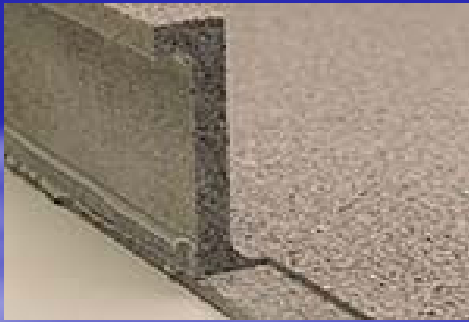


Solutions for Coving Backsplashes



Pinske Edge – 01/10

Consumer Benefits

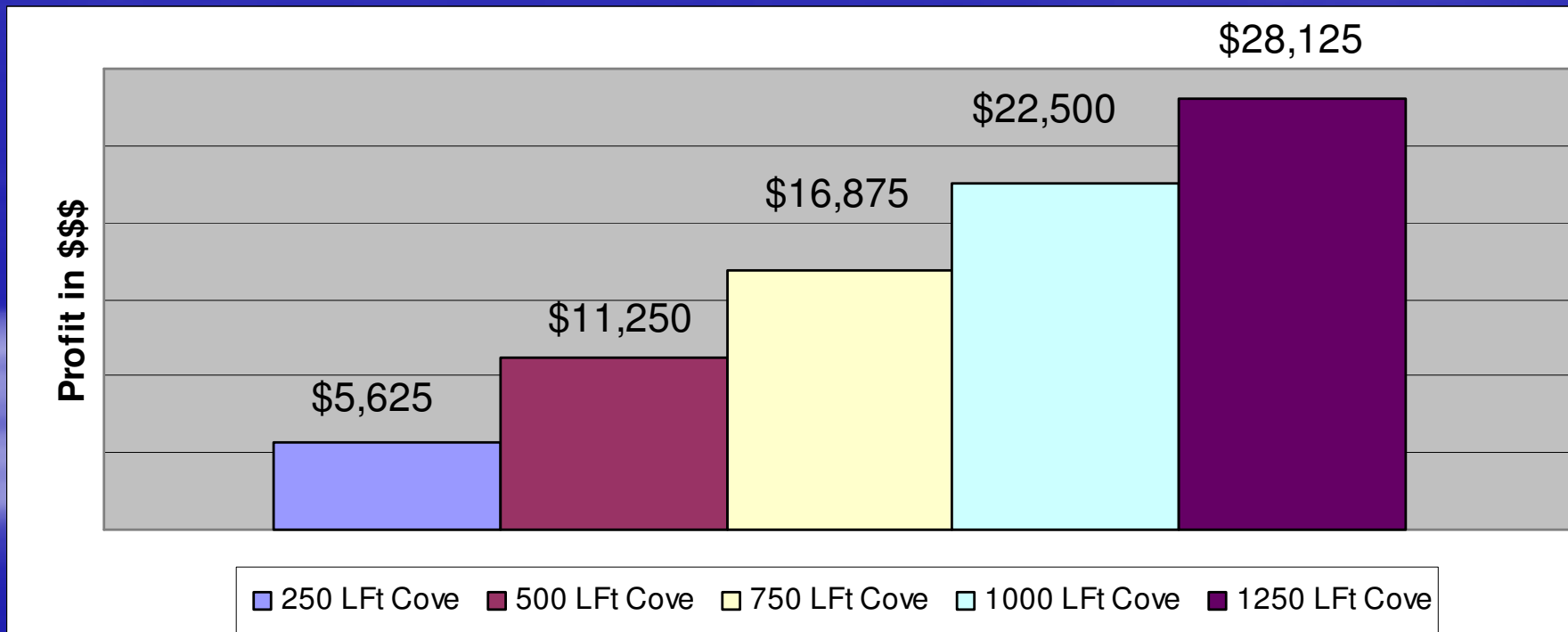
When offered the option, consumers **DESIRE and BUY** Cove over Butt Splash. They understand the value and are willing to pay the extra cost!

- Cleanliness
- Style
- Ease of Maintenance
- Look of Design



Your Benefits

- Make a good profit and provide clients with what they want!



How can I do this?

- With the Right Tools, coving is easy and
\$\$\$ PROFITABLE! \$\$\$
- We'll prove to you that you will be more
profitable by selling coved backsplashes as
opposed to butt backsplashes.

Butt Backsplash

- Let's assume you charge \$4.00 per L.Ft. for Butt Splash *and* your labor rate is \$50.00 per hour

If you make 50 L.Ft. of Splash and it takes you 2.5 hours...

