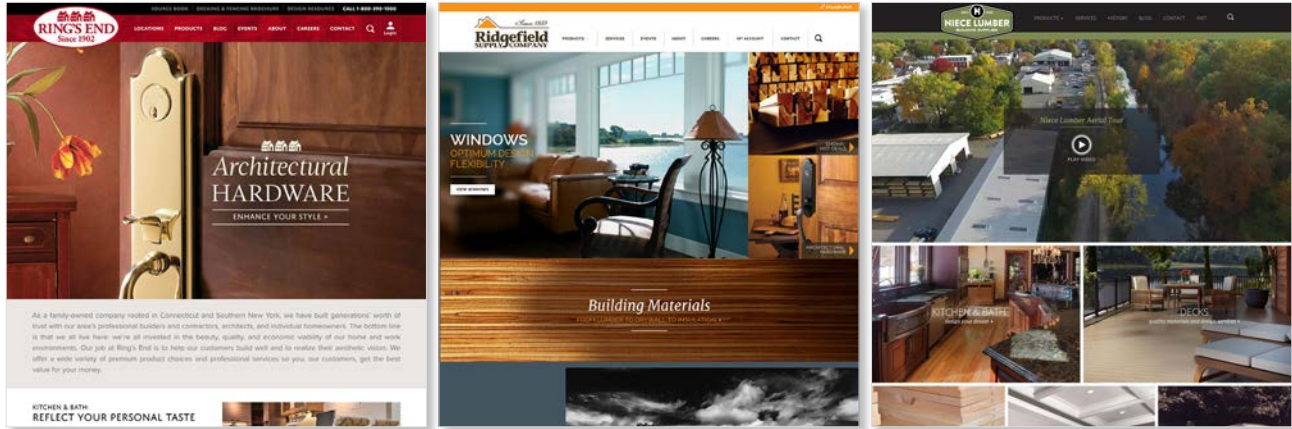




## YELLOW HOUSE DESIGN WEBSITE & MARKETING PLATFORM



### WHO IS YELLOW HOUSE DESIGN:

Yellow House Design, Inc. is a design and web development company with a specialized focus on the building supply industry and independent paint retailers since 1999. Our industry-specific focus has afforded us a unique perspective and expertise in the development of highly customizable, intricate, interactive websites delivered to our clients quickly and efficiently.

We begin a partnership with our clients by defining their specific business goals, developing cohesive visual brands, and implementing strategic digital marketing strategies that have proven to lead to a higher ROI for their business.

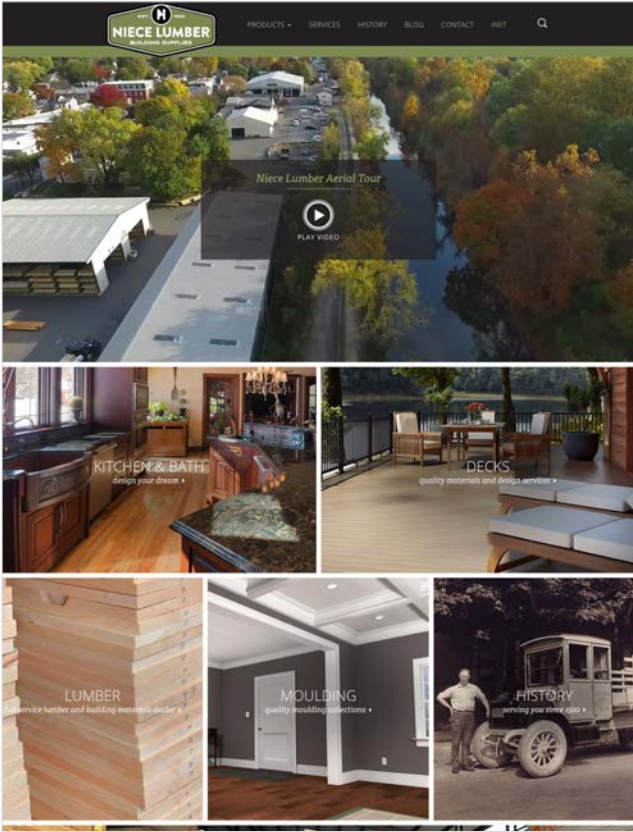
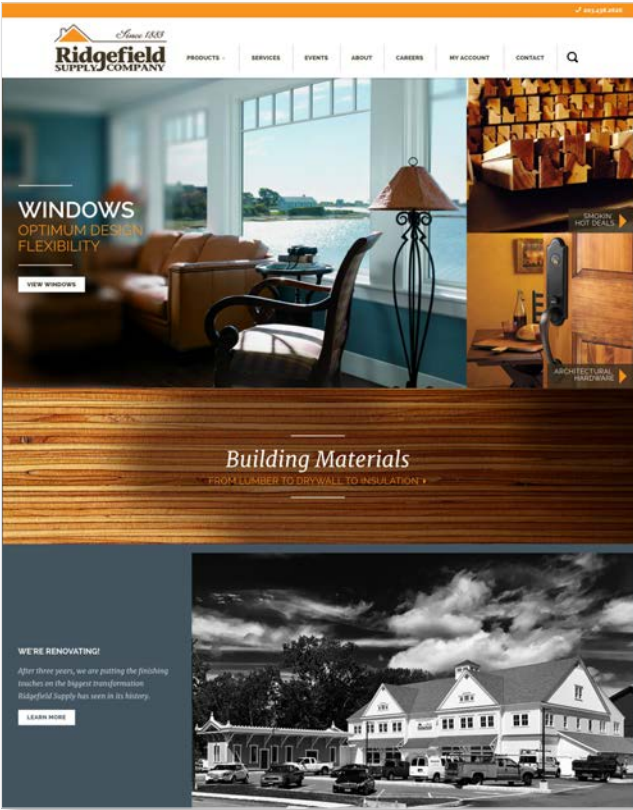
### WHAT YELLOW HOUSE DESIGN WEBSITES HAVE TO OFFER:

Over the years we've found that our clients want a consistent list of features and outcomes:

