

Sales Tips

Easy add-on sale with stone

Adding Bronzework Studio to a stone or porcelain sale can easily increase the sale by 25%.

For the most successful salespeople, recommending Bronzework Studio tiles to stone customers becomes a habit – just like someone selling mens' suits make a habit of recommending a shirt and tie to every suit customer. You can't sell what you don't offer!

To avoid sticker shock, quote prices by room, not by tile

It's easier for a client to decide to spend \$500 to "make a statement" in a room than it is to think about paying \$50 per tile. You'll sell more if you do some quick math, and quote the room price, not the individual tile price.

Aim high

Our best salespeople start their designs at an aspirational level. They leave it to their customers to scale back the design back to suit their taste and budget.

Add harmony

With our Classic collection, it's easy to add harmony to a room by using two or more sizes of the same pattern. For example, suggest to your clients that they use the 2½ inch Blooming Leaf in the floor, and the 1¼ inch Blooming Leaf in a wainscot.

A tile in hand

Our most successful salesperson carries one of our larger cast tiles in her pocket. After she shows her customers our tiles in a display board, she hands them the tile. She tells us that as soon as customers feel the weight of the bronze and rub their fingers over the smooth surface, the sale is easy.

Finding the right words

Here are some words and phrases salespeople have found helpful in describing Bronzework Studio tiles.

- Refined
- Beautifully finished
- Have a feeling of permanence
- Classic
- Timeless
- Like jewelry for a room
- Adding another level of detail
- Elegant
- Have a Zen-like quality (Mantra and Terrace)
- Like small bronze sculptures
- Luxurious
- Understated

Our tiles are expensive, but that's OK!

New salespeople sometimes doubt their ability to sell expensive tiles. Have confidence! Use the high price to your advantage. Many of your customers can easily afford another \$500 or \$1,500 to make their homes extraordinary. (Think of what they're paying for their kitchen range or for their glass shower enclosure.) They want to spend money to make their homes distinctive. That's why they came into your showroom. The first time you sell an order of 80 insets and 100 liners, you'll know what we mean.

We are here for you!

If you ever have a question, please call us at 773 784-2628. We hope you will soon learn that we are a famously friendly company, dedicated to making your job enjoyable and profitable. We look forward to getting to know you.

Recycled Content and Sustainability

Our cast bronze tiles consist entirely of 99% post-consumer recycled material.

- ◆ The patinas on our cast bronze tiles are entirely natural, created passively by the atmosphere surrounding the tiles. No chemical patinas are used. (Chemical patinas typically contain toxic materials.)
- ◆ The molds for our cast bronze tiles are made of sand which is continuously cleaned and reused. The small amount of waste sand generated is reclaimed and sold as a consumer product.

All of our tiles are made with an ecological awareness

- ◆ No metal is wasted or discarded in manufacturing. Waste metal and finished tiles not meeting our quality standards are melted down and the metal is reused.
- ◆ Tiles are highly durable and will last for generations without needing to be repaired or replaced.
- ◆ Tiles can be cleaned with nontoxic, water-based cleaning agents.
- ◆ No off-gassing.
- ◆ All packing cartons are recyclable.
- ◆ Office paper and packaging that cannot be reused is recycled.
- ◆ Studio is lit, in large measure, by daylight, reducing energy usage.
- ◆ “Cradle to Grave” impact: Upon ultimate demolition of a home or installation, Bronzework Studio tiles can be removed without breakage or harm, and reused or recycled.
- ◆ Safe packaging keeps shipping losses to near zero levels, reducing waste and the energy cost of reshipping.
- ◆ Lowitz & Company has a near-perfect record for on-time and accurate shipping, eliminating the need for redundant shipping and returns.

Placing Orders

Lead time

We ship most orders within two weeks. For orders over 100 pieces, please call us before quoting a date to your customer.

Rush orders and add-ons

We can almost always fill orders in just one or two days, but please call us before offering a quick delivery to your customer.

Shipping

Most shipments are made via UPS ground. Large orders may be sent via common carrier by request.

custom work

We can make custom pieces, but due to the expense of carving, dies and molds, it is usually only economical for orders of over 100 pieces.

Samples

Samples shipped to your showroom are discounted 50%. Short Precision liner samples are available at no charge (shipped on your UPS or FedEx account).

Returns

It is our policy to always take back incorrectly ordered tiles and issue you a credit for all tiles returned in good condition, minus a 25% restocking charge.

Phone

773 784-2628

Fax

773 784-2656

E-mail

orders@lowitzandcompany.com

Customer Service

You are our link to the world!

We always look forward to getting to know new salespeople. Without you our tiles would simply gather dust on our shelves. We never forget this! And we pledge to do all we can to make you happy to be doing business with Lowitz & Company.

Solving Problems

If you ever have questions or complaints about our tiles or our service, please tell us immediately. We will do everything in our power to satisfy you. In matters of satisfaction, we believe the customer is the final judge.

Terms

All prices are FOB Chicago. Payment is due before shipping. Once you establish a great payment history with us, your terms will change to Net 15.

Insurance and Damage Claims

All merchandise is shipped fully insured. Please inspect all shipments promptly and, in the case of damage, file a claim with the carrier. While the claim is solely the consignee's responsibility, please inform us that you have filed a claim so we may assist you in any way possible.

Waiver of Guarantees

Because the life of a tile is critically affected by the quality of installation, we regret that we are unable to offer any guarantees as to wear resistance, durability, or other problems which may be caused by improper use or installation of our tiles. To avoid problems, please choose your installer carefully.

BRONZEWORX STUDIO

UNSURPASSED METAL TILE

LOWITZ & COMPANY

TILE ARTISTS • EST. 1990

MADE IN THE UNITED STATES

Our Secrets Revealed!

Artistry + Reliability

Since we began making tiles in 1990, we have known that success depends on both our artistry and our reliability.

We are imaginative and free-thinking when it comes to designing our tiles, but when it comes to production, filling orders and working with our customers, we are as grounded and steady as can be.

A personal spirit

We value the human connections that making tiles invites. In addition to getting to know you, our salespeople, we reach out to each customer by including a handwritten thank-you note with every order.

The quality of daily life

We do everything we can to make selling our tiles easy, fun and hassle-free.

We measure everything we do by how it improves the quality of daily life – your life, your customers' lives, and our lives here in the studio.

And we always try to have fun while we work. After all, as Annie Dillard wrote, "How we spend our days is, of course, how we spend our lives."