



# THE CHRIS JOHNSON NEWSLETTER

Westchester Marble ~ Consulting ~ Monocibec

May 2000

## New Materials That Are A "Must" For Your Showroom

Here are some highlights of products you should be showing, with their corresponding page number in the new price book.

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Jerusalem Gold and Jerusalem Ramon Grey Limestones (new lower prices!) - page 7 & 15

Wapanucka Limestone (yes, it's back!) - page 7

Ivory Cobblestone (same sizes as Caramella) - page 7

Chinese Mosaics (polished and antique stones of many styles, colors and sizes)- page 21 thru 27

Madras Tumbles Slate Collection (basket weave & herringbone patterns on mesh, plus many other items) - page 28 thru 30

Reclaimed French Terra Cotta (guaranteed to be over 100 years, old) - page 36

Antique Marble and Honed Durango Sinks (yes, we are in the stone sink business!)- page 44 & 45

Call customer service, or mail in the sample order form today.

## Major Changes with new WMG Tile Price List

Somewhere, buried in your inbox, is a large, thick envelope from Westchester Marble & Granite. On it, is a bright sticker that reads "new price list enclosed".

Let me tell you some of the many changes this new price list entails, and why we are excited.

First, the new price list completely replaces any old price lists. None of this "replace the old section two with the new section two". Basically, go to your WMG binder, throw everything in it in the trash, and insert the new documents.

Second, please note, the new price list is a Suggested Retail Price List, and not wholesale. Therefore, you need to take your discount to calculate your cost. Your discount is found in the cover letter. If you are not sure, please call me (1-800-634-0866 ext 360). The purpose of this change is to help you. Over the years, we have accumulated customers in our computer who may have purchased years ago, but who no longer support our program. These people will not receive any discount off the new

prices. We are trying to reduce availability of our line, and support those companies who support us. If you received this newsletter in the mail, we consider you one of our supporting customers! (Of course, feel free to sell at any price you want – these are only suggested retail prices, and are not binding in any way).

Third change is the use of product pictures right next to the actual product info and prices. No more looking in the back to see what Antique Limestone Border #17 looks like!

And lastly (and to me, the most important change) is the discontinued/close out list. Our line needed pruning – especially the items whose vendors were undependable, and often left us unable to properly serve you. Any products that were constant trouble, we tried to eliminate. This is the first time we have made so sweeping a change, and we are sure it will help us to serve you better.

On page 3&4 your will find a new sample order form to update your showroom.



## Westchester Opens New Atlanta Showroom

"The grand opening of our new, Atlanta Showroom and warehouse was a resounding success. Close to 400 people attended the Grand Opening celebration, Thursday evening (April 13), and the consistent message from the designers, architects, fabricators, installers, distributors and press was that the quality of the showroom, the materials, and the merchandising was unprecedented in Atlanta!

"Special mention of a few individuals is deserved. Jeff Lupica, for spearheading the project and seeing it through to a dazzling conclusion; Tom Thyne, for his incredible designs and displays; Margaret, Nikki, Allen, and the entire Atlanta staff working tirelessly to get the showroom up and ready in the nick of time, and for living through a year

of construction; Robert Gutt, for hooking everything up so that we can communicate with Atlanta so easily; and the staff in Durham and New York for keeping the money, material and the orders flowing through it all; and all of the folks from East Coast and West Coast who pitched in the last couple of nights to make things perfect for the grand opening celebration.

"Congratulations to all. We can expect many great things to come out of this experience."

- remarks by Jonathan Zanger

To see Atlanta online, visit;  
<http://www.linley.com/atlanta.htm>



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## NEW WMG SAMPLE ORDER FORM



On your right, you will find a new WMG Sample Order form. This corresponds to the new suggested retail price list mailed to you from Westchester Marble & Granite.

Based on the new price list, I have removed any items we are phasing out, and left only the items and collections that are in our continuing program.

You can use this form to;

- A) take an inventory of your current WMG samples, and throw out anything not on this list.
- B) review our current program in one simple form, and determine if you are showing our complete line
- C) order samples of the items you are not currently showing.

Given the dramatic changes in our line recently, and the time it will take for me to get around my territory, I felt compelled to share this document with you the fastest way possible.

For future use, I always update these forms as our line changes, and you can download the latest version online at;

<http://www.linley.com/SAMPLEBIG.PDF>

Hint; mail it to the office (don't fax it). That way, page 1 & 2 won't get separated, and you will get all the samples you asked for.