- **Visually Appealing** – A modern, sophisticated look and feel that is both clean and intuitive.
- **Industry-Specific** – The building supply industry is unique. We built a platform tailored to building suppliers, intentionally made for people who want technology to be simple to use.
- **Customizable** – One size does not fit all. We have extensive experience in creating custom solutions for our clients' unique needs.
- **Scalable** – Built on a foundation that can be extended infinitely. Your website can grow as your business grows.
- **Comprehensive** – Organized and detailed information that makes it easy for your prospective customers to find out what you sell, what services you offer, and highlights your strengths.
- **Responsive** – Fully functional and automatically optimized for viewing on smart phones and tablets as well as laptops and desktop computers.
- **Optimized** – We employ the fastest website servers and best compression software on the market to ensure that your website loads quickly.
- **Search Engine Friendly** – All Yellow House websites are coded using the most current technology to make your website attractive to search engines, in turn helping boost your search rank.
- **Search Engine Optimization** – Consistency is key. Adding content to your web presence on a regular basis is imperative. Yellow House offers content and social media management to automate adding content to your website and social media outlets, helping you achieve better search engine results.
- **E-commerce** – Online shopping is becoming more and more of an expectation for website visitors. Yellow House is currently in construction of an e-commerce system geared specifically for the building supply industry and its particular needs.

Home Page:

This is where your company story is told. The first impression your customers receive is on your home page. The emphasis here is telling your story by highlighting products, services, and your company’s strengths using carefully crafted text and appealing visual imagery.



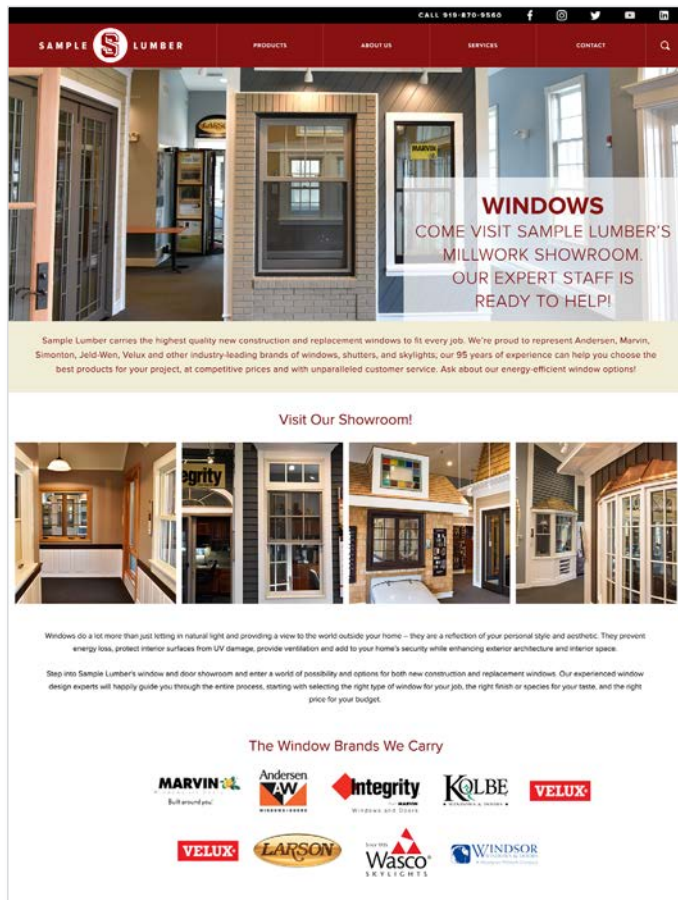


## Products

We offer two main ways of showcasing your product information. The details shown below will highlight the main differences in how this is presented on your website. The Foundation is included in all the websites we build. You also have the option to expand your product offering to the Product Showcase Plus.

### Product Overview – Foundation

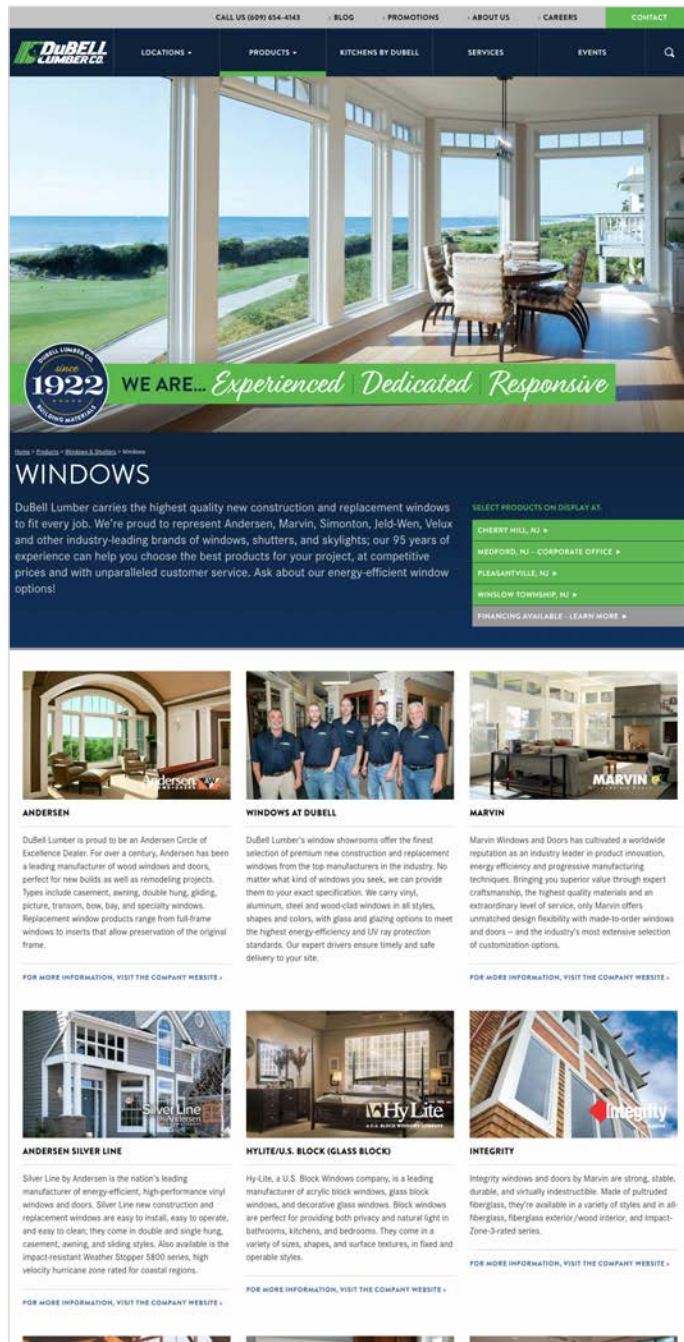
Your Products page will display the product categories that you carry. Our Foundation option includes up to 15 product categories (e.g. Windows, Doors, etc.). Each product category includes a description of that category, logos of the manufacturers' products you sell which link to the vendors' websites.



