Kitchen for the trust placed in our brand and services. Your commitment is recognizable, placing you amongst an exclusive group of all Showplace dealers nationwide!

On behalf of all Showplace employee-owners, I would like to recognize you as a RUBY level 2018 "*President's Club Award*" winner. **Congratulations!**

We celebrate the success of our valued dealer-partners, believing that when you reach your goals, we have a better chance of reaching ours. As our product lines and programs continue to evolve, we're guided by your feedback and encouraged by not only your partnership, but by your friendship.

This past year has seen a variety of improvements and introductions, in addition to an entry in the record books. As a company, in 2018 we celebrated our best year yet in terms of sales volume, thanks in part to your hard work and dedication to our brand.

Throughout the year, we continued to offer successful sales promotions, which boasted great results for both our dealers and our brand. Showplace also continued to encourage dealer education through our sponsorship of the *Kitchen and Bath Design News* "Inspiring Clients: The Very Latest Design, Product and Marketing Trends" seminar series.

A few noteworthy highlights from 2018 include: our market share continued to increase with the third anniversary of ShowplaceEVO, our full-access cabinetry line. We continued to grow our EVO marketing resources and introduced a variety of upgrades, improvements, and modifications, including walnut, our newest and most-requested hardwood.

In 2018, we introduced our Subtle Vintage finish package to all lines, as well as a variety of highly-requested products to enhance the Showplace brand. In addition, ShowplacePRO, our online pricing and ordering program, saw continuous improvements based on dealer feedback.

We are thankful for your continued support and appreciative of the relationship we have with you, Dreammaker Bath & Kitchen. We look forward to another successful year in partnership. **Thank you!**

Best Regards,

Paul Sova
President and CEO
cc: Manufacturers Rep. Group Inc.