

Brand Guide

Prepared For
VHI Cabinet Specialties
January 2024



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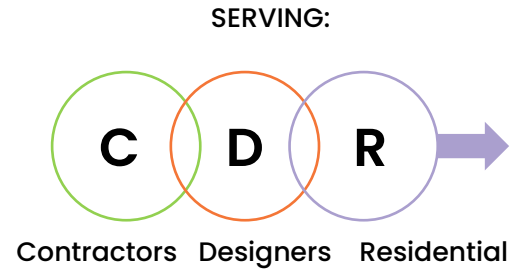
Brand Difference

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Introduction



Who we are

At VHI, we don't just make cabinets; we craft experiences. The benefits of choosing VHI extend beyond aesthetics – it's about supporting local economies, investing in enduring quality, and becoming a smart shopper in the world of custom cabinetry.

Our Unique Selling Proposition (USP) is a promise to you – a promise of quick turnarounds, unparalleled customization, and cost-effective solutions. We are not just a manufacturer; we are your direct connection to a world where your vision meets our craftsmanship.

A symphony of unlimited possibilities



ABOUT US

Crafting Dreams Into Reality

At VHI, our story is one of passion, precision, and the pursuit of perfection. Founded on the principles of unparalleled craftsmanship, we have evolved into the premier custom cabinet maker for residential and commercial spaces. In the heart of Rochester, NY, our skilled craftsmen bring to life the visions of our clients, transforming houses into homes and kitchens into the heart of family life. Our commitment goes beyond the creation of cabinets; it extends to the very soul of your living spaces.

As the largest custom cabinet maker for residential needs in our area, we take pride in contributing to the local economy and promoting the spirit of American-made craftsmanship. Our brand is more than cabinets; it's a commitment to quality, a dedication to the local community, and a promise to be your trusted partner in creating spaces that resonate with your essence. Welcome to VHI, where every cabinet is a work of art, and every home is a canvas waiting to be adorned.