OR

### Product Overview – Showcase Plus

We can go into a lot more detail about the products you carry. This will help your website visitors understand the breadth of your product offering by providing more information about the products you carry. We do this by incorporating detailed written descriptions, additional product photography as well as manufacturer logos and links to the vendors' websites. Our Product Showcase Plus also boosts search engine results due to the expanded level of content it offers.

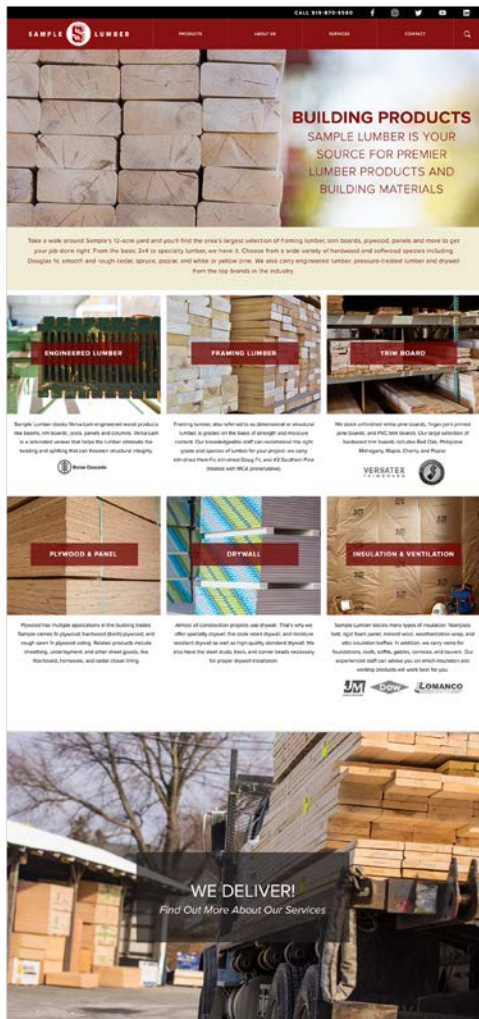


## Building Supply Products

Building Supplies are the life blood of your business. While we can go into detail about any product category, Building Supplies are a particular focus of importance. Our Foundation option ensures that visitors to your website know the types of building supplies you carry. Our Showcase and Showcase Plus options go into far more detail showing all that you sell. This more detailed approach is informative to your prospective customers and is even educational for your employees.

### Building Supplies – Foundation

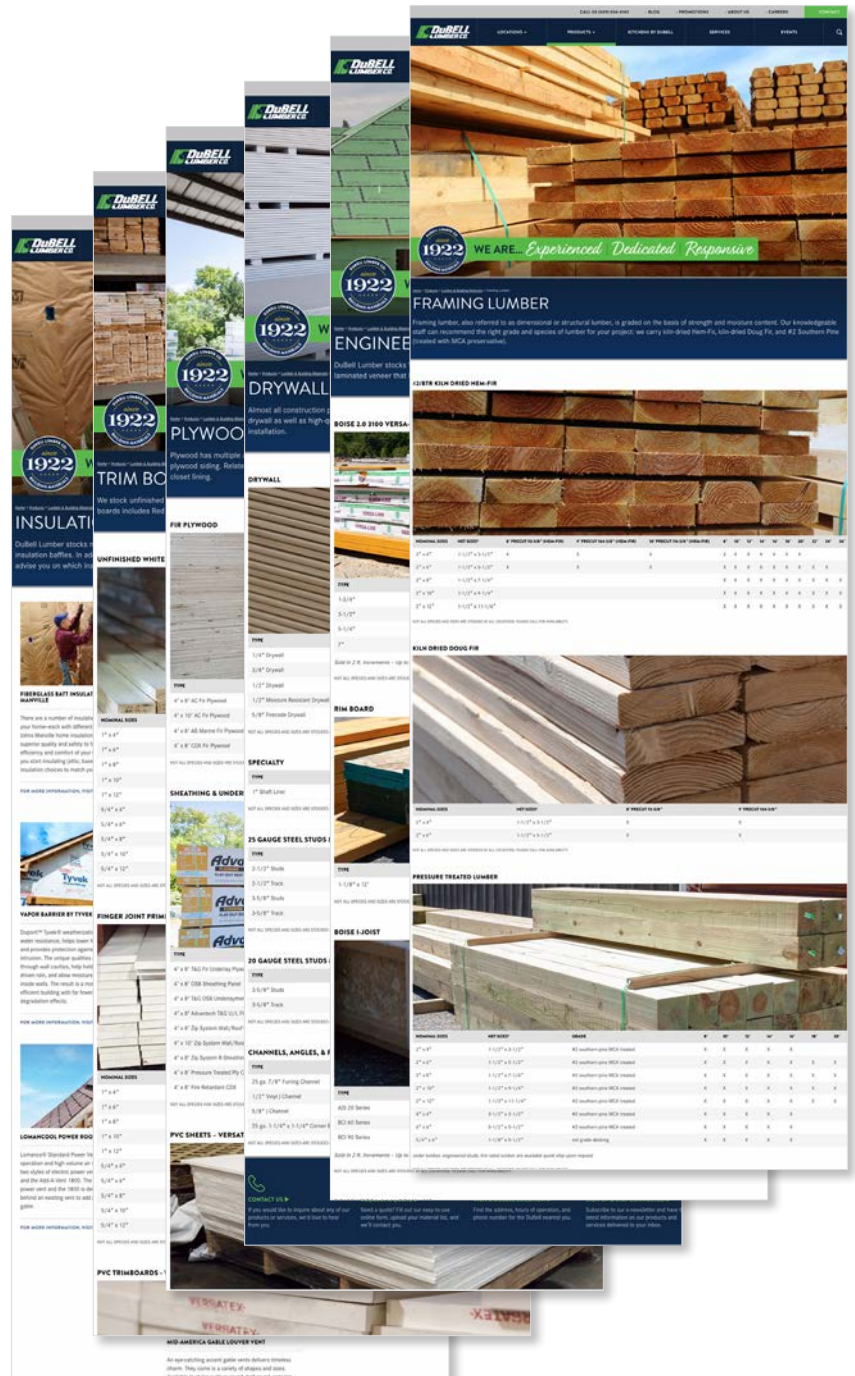
Building Supplies can be summarized to include the general information about what your company carries. We consolidate all types of building supplies you carry into one page so website visitors can see what you offer at a glance. This is included in the Foundation price range.



