

COLE & CO.

THE ART OF DESIGN FOR THE BATH

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EDITORS; TIFF files available

COLE & CO. INTRODUCES BUILDER PROGRAMS Three Options for the Home Builder

February, 2004 --- With an ever-increasing need for custom and production builders to set themselves apart from the competition, Cole & Co., the Dallas based award-winning manufacturer of Furniture for the Bath™ is reaching out to the home construction industry with three new exciting programs.

Cole's *Traditions*™ Program offers builders a turn-key option including the convenience and cost savings associated with a departure from traditional vanity construction method that typically requires 4-5 sub-contractors. *Traditions* makes available Cole's award-winning Custom Collection line which includes multiple sizes of select maple vanity bases in a choice of hand-applied antique finishes. Choices also include options solid granite tops, sinks and designer faucets, in a turn-key option.

Showcase™ capitalizes on the movement toward design centers among the production community by placing Cole's Custom Collection and Bathroom in a Box™ pieces as upgrade options, and gives builders an additional source of revenue.

The most exclusive of the three, Cole's new *Signature Style*™, offers builders the option of creating their own custom vanities and accompanying pieces. Designed to be a key marketing and sales tool to attract buyers, *Signature Style* offers an opportunity previously unavailable to the building community.

Based on value, craftsmanship, distinctive style and delivery, Cole's new programs were designed to allow builders to capitalize on the growing trend of furniture-styled vanities while offering a value-based option.

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Christopher Cole, President of Cole & Co., believes Cole's *Traditions*, *Showcase* and *Signature Style* will be a huge success with production and custom builders at a time when the housing market is seeking to increase profitability and reduce costs. "One of the most exciting aspects of purchasing a new home is the thrill of making design choices. Our new programs deliver incredible savings, marketing possibilities and an additional revenue source for builders, while giving the home-buyer the ability to make a house uniquely their own," said Cole "What's not to like about that. It is a win-win situation."

To learn more about Cole & Co. visit www.vanitybath.com, or contact:

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