Champion Adjustable Exterior Shutters

Made in America
Company Background: Champion Injection Molding

- This 200,000 sq. foot facility is ideally located in Warren, OH, within 500 miles of 61% of U.S. and Canadian markets.
- Presses from 28–1450 tons
- Automated and central material handling
- Material drying capabilities
- 15 ton overhead crane
- 7 docks (2 indoor, 4 outdoor, 1 ground level)
Related Company: RSL

Major supplier of doorglass for Midwest Manufacturing exterior door program.
Industry Issues

• Shutters are solely for decorative purposes, so their proper fit should be essential

• Large market estimated at over 4 million sets sold each year ($100 million retail sales)

• Yet the category is stagnant due to the lack of innovation and differentiation of product offering

• Too much in-store space and inventory required
Our Adjustable Exterior Shutters are U.S. Patent Protected

*Champion shutters provide:*

- Better Fit
- Style Customization
- Upgradeable Functionality
- Enhanced Merchandising
- U.S. Patent #8596006
Trade Benefits

• Four fold increase in turn rates for improved GMROI

• 75% sku reduction

• One sku in each color fits all windows from 24” to 47”

• Second sku “Extension Kit” combines with first sku for windows 48” - 87”

• More in-store room for stocking colors & styles

• Restores category growth through newsworthy innovation
Consumer Benefits

• Champion introduces shutters that fit every window within 1” rather than current 4-8” variance

• Quick & easy installation

• Stylish screw covers – optional packs of other shapes or colors

• Potential for much wider in-store selection of colors or styles – louvered, board and batten, raised panel, etc

• Potential for sports team or affinity group logos on a single window or around the whole house
Product Features

*Plus all of the benefits of the current products:*

- Maintenance free
- Molded-in color ensures shutters will not crack, warp, scratch or peel
- Mounting hardware included
- Limited Lifetime Warranty
Installation Instructions

- Customized fit for any home within 2 minutes
- YouTube installation video
- Hangs on any surface-vinyl, aluminum, brick, wood, etc.
- Measure the window height
- Remove bottom cap & screw covers
- Cut louver sections at correct cutting guides (cap covers any slight mistakes)
- Reassemble shutter with pins
- Position shutter and mark screw locations
- Drill holes, mount shutters & replace screw covers
- Tools needed: tape measure, pencil, screwdriver or power drill, level, ladder, power or hand saw
Technology Expands the Concept

- Solar panel lighting
- Backlit street numbers
- Wireless security alarm system for windows
Marketing

- Unique Menards branding
- Limited lifetime warranty
- Made in the USA
- Compact packaging & merchandising
- Avoid keeping this product line a commodity with no innovation