OR

### Building Supplies – Showcase & Showcase Plus

We can go into detail about your building supply product categories showing all the different types of products that you carry. Website visitors will know what you keep in inventory and won't need to call your busy staff to find out what types of building supplies you carry. This level of detailed building supply information is included in the Showcase and the Showcase Plus options.





## About Us Page:

Tell the story of your company on your About Us page. This includes your company's history, philosophy and what makes your company unique.



[PRODUCTS](#)
[SERVICES](#)
[EVENTS](#)
[ABOUT](#)
[CAREERS](#)
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[CONTACT](#)

# ABOUT

Home / About

*The Ridgefield Supply Company has its roots in a lumber company founded in 1883. The 4 1/2 acre site on Prospect Street, now occupied by the retail outlet, started out as the Osborn and Gilbert Lumberyard.*

Richard W. Osborn and William O. Gilbert had their first lumberyard several miles down the road in Branchville, Conn. They decided to take advantage of the rail line (built in 1873) to haul their inventory in and moved the lumberyard to its current location in downtown Ridgefield, opposite the train station.



The lumberyard was later purchased by Harry Maynes and William Cargon who renamed it Ridgefield Lumber Company. In 1933, Frank Dain bought the company and renamed it the Ridgefield Supply Company and added more lines of merchandise. At that time, Mr. Louis H. Price, Sr. was hired as manager. In the early 1950's Mr. Price acquired the majority interest in the company after Mr. Dain's death.


Mr. Price was the third generation of his family in the lumber industry. His Grandfather owned an operated the largest cypress mill outside of New Orleans, LA at the turn of the century and his father was a lumber broker in Massachusetts.

Mr. Price was responsible for starting the lumberyard's transformation by building several warehouses and a retail outlet located in a small red house on Prospect Street. In 1962, the rail shut down and the train station was transformed into additional warehouse space. By 1972, the small retail store was replaced by a state of the art showroom and office building.

In 1974, Mr. Price, Sr. retired after 43 years in the lumber industry. His son, Louis H. Price, Jr. succeeded him as the owner of the company. For over 30 years, Lou Price guided the company by providing traditional building supply products in addition to the latest, cutting edge material. Lou chaired the Lumber and Building Supply Committee for LMC and in 1999, he was named Connecticut Lumber Dealer of the Year.

In the summer of 2000, the third generation of Prices joined the sales force at the Ridgefield Supply Company. After graduating from Wheaton College, in Massachusetts, Lou's daughter, Margaret Price, moved back to Ridgefield to become part of the family business. In 2005, the National Retail Hardware Association named her Young Retailer of the Year. Margaret worked side by side with her father for 12 years. Under her dad's watchful eye she grew into a leading force within the company and acquired Ridgefield Supply Company in October 2011 from her father. In 2015 she was named ProSales/KOMA Four Under 40.

Today, The Ridgefield Supply Company is undergoing the largest transformation in the history of the company, with 100% of materials, under cover, dry and clean. They continue to be one of the leading lumber and building supply dealers in their market. With a staff of loyal employees and a large fleet of multi-purpose delivery trucks, the Ridgefield Supply Company provides lumber, roofing, siding, decking, windows, doors, skylights, paint, hardware, and molding to contractors and homeowners within a 60-mile radius.





29 Prospect St.  
Ridgefield, CT 06877  
203.438.2826

MON - FRI 7am-5pm  
SAT 8am-4pm  
SUN CLOSED

Facebook  
Twitter  
YouTube

CONTACT

SIGN UP FOR OUR NEWSLETTER

MY ACCOUNT

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[EVENTS](#)

CALL US (800) 654-4143

BLOG PROMOTIONS ABOUT US CAREERS CONTACT



1922 COMMITTED TO... Honoring the Past Building the Future

Since our founding in 1922, DuBell Lumber Company has been partnering with our customers and local communities to build their dreams... "one board at a time".

With a few big ideas, a great deal of passion and a lot of hope, William C. DuBell, his son Charles, and his grandson Lester opened DuBell Lumber Yard, at 18th and Federal Streets in East Camden, New Jersey. Their goal was simple: provide superior customer service... and the rest will take care of itself. As the Camden Courier-Post reported in 1928, Charles DuBell's motto was quite simple: "Service is synonymous with success". Today, after nearly a century, steeped in the rich history of servicing the New Jersey, Pennsylvania and Delaware markets, DuBell Lumber Company continues to excel by providing exceptional service, creative & innovative solutions as well as superior products.



In 1971, the DuBell family sold the company to the DiMedio family, who were longtime residents of Camden, New Jersey and the owners of DiMedio Lumber Company. The companies were located right next door to each other and the fit was quite natural. DuBell continued to prosper until 1981 when a devastating fire inflicted serious damage to the original Camden site. At that time, the company relocated its corporate office to Winslow, NJ. This property allowed for tremendous improvements in operational efficiencies because it was located directly on a rail line which allowed DuBell to take direct deliveries from major lumber mills across the country and, in turn, create a centralized distribution center throughout its region. As the Company continued to grow, it eventually moved its headquarters to Medford, NJ where it still resides today.

