



# SOUTHERN SHUTTER COMPANY

COMPANY NEWS • INDUSTRY UPDATES • PRODUCT HIGHLIGHTS

## Widest Shutter Selection at Multiple Price Points

Since 1964, Southern Shutter Company has been manufacturing shutters to the highest standards. We offer the widest selection of Fixed Louver and Paneled Shutter lines; 1-1/8" Standard, 1-3/8" Heavy Duty and 1-3/8" *DesignLine*; Board and Batten shutter, and the classic 1-3/8" Movable Louver Heavy Duty Exterior Plantation shutter. Additionally, exterior gable end ventilators are available in a multitude of sizes and shapes, including custom designs and sizes.

The Good - Better - Best product lines are different in size and design of the components and design flexibility. Often dealers lead with the Heavy Duty line and then attempt to up-sell to *DesignLine* or retreat to Standard as needed.

Each line is constructed utilizing the same time honored method of mortise and tenon construction ensuring your shutters will last a lifetime with proper care.



Premium *DesignLine* Shutters are built with flush stile and rail construction.

Heavy Duty Shutters are manufactured using recessed stile and rail construction.

Standard Shutters are crafted with flush stile and rail construction.

Board & Batten Shutters have a unique appeal for a rustic appearance.

## 2011 Catalog & Support Literature Drive Up Sales!

Distributed in June, our catalogs for 2011 have been well received; offering dealer order forms and a wealth of functional wood shutter knowledge. All Interior Shutter Brochures and Exterior Shutter Brochures have been updated. Pricing is now range based and simplified.



Southern Shutter Company offers its dealers a comprehensive assortment of customer brochures including exterior and interior product availability and specifications, as well as installation guides for a variety of mounting options.



For each of our lines, just find your customer's width range and length range to find list price before your discount.

Shutters are built to length and width to the nearest 1/8" at no additional charge. Custom charges have been significantly reduced or eliminated. Please take a moment to familiarize your-self with our new product lines and brochures. If you have not received an updated catalog or brochures please contact one of our sales team members to submit your request.



## EXTERIOR HARDWARE: Adding Function and Style

*Southern Shutter offers a variety of Exterior hardware to match any look and fit into any budget.*

- **Pintel and Strap** combinations are offered in Hot Roll (HR) and Stainless Steel (SS) with a black powder coat finish; available in several offsets that can be mixed and matched to fit almost any application.



- **Cast Iron Hardware** is available in two styles and nine offsets, most of which are available with a powder coated black finish.



- **Stamped Steel Hinges** in wood and brick offsets are sold in either black or hot dipped galvanized finish. The stamped steel is a great low cost option for those just looking for the appearance of function at a lower cost than the higher end, HR and SS, Pintel and straps.



- **Hardware Accessories** including hooks, holdbacks, slide bolts, and pull rings are available for complete historical accuracy.



### Hinged Mounts Add Style and Enhance Durability

There are many advantages gained by mounting your shutters on hinges. Hinged shutters will enhance the façade of any structure by projecting the shutter off the house, giving the structure a 3-D effect, as opposed to shutters that are nailed to a structure and appear flat. In addition, it is preferred to mount shutters on hardware for breathability.



The space between the structure and the shutter allows air movement, keeping the shutter drier by removing trapped moisture that may occur when nailing to the wall.

Hanging your shutters on proper hardware will make installation easier. More importantly, it makes maintaining and refinishing the shutters more efficient. Simply lift the shutter off the pintels and refinish. Often shutters nailed to a structure are damaged when removed, and finished only on the front side. Removal of the hinge mounted shutters without damage and the ability to easily refinish all six sides will ensure your shutters last a lifetime.



### Pre-Finishing + Hardware = Value Added Sales

Shutters may be ordered, unfinished, spray primed or pre-finished to match national paint brand manufacturers' color numbers or formulas. In addition, our paint shop can match your customer's swatch or sample. All Finishes are sprayed and sanded multiple times

to achieve the best possible finish.

Selling any finished shutter with quality hardware as a ready to install package and you can double the gross sale of that job.



#### DID YOU KNOW?

**Adding a spray finish and hardware can double the gross of an average job.**



## Accelerated Depreciation & Affordable Labor = LONG TERM GAINS



*Right now is an excellent time for organizations to renovate their business and an even better opportunity to market to businesses.*

With low labor and material costs, what better time for organizations to realize the necessary changes needed to keep customers coming back. Since Southern Shutter Company offers a variety of blinds and shutters, organizations can create a unique, attractive, clean atmosphere that consumers crave.



Today's high end clients demand well appointed stores, whether retail space or restaurants. All of our product lines are sure to inspire business owners, malls, resorts, casinos, and restaurants, both inside and out.

## SHOP TALK: Going Lean

To better serve our customers and more efficiently, we have introduced lean principles throughout the plant.

In September, we took the first steps towards Lean Operations. Lean Operations help speed up productions while cutting waste allowing Southern Shutter Company to deliver better lead times thus in turn giving you, our customer, faster service. This is not a onetime event but a culture shift towards continual improvement.



Already the plant and lead times are beginning to show signs of improvements.

Our goal is to be delivering unfinished product in a two week lead time by spring. We are all anxious to see Southern Shutter Company go from "Good to Great".

- Top Rail
- Louver - Fixed or Movable (shown)
- Control Rod
- Center Rail
- Panel - Raised (shown) or Flat V-Groove option available
- Side Stile
- Bottom Rail

### Shutter Lingo

#### Shutter Components

The better you comprehend the various shutter components, the better you can recognize how truly special shutters from Southern Shutter Company are and appreciate their superior quality.

#### Mortise & Tenon Construction

Southern Shutter offers mortise & tenon construction. This time-honored joinery method ensures greater stability and long-lasting durability.



# SOUTHERN SHUTTER COMPANY

100 Coffee Street  
Montgomery, Alabama 36104



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100 Coffee Street • Montgomery, Alabama 36104

Phone (334) 264-6158 • Toll Free 1-800-344-8590 • Fax (334) 264-6001

## DEALER SERVICE REQUEST

Please have a Southern Shutter Company Sales Representative contact me.

Visit  Call  Teleconference

Account/Store \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

Millwork Manager \_\_\_\_\_

Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*For a prompt response, fax or contact us:*

**Website [www.southernshutter.com](http://www.southernshutter.com)**

**Email [sales@southernshutter.com](mailto:sales@southernshutter.com)**

### Please send me the following Printed Sales Materials

- (Qty)\_\_\_ 3-Ring Binder Catalog
- \_\_\_ Complete Line Brochure (8 1/2" x 11 3/4")
- Brochures (folded to 4" x 9")
  - \_\_\_ Exterior Product Line Brochure
  - \_\_\_ Exterior Installation Brochure
  - \_\_\_ Interior Product Line Brochure
  - \_\_\_ Interior Installation Brochure
  - \_\_\_ Interior Easy Fit Shutterset Brochure

### Please send me the following Display Materials

- \_\_\_ Poster
- \_\_\_ Rack Mount Signage
- Samples (Quantity)
  - \_\_\_ Standard True Louver/Panel Combo
  - \_\_\_ Heavy Duty True Louver/Panel Combo
  - \_\_\_ DesignLine True Louver/Panel Combo
  - \_\_\_ Board & Batten Shutter
  - \_\_\_ Exterior Gable End Ventilator
  - \_\_\_ Interior Plantation Movable Louver
  - \_\_\_ Exterior Shutter Display
  - \_\_\_ Interior Shutter Display