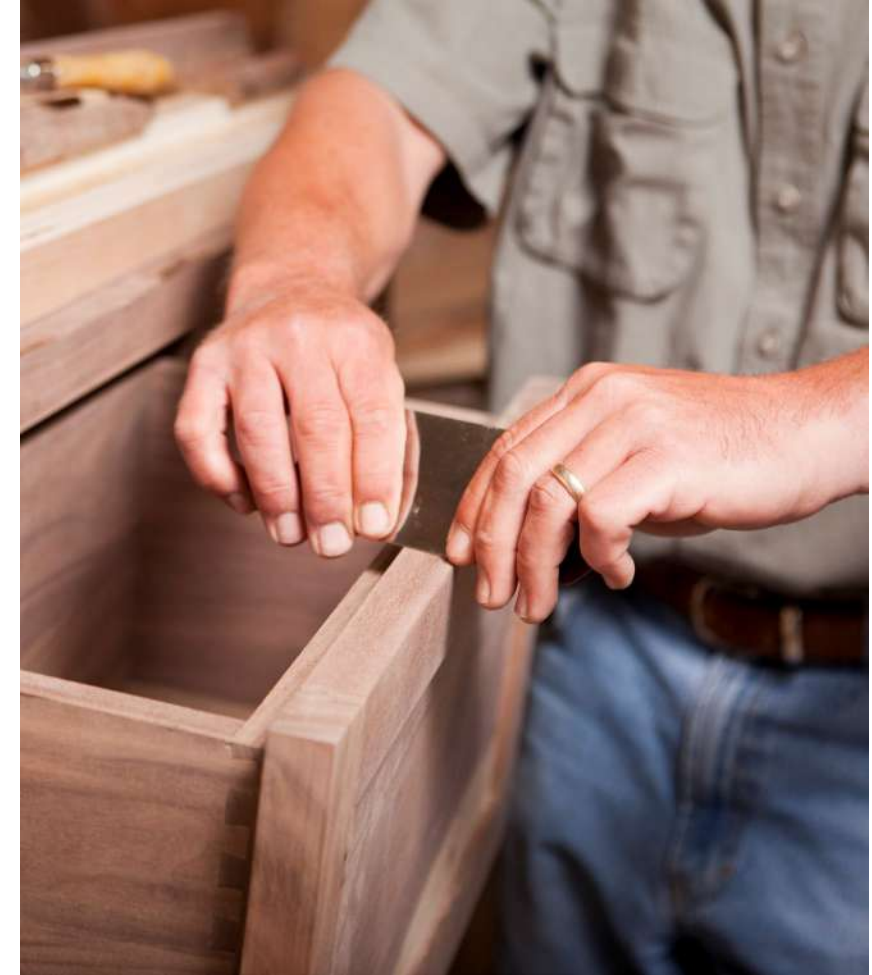
BRAND DIFFERENCE

Complete Customization

What sets us apart is our dedication to the art of customization. VHI is not just a manufacturer; we are craftsmen, and creators. With a skill set that encompasses everything from the meticulous implementation of design elements to the creation of unlimited custom sizes and styles, we ensure that each piece is a reflection of your unique taste. From the intricacies of glasswork to the warmth of different wood species, we leave no stone unturned in crafting cabinetry that stands as a testament to your individuality.

From the dimensions of your cabinets to the intricate design elements that define them, we offer an unparalleled level of customization:

- **Custom Sizes:** Tailor your cabinets to fit any space, ensuring a perfect and seamless integration into your home.
- **Design Elements:** Choose from a myriad of design elements to reflect your style, from intricate details like toe kicks to elegant crown moldings.
- **Glass Styles:** Select from a diverse range of glass styles, including clear, fluted, etched, antique, and seeded, adding a layer of sophistication to your cabinets.
- **Molding Styles:** Enjoy unlimited possibilities with various molding styles, allowing you to enhance the visual appeal of your cabinets.
- **Door Styles:** Explore an extensive selection of door styles, ensuring that your cabinets align perfectly with your aesthetic preferences.
- **Wood Species:** Craft your cabinets from a variety of wood species, each with its unique characteristics and visual appeal.
- **Paint Colors:** Personalize your cabinets with an unlimited array of custom paint colors, allowing you to match or contrast with your existing decor.
- **Stain Colors:** Choose from an extensive palette of stain colors, ensuring a perfect finish that enhances the natural beauty of the wood.



BRAND DIFFERENCE

Superior Quality

At VHI, we take immense pride in our commitment to superior quality materials, ensuring that our cabinets stand as the epitome of craftsmanship and durability in the market. Every piece is meticulously crafted offering a level of endurance and aesthetic appeal that surpasses industry standards. Our dedication to using only the highest quality materials sets us apart, resulting in cabinets that are not only visually stunning but also boast a tactile superiority, providing a touch and feel that signifies the utmost in craftsmanship. When you choose VHI, you are choosing more than cabinets; you are investing in the finest, meticulously made pieces that redefine excellence in the world of custom cabinetry.



BRAND DIFFERENCE

Affordable solutions

We're more affordable!

While our custom cabinets consistently come in at an impressive 10%–30% below competitors, we understand that some seek even greater value without compromising on quality or durability.

Prebuilt solutions for greater value

For our discerning yet price-conscious customers, VHI is delighted to present a carefully curated selection of top-of-the-line prebuilt cabinets. These cabinets, known for their enduring elegance, represent a fusion of affordability and excellence. By choosing VHI's reselling of these premium lines, you not only benefit from significant cost savings but also gain access to cabinets that stand as a testament to lasting quality. Your dream home is now within reach – where every detail matters, and every budget is met without sacrificing the superior craftsmanship that defines VHI. Welcome to a world where affordability and excellence coalesce, ensuring your space reflects your style and stands the test of time.



BRAND OBJECTIVES

01

Market Leadership

Establish and maintain VHI as the leading custom cabinet maker for residential spaces in the designated area, leveraging the distinction of being the largest in the region catering specifically to residential needs.