Customer Charged.....	\$ 200.00
Labor Cost.....	\$ <u>125.00</u>
PROFIT.....	\$ 75.00 - \$1.50 per L.Ft.

Cove Backsplash

- USING A COVE ROUTER



Let's assume you charge \$30.00 per L.Ft. for Cove Splash *and* your labor rate is \$50.00 per hour

If you make 50 L.Ft. of Cove and it takes you 17.0 hours...

Customer Charged	\$1500.00
Labor Cost.....	\$ <u>850.00</u>
PROFIT.....	\$ 650.00 - \$13.00 per L.Ft.

WHAT DO YOU NEED?

- This is a time-tested method and a good choice for many fabricators. If you don't do more than one or two coved tops per month, this is a great alternative!

COMPLETE COVE PACKAGE - \$3623.00

- 12' Cove Backsplash Jig
- 12' Stand
- Coving Router and Bit
- Extra Coving Bit
- Rabbit Base with Fence
- Rabbit Insert Bit
- (70) Adj Wood Clamps
- (24) 3" Spring Clamps
- (30) J & L Clamp Kit
- Rabbit Stop
- Rabbit Inserts



In Dollars and Cents

- Using our calculations, after doing just 269 L.Ft. of Cove, you'll have your \$3623.00 investment paid for!
- After the initial investment, it's **total profit!**
- Thereafter, for ever 50 l.ft. of coved splash you do, you'll earn an additional \$575.00 over what you would have with butt splash!

Cove Backsplash

- USING A SHAPER SET-UP

Let's assume you charge \$30.00 per L.Ft. for Cove Splash *and* your labor rate is \$50.00 per hour

If you make 50 L.Ft. of Cove and it takes you 6.0 hours...

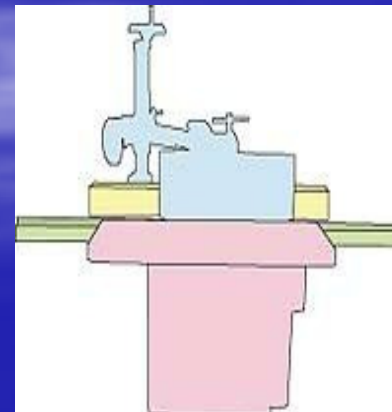
Customer Charged.....	\$1500.00
Labor Cost.....	\$ <u>300.00</u>
PROFIT.....	\$1200.00 - \$24.00/L.Ft.

WHAT DO YOU NEED?

■ #915XX Complete Shaper Package

3 Phase or Single Phase

- 12' Cove Backsplash Jig
- 12' Stand
- Rabbit Base w/Fence
- Rabbit Insert Bit
- Rabbit Inserts
- (70) Adj Wood Clamps
- (24) 3" Spring Clamps
- J & L Clamp Kit (30 pcs)
- 5 HP Shaper
- Power Feeder
- Table Extensions
- Shaper Set-Up
- Rabbit Stop
- Shaper Fence
- Shaper Cutter #91143



Shaper - pink
Feeder - blue
Fence - yellow
Table Ext - green

In Dollars and Cents

- Using our calculations, after doing just 356 L.Ft. of Cove, you'll have your \$8,549.00 investment paid for!
- After the initial investment, it's **TOTAL PROFIT!**
- Thereafter, for every 50 L.Ft. of coved splash you do, you'll earn an additional \$1125.00 over what you would have with butt splash!

WHAT DO FABRICATORS THINK?

- We use this method in our own Fab Shop because we know it's the most profitable as well as the easiest. But we asked others who use this method and here's what they say.....
 - “You can't justify not having it once you've had it”
 - “Coves aren't scary anymore – almost as fast as butt splashes”
 - “What a time saver!”
 - “We do 20 – 30 feet of cove in minutes – the whole process is reduced!”
 - “The Shaper Set-up is one of the best pieces of equipment we've purchased”
 - “My Cove jobs have increased considerably and I'm making more profit”

Need more Reasons?

- Templating, Scribing and Installing are the same whichever Cove method you choose. Because we pre-scribe, installing coved splash tops is a breeze. You can install coved tops *more quickly* than butt tops. We may spend an extra ½ hour when templating, but installation is faster. And remember, only one person templates and two (or more) install.

Need more Reasons?

- You'll never worry about customer call backs to correct separated joints at the backsplash – it's just not an issue!
- **Happy Customers** tell others – word will spread and customer referrals will come your way – this is free advertising and it's the best kind!

**It's up to you to take the next step
to higher profits!**

Contact

**The Pinske Edge
at 800-874-6753**