Circle early 1950's DuBell family members standing on the steps of their facility located at 1815 Federal Street in Camden, NJ. (Top row left to right: Alex, George & Lester. Bottom row left to right: Gene, Edna, Louise, Alfred, Richard & Anthony) [See the historical article.](#)



**LUMBER AND MILLWORK**  
Finest Quality Lowest Prices  
**DUBELL LUMBER CO.**  
18th and Federal Streets


**KEEP WARMER**  
WITH LESS COAL  
Insulate Attics, Garages, Chicken Coops, Sheds With MASONITE INSULATING BOARD Deadens Sound  
**DU BELL LUMBER CO.**  
18th and Federal Streets

**STORM SASH**  
reduced. Our new price flat in effect is 15% lower than previous lists.  
Our steel sash replacement can easily maintain for use in reconstruction, AND YOU'LL BEAT THE BEST WITH EVERY ORDER.  
To order see DuBell's Order Slip. Lower  
**DU BELL LUMBER CO.**  
18th and Federal Streets

**Most Complete Stock LUMBER AND MILL WORK**  
IN THE SOUTH JERSEY  
**Get Our Prices See Our Stock**  
Have the additional prices that make DuBell's service the best to use year.  
**1/4-in. SHEETROCK WALLBOARD**  
**3 1/4c** 4x8 12' 16' 20' 24' 28' 32' 36' 40' 44' 48' 52' 56' 60' 64' 68' 72' 76' 80' 84' 88' 92' 96' 100' 104' 108' 112' 116' 120' 124' 128' 132' 136' 140' 144' 148' 152' 156' 160' 164' 168' 172' 176' 180' 184' 188' 192' 196' 200' 204' 208' 212' 216' 220' 224' 228' 232' 236' 240' 244' 248' 252' 256' 260' 264' 268' 272' 276' 280' 284' 288' 292' 296' 300' 304' 308' 312' 316' 320' 324' 328' 332' 336' 340' 344' 348' 352' 356' 360' 364' 368' 372' 376' 380' 384' 388' 392' 396' 400' 404' 408' 412' 416' 420' 424' 428' 432' 436' 440' 444' 448' 452' 456' 460' 464' 468' 472' 476' 480' 484' 488' 492' 496' 500' 504' 508' 512' 516' 520' 524' 528' 532' 536' 540' 544' 548' 552' 556' 560' 564' 568' 572' 576' 580' 584' 588' 592' 596' 600' 604' 608' 612' 616' 620' 624' 628' 632' 636' 640' 644' 648' 652' 656' 660' 664' 668' 672' 676' 680' 684' 688' 692' 696' 700' 704' 708' 712' 716' 720' 724' 728' 732' 736' 740' 744' 748' 752' 756' 760' 764' 768' 772' 776' 780' 784' 788' 792' 796' 800' 804' 808' 812' 816' 820' 824' 828' 832' 836' 840' 844' 848' 852' 856' 860' 864' 868' 872' 876' 880' 884' 888' 892' 896' 900' 904' 908' 912' 916' 920' 924' 928' 932' 936' 940' 944' 948' 952' 956' 960' 964' 968' 972' 976' 980' 984' 988' 992' 996' 1000'  
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## Services Page:

A significant portion of your company's value will be perceived through the services that you provide. Your Services page will highlight the importance of what you offer outside of your product selection.




PRODUCTS SERVICES EVENTS ABOUT CAREERS MY ACCOUNT CONTACT

# SERVICES


Home / Services

Ridgefield Supply employs some of the most knowledgeable individuals in the industry. Many have been employed with us for over 20 years. Our employees are constantly receiving product training from our vendors, manufacturers and from leading industry programs. Not only will you find our staff courteous and professional they will oversee your needs and interests throughout any size project. This can translate into significant overall construction savings by reducing material costs and limiting job site delays.




### Quick & Accurate Delivery

We have fully outfitted delivery fleet and a multitude of material handling equipment, which allows us to get materials to you when you need them.




### Millwork Showroom

We have two up to date Millwork Showrooms on site offering over 2000 square feet of display area. They are designed to show you an array of various windows, doors, siding, flooring, moldings, shutters, door hardware and much, much more. You can make an appointment with any of our sales staff to assist you or just stop in during business hours and someone will gladly help you determine the products and options which will best serve your needs.




### Outside Sales Staff

Whether you need an estimate for materials, or help measuring for trim, our account managers are available for office or jobsite consulting to assist you anytime you need their help.




### Design & Take Off Services

We offer "in house" floor and roof framing design assistance in our CAD engineered wood department. Additionally, we can provide a comprehensive list of materials from most architectural plans.




### Tool Sales & Repair

We sell and provide repair service for a variety of power and pneumatic tools and fasteners.



### Paint Services




PRODUCTS SERVICES HISTORY BLOG CONTACT NET

# SERVICES

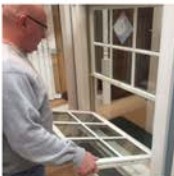
Home / Services

Niece Lumber is a full service building and remodeling retailer in Lambertville, NJ (near Princeton, Pennington, Hopewell, Skillman, Lambertville, Stockton, Flemington, Titusville, Newtown, Solebury, Upper Makefield, Lower Makefield, Yardley, Buckingham, Doylestown, New Hope, and Carversville). In addition to our huge inventory, we offer convenient services that make Niece Lumber the best value in the business. We encourage you to take advantage of these services and allow us to lighten your workload and put you at ease during your project. Because like we say, The Niece Lumber Experience is Premium Products, Better Service and Great Pricing!



### Contractor Division


Niece Lumber has a staff of four dedicated contractor salespeople in addition to our five person counter sales team. Our crew assists contractors, homeowners, and architects in their day to day operations of designing, estimating and building their projects. If you are looking for extremely knowledgeable folks to talk about your project than look no further. Our staff is factory trained on all of our products and we continually educate ourselves with product knowledge courses from manufacturers reps.



### Marvin and Andersen Repair Services


Even the best window lines on the market today can experience some issues over time. Our history and training with Andersen and Marvin gives us the know how to remedy most of your window and door problems. Ask us to come out, and survey your windows and doors. Many times we can fix your problem and make you happy that same day, in some cases we'll have to come back out with the proper parts.

