

Vin de Garde Cellar Systems Inc

Dealer Introduction

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wine.science.design.

Dealer Introduction

To the wine cellar professional:

Thank you for considering Vin de Garde Cellar Systems Inc products for your wine cellar racking and storage sales program.

Vin de Garde leads as a wine cellar racking manufacturer with products that are designed to suit a range of collectors. We consider budget, style and trend and focus on aesthetics and functionality when developing all of our product lines.

We provide cellar storage and racking options that are not available from any other manufacturer in the world. Our custom and modular component systems are available to be shipped as flat-packed, ready to assemble or knocked-down, ready to install.

Competitive Advantage:

- Vin de Garde is the only wine cellar product manufacturer to employ designers and trades experienced and certified in facets of interior and industrial design, wood science and wine – the first and foremost consideration in our designs.
- We manufacture 7 series of wine cellar storage and racking. Our range of pricing and styles allows us to deliver to clients with unique wine storage requirements and budgets.
- Vin de Garde is the only wine cellar racking manufacturer in the world who builds in mixed materials including: steel, aluminum, wood, glass, acrylics and epoxy.
- We are a custom millwork manufacturer that builds wine cellars exclusively.
- Our background is millwork and furniture, our modular products have been developed from custom projects that work.
- The construction quality and engineering of our components is unmatched by any other company in the world.
- Our cellar racking can be delivered as assembled components or with simple assembly instructions.
- Our knocked-down products see no more assembly than found in a kitchen cabinet installation.
- The function of our product suits wine storage and can be built to suit an individual clients wine collection requirements.
- We offer finishing and customization for our modular components, matching other custom cellar companies with lower, “value-added” pricing.

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Listed below is a brief explanation of our product lines. Additional information for each series is available by request.

Modular component series: Available for sale by Dealers worldwide

Traditional Wood Cellar Storage:

California series:

The California series enters the mid-price range. A traditional-style wood racking product with many custom options. Our standard wood species is Illinois Cherry and American Black Walnut. This series has been engineered to be an inexpensive option to custom wine cellar racking at a fraction of the cost. Components are built to 96" high, standard, without kick or crown. As an unassembled component, upper racking is easily cut down to fit into any cellar space. As complete assemblies, including kick and crown, our standard components can reach a 10' ceiling. All unfinished parts are delivered sanded, ready to stain. Finished components are available in a number of stain colors. All are available as ready to install or ready to assemble.

Modern Wine Cellar Storage

Wine wall series:

Our contemporary component series is ideal for showcasing wine collections and dedicating a smaller space. This series has a 30% greater capacity over any other modular racking in the market. Available in 1 panel size with numerous materials and finishes, including made with steel, wood, epoxy and glass, make it ideal for the modern condo, restaurant, and built-in cabinets. This product is easily assembled and installed. It is delivered with tools for assembly and hanging hardware to suit the installation.

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Custom Wine Cellars: Available for sale by Dealers worldwide

Wine wall series:

This series was designed and developed by Vin de Garde Cellar Systems as our modern and minimal wine racking system. We can maximize bottle capacity by limiting material and spacing between bottles, and incorporate custom panel cutting, drilling and a blend of materials, including steel, aluminum, wood, epoxy and glass to showcase the collection and our clients preferred style. This series can be installed in many ways to be back-lit, stacked to heights only limited by wall space, or installed back to back as a free-standing wine wall tower. We ship this series as flat-packed, ready to assemble.

Free-standing and built in wine cellar cabinets:

Our complete wine cellar cabinets incorporate steel, aluminum, wood and glass. All cabinets have built-in cooling, LED lighting and controls. Our wine cellar cabinets can be built any size, style, color and finish, with any one of our wine racking products built in. They can be designed to be built-in to an existing space or millwork theme or as a stand-alone feature furniture piece. We can supply CSA/UL certification for our appliances.

Craftsman series:

This traditional wood millwork and cabinetry series is for the elite collector, where budget does not hold back design and detail. Only a clients imagination will limit what is incorporated into these cellars. Finishes are to furniture quality.

