

Cooperating Fabricator Questionnaire/Self-Audit



PaperStone®

The Countertop with a Conscience™



COOPERATING FABRICATOR

Questionnaire / Self-Audit



Thank you for your interest in becoming a Cooperating Fabricator for PaperStone® built-up edge countertops.

The first step in the process is for us to get to know your company and fabrication capabilities. Please fill out the questionnaire below as completely as possible. We may also contact you with follow-up questions if necessary.

If you are selected as a Cooperating Fabricator candidate, we will provide you with training materials which include a course binder containing PaperStone® technical attributes, fabrication, installation and finishing techniques as well as warranty requirements. You will also receive information on product knowledge, sales and ordering procedures.

Since PaperStone® is extremely dense and not all adhesives perform well, you will also receive specific information on built-up edge techniques and adhesive recommendations along with 1/2" remnant PaperStone® pieces for your staff to use for practice and to see how PaperStone® performs in glue-up applications.

Finally, after self-certifying your capabilities and competency as a Cooperating PaperStone® Fabricator, you will be able to order panels through the appropriate channel for your region. And, based on your performance and needs of the market, you may later be considered for Authorized or possibly Certified tiers. Both of these levels require on-site training by a PaperStone® representative.

To help expedite the approval process, please provide complete answers to all questions.

Fabrication and Installation Capabilities and Experience

1. What countertop materials have you fabricated in the past? How many years experience with each? _____

2. Do you have specific experience with built-up edge glue-ups? Yes____ No____

3. What types of fabrication (automated or other) equipment do you have in your facility? _____

4. How many dedicated in-shop fabrication staff? _____ How many field installers? _____

5. What type of templating system(s) do you use in the field? _____

6. What is the average delivery time from receipt of order to completion of install? (Assuming material is in stock.)

7. What is the square footage of your shop space? _____ Warehouse space? _____

Sales Focus and Capabilities

1. What primary market region do you cover? _____

2. How many company-employed outside sales staff serve that market? _____

3. How many company-employed inside sales staff? _____

4. How many independent sales staff? _____

5. What is the primary focus of your company and the percentage of each?

Commercial _____% Residential _____%

6. Regarding commercial jobs, does your sales staff initiate the spec or bid on existing specs? _____

7. Do you participate in commercial project registration processes with any materials manufacturers? Yes____ No____

If so, which materials? _____

8. Is there a specific PaperStone® appropriate project you are working on now? Yes____ No____

Next 30 days? Yes____ No____ If yes to either, please describe briefly _____

9. How many PaperStone® projects would you envision bidding on in the next 12 months? _____

10. What percentage would you anticipate winning? _____%

11. Do you sell wholesale only or direct to retail customers? _____

12. Do you have your own company showroom? Yes____ No____ If yes, square footage _____

13. How many dealer showrooms do you support with displays, marketing materials, etc.? _____

14. Based on the enclosed price sheet/description, what budget would you allocate for PaperStone® sales aides?

\$ _____ / quarter

15. Does your company market sales and services on your own web site? Yes____ No____

Please provide URL: www. _____

Financial Information

1. What is your company's gross annual sales for each of the past 3 years?

2. Do you inventory any surface materials or order by job? Please explain _____

3. What is your target margin on a typical commercial job? _____% Residential _____% (Percentages based on your cost for the countertop material only. For example, a 34% mark-up yields a 25% margin.)

4. The target price for a fabricator / installer to provide a wholesale customer (i.e. kitchen and bath dealer, green product retailer, general contractor, etc.) is a fully installed price of \$53 per square foot. At such a \$53 wholesale price point, and when your wholesale customer in turn realizes a 25% margin (i.e. 34% mark-up), the home owner's or other end user's full cost is approximately \$71 / square foot for a basic turnkey installation. Such a basic installation includes templating, fabrication with customer's choice of eight standard edge profiles and a self-rimming (unpolished) sink cutout, installation including backsplash, surface finishing, and warranty.

The target wholesale prices for non-standard items are as follows: undermount sink cutout requiring edge polishing and sink mounting – \$55; built-up-edge sink rings – \$200; custom profiles – \$20 / LF. Such items would be quoted over and above the \$53 target price, and the fabricator's wholesale customer would mark such items up in a similar fashion to the basic installation.

Using the enclosed price sheet which shows your cost for 5' x 12' x 1/2" PaperStone panels, conduct several different quotation exercises to determine if within your market area you can consistently meet the \$53 wholesale price target for a basic installation as well as the target wholesale pricing for the other non-standard items. Be sure to include inbound freight costs associated with your panel purchase. Please provide any explanatory comments if necessary.

5. What quality systems do you currently employ? _____

6. Do we have permission to request a credit report on your company? Yes___ No___

Please list all company legal trade names and addresses for this purpose _____

Quality/Warranty | Supporting the Residential Limited Lifetime Fabrication Warranty is a requirement of all PaperStone® fabrication partners (see enclosed Warranty document.)

1. Assuming you have had adequate time to become acquainted with PaperStone® fabrication, built-up edge and finishing techniques, do you feel capable and are you willing to honor the PaperStone® Residential Lifetime Limited Fabrication Warranty without hosting an onsite training visit from a PaperStone® representative?

Yes___ No___

Thank you for completing this preliminary questionnaire. Please mail to:

PaperStone® Fabrication Services
2999 John Stevens Way
Hoquiam, Washington 98550

If we have additional questions we will contact you. If approved as a Cooperating PaperStone®Fabricator candidate, we will be sending additional information regarding the qualification procedure.

For more information about PaperStone® please visit **PaperStoneProducts.com**

Sustainable Composite Surfaces by



2999 John Stevens Way | Hoquiam, WA 98550

Manufactured in Hoquiam, Washington, USA at the edge of the Olympic Rainforest since 2004. PaperStone is a beautifully finished, earth-friendly, sustainable composite surface.

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