We are offline  
Leave us a Message



### Pre-finished Doors


As an added value to any Steel and Fiberglass entry door purchase, Niece Lumber can offer you an economical option of pre-finishing your door, sidelights, jams and casing. Doors from Provia, Thermo Tru and Masonite can be pre-finished. Customers can choose from dozens of colors. As an added bonus these doors are pre-hung on low maintenance frames and trim in low maintenance casing.



### Pre-finished Siding


Whether your choice is wood or fiber cement, Niece Lumber has you covered with pre-finishing your siding and trim. Partnered with Russin Factory Finishing and their Benjamin Moore Machine Applied Coatings, Niece Lumber's pre-finished program provides homeowners and builders the assurance needed when re-siding or trimming their homes. Does your painter provide a warranty on the finish of his work? Backed by industry leading warranties on finish performance Niece Lumber and Russin Factory Finishing is the only choice.

We are offline  
Leave us a Message



### Delivery

Niece Lumber delivers your remodeling and construction needs throughout Central Jersey and Eastern Pennsylvania. Our fleet consists of pickup trucks, box trucks, and MACK flat beds with a piggy back forklift. Our drivers have over 100 years combined experienced delivering your windows, cabinets, lumber, decks and trim. Niece Lumber's commitment to the environment extends to our fleet of vehicles. Routinely maintained trucks ensure fuel efficiency and road safety. Unlike other suppliers, Niece Lumber will put their pickup trucks on the road for most of our small loads. You'll never see a Niece Lumber flat bed on the road with a few boards or a few pieces of moulding.




### Deck Consultation

Niece Lumber has been regarded as the area's most knowledgeable deck and rail retailer in the area. As the industry's product lines evolve, Niece Lumber's knowledge and selection has evolved also. Our professional deck staff takes pride in guiding you to the right choices for your project. From the deck surface, to the coordinating railing and the fasteners you use to install it, Niece Lumber understands what needs to be done to complete your projects the right way. Our deck specialist can come to your home to do material takeoffs and offer advice specific to your outdoor living space. Our showcase outdoor deck features over 200 square feet of decking products to give you a real perspective of your decking choices.



## Contact Page:

This is where your customers' line of communication begins. We include a contact form which will generate an email with all the information a prospective customer submits. We will also include your store information, hours, key contact information, as well as a map of your location.



**Ridgefield**  
SUPPLY COMPANY

Since 1883

[PRODUCTS -](#)
[SERVICES](#)
[EVENTS](#)
[ABOUT](#)
[CAREERS](#)
[MY ACCOUNT](#)
[CONTACT](#)

---

# CONTACT


[Home](#) / [Contact Us](#)

**Address:**  
29 Prospect St, Ridgefield, CT 06877  
[Google Map](#)

**Phone:**  
203.438.2626

**Fax:**  
203.438.3817

**Store Hours:**  
MON - FRI: 7am-5pm  
SAT: 8am-4pm  
SUN: CLOSED



**What would you like to do? \***

- ☒ Contact Us
  - ☐ Get Product Information
  - ☐ Request a Quote
  - ☐ Apply for a Career

### Your Contact Details

**Name \***

First Last

**Company Name**

**Email \***

**Address**

Street Address

City State

ZIP Code

**Phone**

### Contact Us

**How should we contact you?**

- ☐ Email
- ☐ Phone


**Comments / Questions**

**When would you like to be contacted?**

### Sign Up & Stay Connected! (optional)

**Sign up for our E-newsletter**

☐ Yes, please subscribe me to Ridgefield's e-newsletter and inform me about upcoming events, new products, and in-store demonstrations.



29 Prospect St.  
Ridgefield, CT 06877  
203.438.2626

MON - FRI: 7am-5pm  
SAT: 8am-4pm  
SUN: CLOSED

Facebook

Twitter

YouTube

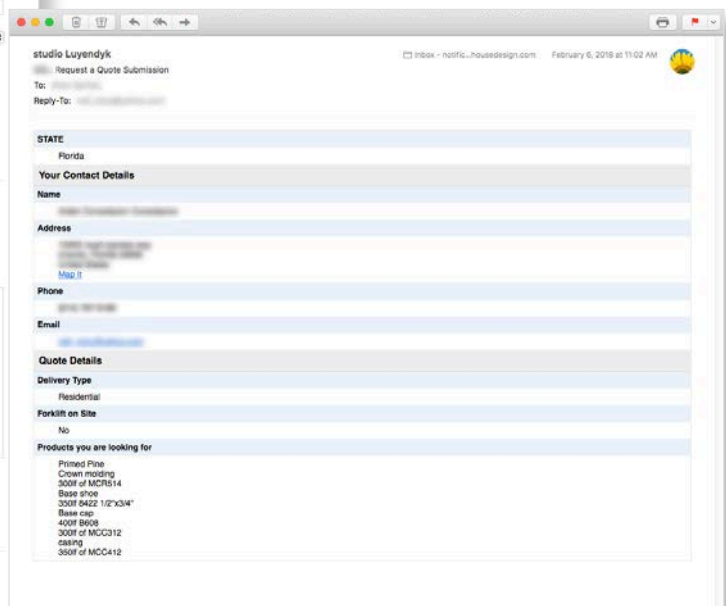
**CONTACT -**

**SIGN UP FOR OUR NEWSLETTER -**

**MY ACCOUNT -**

© Copyright 2012 Ridgefield Supply. All rights reserved.  
Site Map    Terms & Conditions