02

Brand Recognition

Increase brand awareness and recognition, ensuring that VHI becomes synonymous with quality, craftsmanship, and customization in the minds of both B2B (Designers and Contractors) and B2C (Residential Walk-In Customers) segments.

03

Unmatched Customization:

Reinforce VHI's position as the go-to destination for unparalleled customization, offering a diverse range of design elements, styles, and materials that cater to the unique preferences and needs of each customer.

04

Quality Assurance:

Emphasize and maintain a commitment to superior quality materials and craftsmanship, positioning VHI as the benchmark for excellence in custom cabinetry.

05

Operational Efficiency

Achieve a competitive advantage through a 6-week average turnaround time, offering swift and efficient services compared to the industry standard of three months, thus meeting customer expectations for prompt delivery.

06

Direct-to-Customer Savings

Promote the advantage of buying directly from the manufacturer, highlighting cost-effectiveness and greater savings for both residential customers and B2B partners, including designers and contractors.

07

Local Economy Support:

Emphasize VHI's contribution to the local economy and the use of Rochester, NY-based labor, appealing to customers who prioritize supporting local businesses and products made in the USA.

08

Partnership and Affiliation Programs:

Introduce and develop partnership and affiliate programs for designers and contractors, fostering long-term collaborations and mutually beneficial relationships within the industry..

09

Showroom Influence:

Leverage the advantage of having a showroom to enhance customer experience, enabling direct, cost-effective interactions with the brand and its offerings.

09

Customer Satisfaction

Prioritize customer satisfaction by delivering not just cabinets but a personalized and delightful experience, encouraging repeat business and positive word-of-mouth referrals.

CORE COMPETENCIES

1. Customization Expertise: VHI excels in offering extensive customization options, allowing customers to tailor their cabinets to precise specifications. This includes custom sizes, design elements, glass styles, moulding styles, wood species, paint colors, and stain colors.

2. Craftsmanship and Quality: VHI prides itself on skilled craftsmanship, delivering high-quality custom cabinets. The commitment to using the finest materials, attention to detail, and a focus on durability positions VHI as a reliable provider of top-notch cabinetry.

3. Competitive Pricing: VHI distinguishes itself by providing custom cabinets at a price point that is typically 10–30% below its competitors. This competitive pricing strategy caters to budget-conscious customers without compromising on quality.

4. Product Range and Reselling Options: In addition to their custom cabinets, VHI extends its offerings by reselling premium lines such as Fabuwood and Tribeca. This demonstrates versatility and the ability to cater to a range of customer needs, from fully customized to more affordable prebuilt options.

5. Efficient Turnaround Time: VHI boasts an average 6-week turnaround time for custom cabinets, providing a quicker solution compared to the industry standard of three months. This efficiency appeals to customers who value timely project completion.

6. Industry Knowledge and Expertise: VHI's team exhibits a deep understanding of the cabinetry industry, offering valuable insights and guidance. This expertise is particularly crucial when working with contractors, designers, and residential customers seeking professional advice.

7. Local and Economic Focus: VHI's commitment to supporting local labor in Rochester, NY, contributes to the local economy. This resonates with customers who prioritize products made in the USA and seek to support their local community.

8. Brand Differentiation: VHI positions itself as the largest custom cabinet maker for residential spaces in its area, setting it apart from competitors who may focus more on commercial projects. This differentiation reinforces VHI's dedication to meeting the unique needs of residential customers.

9. Partnership Initiatives: VHI plans to offer partnership and affiliate programs in the future, indicating a commitment to building long-term relationships with designers and contractors.



Mission

At VHI, we are driven by a steadfast commitment to crafting homes that resonate with individuality and enduring quality. Our mission is to be the premier destination for custom cabinetry, where innovation meets craftsmanship, and dreams find tangible expression. Guided by ethical business practices and transparent dealings, we strive to create spaces that stand as testaments to our dedication to honesty and integrity. VHI is not just about cabinets; it's about partnerships, value, and the seamless fusion of creativity and functionality. Our mission is to be the trusted ally in transforming houses into homes, enriching lives through personalized, high-quality, and budget-conscious solutions.



