

# Survey of Major Yellow Pages Advertisers \*

## Bathroom Fixtures / Accessories - Retail

### Comparative Ad Analysis for \_\_\_\_\_

<b>Primary Products &amp; Services Offered:</b>	Bathroom Fixtures Sold Retail/Wholesale Residential/Commercial/Indus. Bathtubs/Sinks/Toilets Vanities/Cabinets Tub/Shower Enclosures Shower Doors/Shower Pans Faucets/Plumbing Fixtures Whirlpool Tubs/Bidets Spas/Jacuzzis/Saunas Tub/Shower Walls Installation/Remodeling Svc Tub/Shower/Sink Resurfacing - Fiberglass, Porcelain, etc. Steam Showers/Steam Units Custom Marble Tops New Construction	Materials Listed - Marble, Onyx, Granite, Fiberglass, Ceramic, French Limestone, Swanstone, Wicker, Brass, Chrome, Wood, Mica, Soapstone, etc. Architectural Needs/Custom Tile Handicap (ADA) Bathroom Needs Wall Systems/Entry Lock Sets Cabinet Hardware/Scales Shower Heads (Water Saving) Lavatories/Pedestals Bathroom Design Service Custom Fabrication Bathroom Remodeling Service Corner Showers/Tub Liners Toilet Partitions/Kitchen Cabinets <b>EMPHASIS ON SHOWROOM</b>	Integral Sinks/Medicine Cabinets Appliance Refinishing/Porcelain Reglazing Disposals/Other Appliances Designer Faucets/Hardware/Repair Parts Pipes, Handles, Hinges, Switchplates, etc. Lighting Fixtures/Mirrors/Pictures Energy-Saving Shower Heads Pedestal Lavatories/Urinals Designer Colors / Brass Faucets Shower Curtains & Rods Rugs & Towels/Towel Bars Soft Toilet Seats/Cultured Marble <b>ILLUSTRATIONS - FIXTURES</b> Kitchen/Bath Counter Tops Plumbing Supplies – Retail/Wholesale Contractors Welcome			
<b>Key Brand Names:</b>	Acrylica Allumax American Stndrd Amera Baldwin	Blanco Bosch Cherry Creek Corian Delta	DuPont Eljer Elkay Epic Eurobath	Formica Granite Express Grohe Imperial Jacuzzi	Jado Kindred Kohler KWC Merillat	Moen Price Pfister Technistone Toto Wilsonart ETC.
<b>Confidence Factors:</b>	Years in Business/References Licensed/Insured (Contractor) (Expert) Designers on Staff Certified (Brand) Showroom <b>BRANDS EMPHASIZED</b>	National Kitchen & Bath Assn Certified Fabricators–Corian, etc. Technical Assistance Size of Inventory/Showroom Non-Toxic/Non-Flammable	Work Guarantees (Contractor) Product Warranties/Direct Distributor Before & After Photos Specialty - Hardware, Plumbing, etc. Work With Architects/Builders			
<b>Convenience Factors</b>	Hours/Days Open Location Data/Map Credit Cards/ATM/Financing Large Inventory In Stock Evening/Weekend Hours	Ample Parking Immediate Delivery Toll-Free/Fax Number <b>Information at Website</b> <b>Invitation to Visit Website</b>	Website/E-Mail Address Free Remodeling Estimates Free In-Home Quotes/Multi-Locations Large Showroom/Walk-In Displays Do-It-Yourself Advice			
<b>Special Services or Extras:</b>	Kitchen Cabinets, Sinks & Accessories Decorator Switch Plates Gift Certificates Antique Restorations	World-Wide Export Kitchen Remodeling Door Locks Custom/Stock Items Plumbing Supplies	Registered Showroom – Kohler, etc. “Plumbing Specialist” Trade Discounts/Monogramming “Top Brands at Discount Prices” Water Heaters/Disposals			
<b>Typical Related Headings:</b>	Bathroom Remodeling Plumbing Contractors	Kitchen Cabinets Plumbing Fixtures–Parts & Supl.	Bathtubs & Sinks - Refinish/Repair Spas & Hot Tubs / Shower Doors & Enclos.			