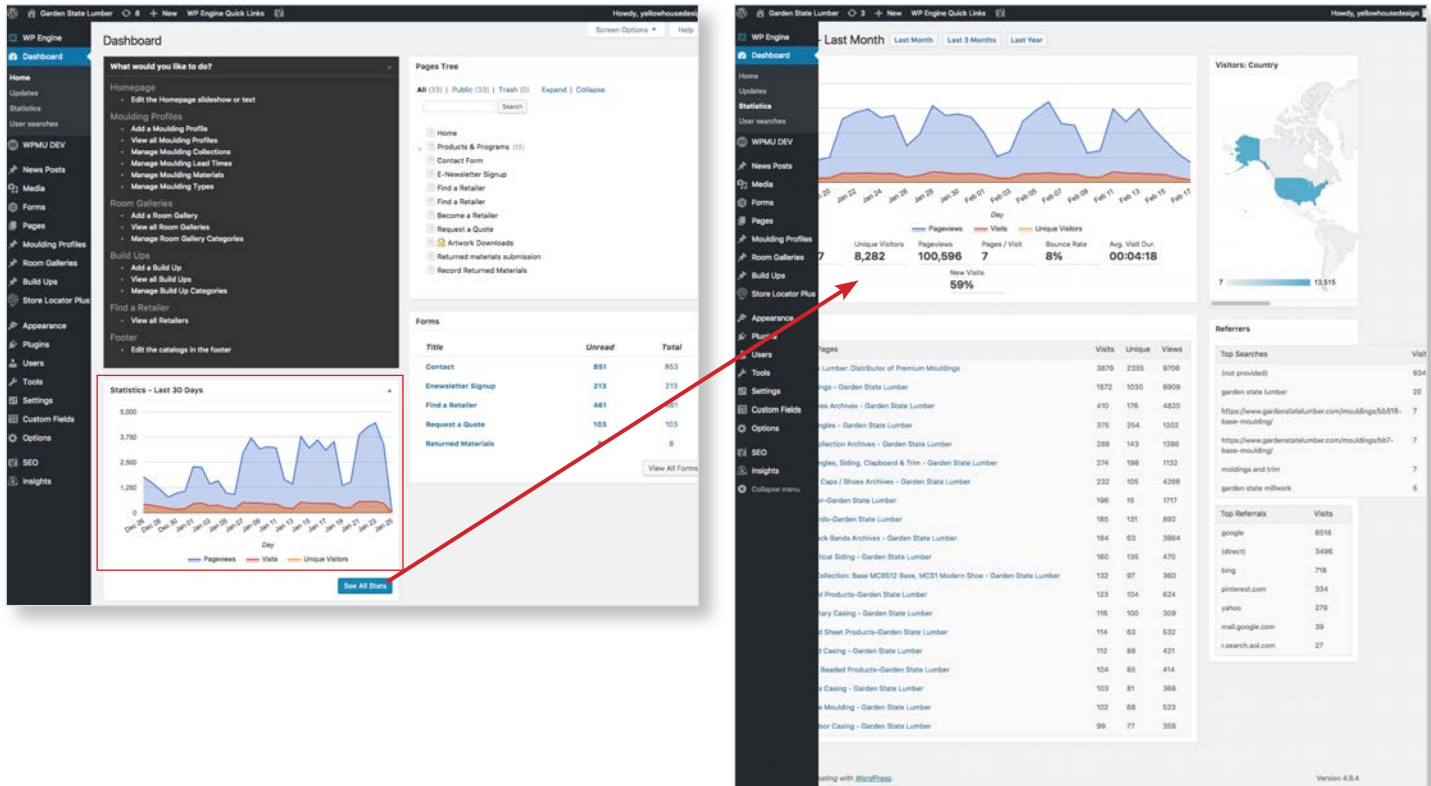
Site by Yellow House Design



### Google Analytics:

We install Google Analytics for all of our websites. We set up a summary report of website traffic right within the website administration dashboard so that you can see at a glance what's happening on your website. You can see a summary of the number of page visits, visits, and unique visitors on your dashboard. As an example, this will tell you that 100 people (unique visitors) are coming to your website and visit 5 pages (equaling 500 page visits) and 10 people come back and view 5 more pages each (550 visits). Google is very stringent about individual's privacy, so it won't tell you who visited your website or exactly which people were returning and looking at more pages. What this reporting shows are trends of how people interact with your website.

We also include more detailed information when you click "See All Stats". This will include additional information, such as average pages viewed per visit, bounce rate (percentage of people leaving the website right away because it wasn't what they were looking for), average duration of a visit, percentage of new visits, ranking of pages visited, where the traffic is coming from (Top Referrals), and which countries visitors are coming from.