CUSTOMER AUDIENCE SEGMENTS

General Contractors

Meet the core of VHI's trusted clientele – the Contractors.

Predominantly white men aged 30 to 65, these seasoned professionals boast an annual income ranging from \$100,000 to \$150,000. With a passion for sports and a keen eye for quality, these contractors form a crucial part of the VHI family. What sets them apart is not just their expertise in construction but their discerning taste for excellence.

Reliability

These Contractors turn to VHI because they understand the significance of a reliable partner in the custom cabinetry journey. They appreciate the time VHI invests in them, coupled with a wealth of knowledge and expertise that ensures a seamless process from concept to creation. VHI has become more than a supplier; it has evolved into a trusted advisor, walking clients through every step with confidence.

Trust

Confidence in VHI stems from more than just a transaction – it's about reputation. These contractors know that when they send their clients to VHI, they are entrusting them with their hard-earned reputation. VHI not only upholds this trust but elevates it. The contractors understand that VHI's commitment to craftsmanship, customization, and a flawless process guarantees not just satisfaction but ecstatic clients.

The Right Partner

In a world where getting it right matters, these contractors rely on VHI for the precision and attention to detail that can make or break a project. They value the assurance that VHI's reputation aligns seamlessly with their commitment to excellence. For the contractors, VHI is not just a cabinet maker; it is a guardian of their professional standing and a partner in creating kitchens that stand the test of time. When perfection is the goal, and reputation is on the line, these contractors turn to VHI, where trust is built, and dreams are meticulously crafted into reality.



Designers

Designer Profile: Crafting Elegance, Curating Dreams.

Predominantly comprised of accomplished and creative people, predominantly women, in the age range of 40 to 45. This customer segment epitomizes sophistication, artistic finesse, and a penchant for vibrant colors. These women, with an innate passion for design, bring a unique blend of practicality and creativity to their craft, making them the driving force behind VHI's design collaborations.

Passionate About Design

For these people, design is not just a profession; it's a passion. design reflects both elegance and accessibility. Their middle-class roots bring a practical touch to their creative endeavors, ensuring that every Fashion-conscious and trend-aware, designers embody the spirit of innovation that VHI mirrors in its custom cabinetry offerings.

Freedom and Flexibility

While offering design services, VHI also respects the autonomy of these accomplished designers who often prefer to render their own designs. In this collaboration, VHI becomes the conduit to translate their artistic visions into reality.

Trend-setting

Dedicated to staying abreast of trends and inspirations, these designers spend considerable time on platforms like Pinterest, curating a mosaic of ideas, colors, and styles. VHI, as their trusted collaborator, provides the

materials, expertise, and flexibility required to breathe life into these visions. The result is not merely cabinetry but functional art, reflecting the unique style and imaginative prowess of these talented designers.

Unlimited Creativity

The journey from concept to creation is an exploration of artistic expression, where every detail matters, and every cabinet is a testament to the designer's elevated taste, bringing a touch of timeless elegance to their clients' spaces. With VHI, the collaboration is not just about crafting cabinets; it's about creating a symphony of design that resonates with the refined sensibilities of these exceptional designers.



Residential Walk-Ins

Crafting homes, building dreams.

These couples, typically suburban, aged between 40 to 64, are seeking to transform their homes into personalized havens. In this demographic, women take the lead in the research process, bringing a discerning eye for aesthetics and functionality. The men, while making the final decisions, value the collaborative aspect of the process, understanding the importance of harmonizing style and practicality in their homes.

Value and Values

Word of mouth and online discoveries serve as gateways to the VHI experience for these couples. Recommendations from satisfied customers echo the reliability, craftsmanship, and dedication that define VHI's offerings. As suburban residents, these customers appreciate the commitment to local labor, contributing to the local economy, and supporting a brand that aligns with their community values

Building A Dream Kitchen

For these couples, embarking on a journey with VHI is not just about buying cabinets; it's about building dreams. The women, with their penchant for research and attention to detail, find in VHI a partner who listens, understands, and translates their visions into reality. The men, recognizing the importance of the final decision, appreciate the assurance that VHI provides – a commitment to quality, customization, and a personalized touch that transforms their spaces into functional works of art.