Custom Wine Cellar Products: Available for sale by Dealers worldwide

Custom wine cellar doors:

Available in stainless steel, aluminum, wood, and glass. We can ship our doors pre-hung, drilled or slab. Our wine cellar doors can incorporate quality finishing and some of the worlds leading security hardware to create a secure cellar environment and limited access wherever required.

Custom wine cellar ladders:

Our custom rolling wine cellar ladders include custom rails, wheels and hardware to access a collection that is out of reach. These can be built in aluminum, steel and/or wood to suit the client and cellar design. We custom build the rail system to suit any curve or obstruction within the cellar space. These ladders can be designed to be hidden while not in use or kept as a cellar feature.

Custom cooling unit ducting and fittings:

We design and build air-flow management and ducting fittings to suit the cellar conditioning system and any obstructions that may inhibit wine cellar cooling. We incorporate in-line fans and reverse thermostat controls to circulate fresh and hot air to systems that are built-in behind barriers to reduce noise and servicing

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Overview:

We are a wine cellar millwork company specializing in cellar storage systems. Our product range includes wood millwork cabinetry, steel and aluminum machining, epoxy and glass incorporated into custom packages and RTA kits.

We build modern cellar products that are shipped as ready to assemble component systems and high-end custom products that are generally shipped, knocked-down, ready to install.

We source premium materials and maintain construction quality that is unmatched by any other component producer. We offer advanced production technology for high volume, high quality output as well as fine furniture quality, hand finishing and machining.

Our capacity to deliver bulk modular component products is good. We can also complete numerous custom wine cellar packages simultaneously and ship within 8 weeks of shop drawings. We can ship modular component packages within 3 weeks of order. We maintain a par stock of most components and/or parts.

Vin de Garde manufactures wood and metal products Vancouver, Canada from local material resources.

The opportunity will be available in the future to ship some product directly from a shipping depot in the US or direct from our warehouse in Canada in order to minimize shipping charges. Our cross-border products see duties waived under the North America Free Trade Agreement as they are all manufactured by us in North America.

We deliver simple, easy to follow instructions with our modular products. Tools are provided with component systems that require specialty hardware for installation or assembly. In addition, we offer telephone assistance to clients requiring assembly instruction. We warranty our products for material and workmanship where feasible.

Our services include design/build custom and modular component wine cellars, including complete specifications packages for the builder to complete the room to our specifications and requirements.

Our capacity for CAD design output is good. We have dedicated designers in our wine cellar showroom and design center in Vancouver, BC to supply 2D wine cellar drawings at reduced cost to our dealers. We offer full color 3D renderings and fly-through movies to our dealers at reduced cost.

We build and supply equipment, appliances and fittings to maintain the wine cellar environment and stand-alone, plug-and-play appliances, ready to install. We can supply CSA/UL certification for US and Canadian installations with our appliances with lighting, controls and cooling units installed or shipped directly for installation on-site.

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Pricing, Support and Discount Scheme:

We offer our representatives a discount on our products and services. These discounts are based on levels of volume and sales, and support for our branded products.

MSRP and MAP is set by Vin de Garde Cellar Systems Inc. Dealers who do not control distribution may not sell for less than MSRP.

Vin de Garde Cellar Systems will manage and support our distributors with a service package that will include:

product development and testing

warranty issues

packaging

drop shipping from source

3D renderings

media guidelines

web sales materials, including web ready photos and copy

pricing, MSRP and MAP

For example, a Dealer who wishes to sell Vin de Garde's branded products, and manage the project from conception to completion, they must produce:

Conceptual design, from the Vin de Garde CAD blocks library

media

product support

contracts within their established dealer network

The above scheme will see the highest discount available. The value of this discount will be based on volume and sales.

Vin de Garde Cellar Systems will manage and support our dealers with a service package that will include those not included with a Distributor.

The Dealer discount will reflect the amount of support that they require in servicing sales of our product,

We are open to discuss our products and how we may move any of this forward. Again, thank you for your interest in our products. I hope that we can work together to continue to deliver quality wine cellar storage products to your clients.

Sincerely,

Billy Carpenter, Principal

Vin de Garde Cellar Systems Inc