Aspiration becomes Actualization

It's not merely about cabinets; it's about creating homes that resonate with the essence of each couple, making every decision a step towards turning their dreams into a tangible, enduring reality. With VHI, the journey from a walk-in to a dream space is a collaborative endeavor, where craftsmanship meets personalization, and homes are crafted with love and precision. A symphony of design that resonates with the refined sensibilities of these exceptional designers.



BRAND MESSAGING

BRAND VOICE



**Contractors: We Are
Plainspoken professionals**

For VHI's interaction with contractors, the brand voice should resonate with professionalism, expertise, and reliability. It should convey a sense of confidence, trust, and efficiency to align with the needs and expectations of contractors who rely on VHI for custom cabinetry solutions. The tone should be clear, concise, and authoritative, reflecting a deep understanding of the industry and the specific requirements of contractors.

**Designers: We are creative
and collaborative**

VHI's marketing directed towards designers, the brand voice should be creative, collaborative, and sophisticated. Designers are artists who appreciate a balance of inspiration and practicality. The voice should resonate with the aesthetics and trends prevalent in the design industry while showcasing VHI as a partner that understands and elevates their creative vision.

**Residential: We are warm
and relatable and
reliable**

VHI should adopt a warm, relatable, and empathetic brand voice that resonates with the emotions and aspirations associated with home improvement. This audience is seeking a personal touch, guidance, and assurance throughout the customization process. The brand voice should evoke a sense of trust, inclusivity, and the joy of creating a dream home.



BRAND QUOTES

General Contractors

- 1. **Crafting Efficiency, Building Trust – VHI, your reliable partner in custom cabinetry.**
- 2. **VHI: Elevating Projects, Enhancing Reputations – Your success, our craftsmanship.**
- 3. **VHI: Where Craftsmanship Meets Construction – Your projects, our commitment to excellence.**
- 4. **Seamless Solutions, Superior Craftsmanship – VHI, your go-to for efficient custom cabinetry.**
- 5. **More Than Cabinets, It's Your Reputation – VHI, upholding standards in every project.**
- 6. **Contractors' Choice for Custom Excellence – VHI, where precision meets professionalism.**
- 7. **From Blueprint to Beautiful – VHI, crafting spaces that elevate your projects.**
- 8. **VHI: Your Blueprint Partner – Turning visions into enduring realities.**
- 9. **Efficiency in Every Detail, Excellence in Every Cabinet – Choose VHI for project success.**
- 10. **Building Dreams, Building Efficiency – VHI, your partner in construction and customization.**
- 11. **VHI – Beyond Cabinets, Beyond Expectations – Contractors' trusted ally in craftsmanship.**
- 12. **Your Reputation, Our Priority – VHI, ensuring excellence in every custom cabinet.**
- 13. **VHI: Turning Timelines into Triumphs – Your projects, our commitment to timely delivery.**
- 14. **Crafting More Than Cabinets – VHI, where efficiency meets precision in every build.**
- 15. **VHI: Where Construction Meets Customization – Elevating every project to new heights.**
- 16. **Efficiency with Elegance – VHI, your partner in building spaces that leave a lasting impression.**
- 17. **VHI – Precision, Professionalism, Perfection – Contractors' choice for custom cabinetry.**
- 18. **Crafting Legacies, One Project at a Time – VHI, your trusted ally in construction.**
- 19. **VHI: Your Blueprint, Our Expertise – Building excellence, one cabinet at a time.**
- 20. **Efficient Turnarounds, Enduring Craftsmanship – VHI, delivering excellence on time, every time.**

AGE	30-65 Years
GENDER	Male
LOCATION	Monroe County
Ethno & Income	Predominantly white, \$100-\$150K

MESSAGING

At VHI, we're not just craftsmen; we're collaborators in bringing your construction projects to life. Our commitment to ethical practices, industry expertise, and unmatched customization means you get more than just cabinets – you get tailored solutions that elevate your projects. With VHI, expect efficiency, transparency, and superior craftsmanship. We're not the largest custom cabinet maker in the area for nothing; we prioritize your reputation as much as you do. Let's build excellence together – choose VHI for efficiency, quality, and a partnership that stands the test of time.

Streamlining the process!

Imagine having all your jobs, documents, and communications neatly organized in one centralized hub. With VHI's customer portal, you'll have instant access to real-time updates, job details, and essential documents, all at your fingertips. No more sifting through emails or paperwork – we're streamlining the process, ensuring your projects are not just built with excellence but managed with it too. Let's transform the way you work – welcome to a new era of efficiency and collaboration with VHI's customer portal.

General Contractors

AGE	30-65 Years
GENDER	Male
LOCATION	Monroe County
Ethno & Income	Predominantly white, \$100-\$150K

BRAND QUOTES

Designers

- 1. **VHI – Your Canvas, Our Craft. Where design dreams become timeless realities.**
- 2. **Crafting Excellence in Collaboration – VHI, your partner in bringing visions to life.**
- 3. **Designers' Delight, VHI's Expertise – Elevating spaces with creativity and precision. VHI: Beyond Cabinets, Beyond Boundaries – Crafting personalized masterpieces for designers.**
- 4. **In the Symphony of Style, VHI's Custom Cabinets Play the Perfect Note.**
- 5. **Designers' Choice for Unmatched Customization – VHI, where every detail is a design statement.**
- 6. **Your Vision, Our Expertise – VHI, the architect of customized elegance.**
- 7. **Crafting Inspirations into Experiences – VHI, your canvas for design brilliance.**
- 8. **VHI: Transforming Concepts into Masterpieces – Your designs, our meticulous craftsmanship.**
- 9. **In the World of Design, VHI Stands as Your Creative Partner – Where ideas come to life.**
- 10. **VHI: Beyond Trends, Beyond Expectations – A haven for designers seeking innovation and style.**
- 11. **From Palette to Perfection – VHI, crafting color, creativity, and personalized design.**
- 12. **Design Dreams Take Flight at VHI – Your ideas, our commitment to excellence.**
- 13. **VHI: Your Design Odyssey Begins – Crafting spaces that tell your unique story.**
- 14. **VHI – Crafting Timeless Designs, One Cabinet at a Time.**
- 15. **Design Beyond Limits – VHI, your destination for limitless creativity and customization.**
- 16. **Designers' Visionaries, VHI's Craftsmen – Together, creating spaces that captivate.**

AGE	40-55 Years
GENDER	Female
LOCATION	Monroe County
Ethno & Income	Predominantly white, \$75-\$100K

MESSAGING

At VHI, your visions become the masterpieces they're meant to be. We're not just about cabinets; we're your creative partners in turning ideas into living spaces. Picture this – a world where customization knows no bounds, and quality is the hallmark of every detail. At VHI, we're bringing a symphony of style to your fingertips. Our commitment to transparency, industry knowledge, and unparalleled craftsmanship ensures that your designs not only meet but exceed expectations. Let's elevate your creations together – step into a realm of limitless possibilities with VHI, where innovation meets your imagination.

Game-changing empowered creativity! Our customer portal.

Get ready to experience a game-changing tool tailored just for you at VHI – our innovative customer portal. Imagine a space where all your projects, communications, and essential documents seamlessly converge into one organized hub. With VHI's customer portal, navigating your design journey becomes a breeze. No more scattered communications or endless searches for crucial documents – everything you need is now at your fingertips. We're empowering your creativity by streamlining the process, ensuring your designs are not just visions but beautifully orchestrated realities. Let's elevate your workflow together – step into efficiency, collaboration, and a world of limitless creativity with VHI's revolutionary customer portal.

Designers

AGE	30-65 Years
GENDER	Male
LOCATION	Monroe County
Ethno & Income	Predominantly white, \$100-\$150K

BRAND QUOTES

- 1. VHI – Where Your Home Journey Begins, Crafting Spaces, Creating Memories.
- 2. Walk into Elegance, Step into VHI – Custom Cabinets, Endless Possibilities.
- 3. Transform Your Home, Transform Your Life – VHI, your partner in creating dream spaces.
- 4. More Than Cabinets, It's Personal – VHI, where your vision becomes your reality.
- 5. Your Home, Your Style – VHI, where customization meets comfort.
- 6. VHI: Crafting Homes, Tailoring Dreams – Unveil the magic of personalized living
- 7. Beyond Doors and Drawers – VHI, your key to unlocking a world of personalized possibilities
- 8. VHI – Your Space, Your Signature, Our Craftsmanship.
- 9. Crafting Homes, Crafting Happiness – Welcome to the world of VHI.
- 10. Every Step, Every Space, Every Detail – VHI, your trusted partner in home transformations.
- 11. VHI: Where Comfort Meets Customization – Your journey to a home that reflects you.
- 12. Step into Style, Step into VHI – Creating homes that resonate with your lifestyle.
- 13. VHI – Your Home's Best Friend, Crafting Comfort and Beauty.
- 14. Your Home, Our Canvas – VHI, turning spaces into personal sanctuaries.
- 15. VHI: Crafting Dreams into Home Realities – Your vision, our dedication.
- 16. Every Room, Every Moment – VHI, enhancing the beauty of your everyday life.
- 17. VHI – Making Every Home Unique, Making Every Moment Special.
- 18. Crafting Comfort, Capturing Memories – VHI, where your home story unfolds.
- 19. VHI: Custom Cabinets, Endless Smiles – Your home, our craftsmanship.
- 20. Welcome Home to VHI – Where Quality Meets Comfort, and Your Story Unfolds.

Residential Walk-In

AGE	40-60 Years
TYPE	Couples
LOCATION	Monroe County
Ethno & Income	Predominantly white, \$100K+

MESSAGING

We don't just make cabinets; we craft homes that resonate with your unique style. Picture this – a journey where your dream spaces come to life, each detail tailored to your taste. From kitchens to bathrooms, we're your partners in turning houses into havens. Our commitment to transparency, customization, and enduring craftsmanship ensures that every cabinet holds a piece of your story. Walk into a world where your visions are realized, and every corner speaks of your personality. VHI is more than just cabinets; it's your gateway to a home that's truly yours. Welcome to a space where dreams meet craftsmanship – welcome to VHI.

Customer Portal

At VHI, We're thrilled to introduce the VHI Customer Portal, a doorway to a smoother, more delightful home improvement journey. Picture having all your project details, communications, and essential documents at your fingertips, neatly organized in one secure hub. With our customer portal, you gain real-time insights into the progress of your dream space – from personalized cabinets to entire home transformations. No more navigating through endless emails or paperwork; we've simplified the process for you. VHI is not just about crafting cabinets; it's about empowering you with transparency and convenience. Your home journey is now a seamless experience – step into efficiency, collaboration, and a new level of customization with VHI's Customer Portal.

Residential Walk-In

AGE	40-60 Years
TYPE	Couples
LOCATION	Monroe County
Ethno & Income	Predominantly white, \$100K+

BRAND POSITIONING

VHI

VHI stands as the unparalleled leader in custom cabinetry, embodying a commitment to ethical practices, industry expertise, and unmatched craftsmanship. Guided by principles of transparency and integrity, we offer a diverse range of solutions, from fully customizable cabinets to premium reselling options like Fabuwood and Tribeca, all designed to cater to the unique needs and budgets of our customers. Whether partnering with contractors, collaborating with designers, or serving residential walk-in customers, our brand promises excellence in every detail. From supporting local labor to planning future partnerships and affiliate programs, VHI is not just a cabinet maker; it's a trusted ally in crafting homes, elevating spaces, and building enduring connections. Choose VHI for a personalized, efficient, and value-driven experience, where dreams meet expert craftsmanship, and every project is a testament to our dedication to quality and innovation.



Thank you!