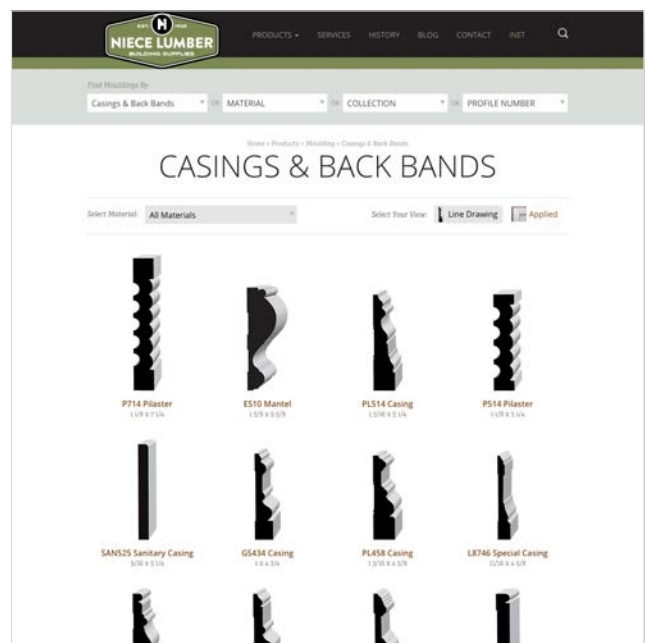
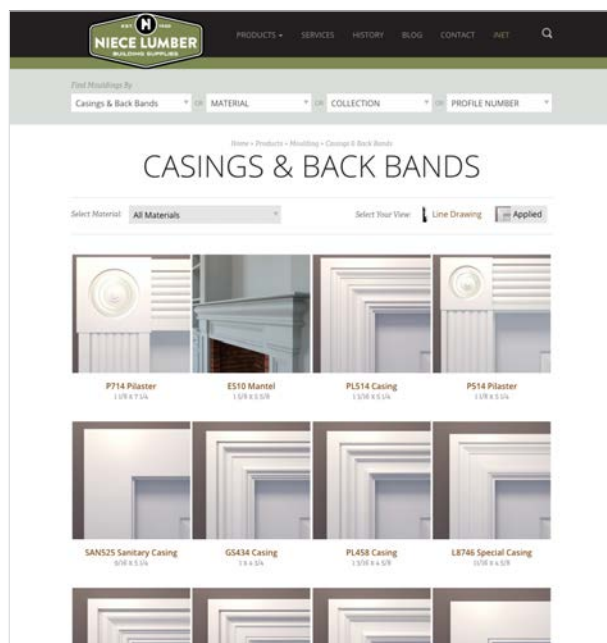
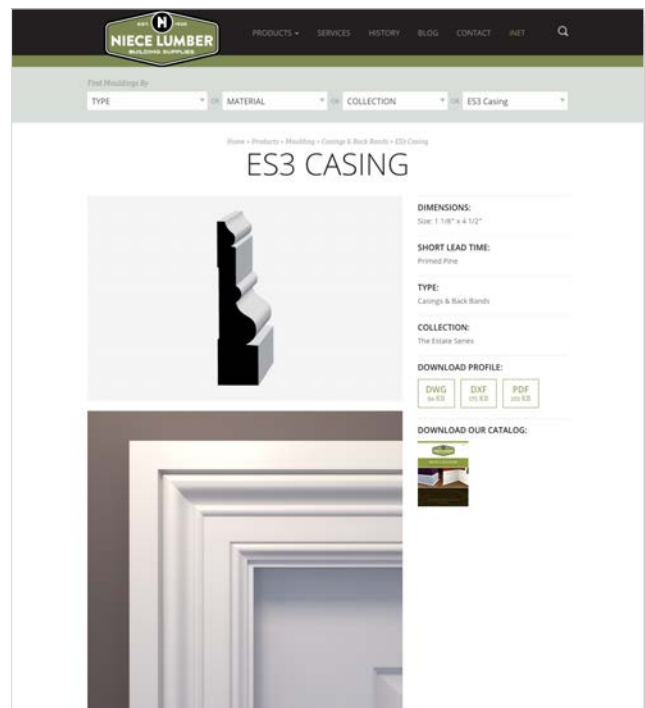
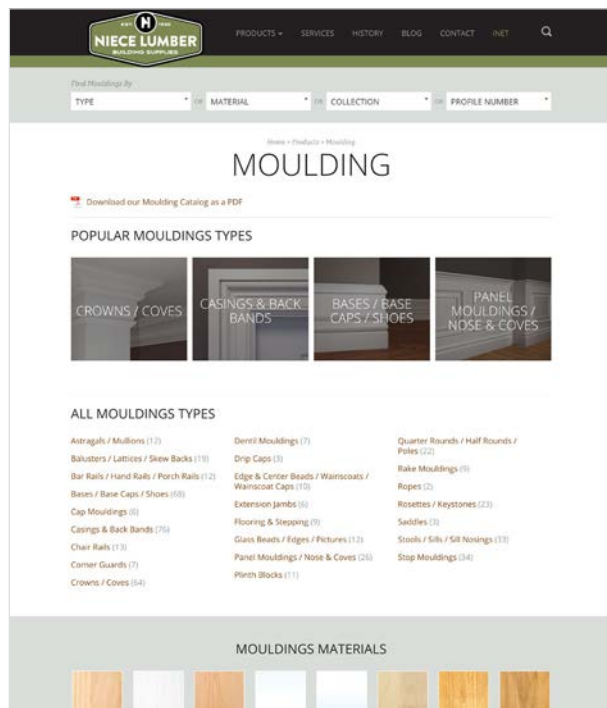


## MODULES:

Yellow House Design has made significant investments to our ever-expanding lineup of online modules. These modules are highly detailed, product- and feature-rich add ons to our websites that are constructed to be powerful sales tools with no upfront additional costs to our clients. We work closely with key manufacturers and vendors in the building products industry to shape their full product catalogs in a manner that can be seamlessly embedded within our clients' websites. This significantly enhances their customers' experience in navigating their product offerings **while driving sales to new levels through product visibility**. Our modules are always expanding and consistently up to date with our industry partners' current product lineups, ensuring that your website will never be out of date. Please ask us about the other modules in our offering.

## Garden State Lumber Products – Online Moulding Catalog Module:

Showcase an entire moulding collection on your website. This is a fully searchable, massive collection of mouldings all available through Garden State Lumber Products for immediate shipment. All items can be filtered by type, material, collection, and can even be customized to display your on ground stock offering. Profiles are displayed in both applied and line drawing views and have CAD file downloads in DXF, DWG, and PDF format to satisfy the needs of customers and architects.



## Options – Build On Your Foundation

Options are different than modules in that they are unique to your website and are not connected to manufacturers' product offerings directly. Options include expanded descriptions of product offerings such as custom millwork or kitchen & bath, an event manager, blog, personnel bio manager and more. Common options are listed on the following pages. Yellow House Design offers complete customization and can provide estimates for custom options as requested.

## Specialty Products & Specialty Services

Some of our clients have specialty services such as custom millwork or a specialized focus on a product area like kitchens & bath with a significant investment in showrooms and dedicated design centers. We can go into more detail about these areas and highlight them on your website.

HOME • ABOUT • SERVICES • CUSTOM MILLWORK SERVICES

### CUSTOM MILLWORK SERVICES

Ring's End Custom Millwork Division creates thousands of custom moulding profiles from domestic hardwoods and softwoods, exotic species, and PVC. We can also craft custom corbels and brackets, custom sized S4S, and custom flooring; we produce shop drawings and provide samples according to customer needs. Part of our shop is dedicated to fabricating custom countertops in Corian and Formica. The Division is equipped with state-of-the-art equipment, including moulders, routers, and CNC (Computer Numerically Controlled) machines. Our experienced craftsmen know how to use these technologically advanced machines to help make your next building project absolutely spectacular – plus we have the entire Ring's End organization and inventory readily at hand and at your service.

**Capabilities**  
Our Custom Millwork Location

**Related Products**

CALL US 800-464-4141 • BLOG • PROMOTIONS • ABOUT US • CAREERS • CONTACT

### KITCHENS BY DUBELL

Whether you're remodeling or starting from scratch, we have Southern New Jersey's finest selection of products from top manufacturers, along with our own custom millwork, guaranteed to create the kitchens and baths of your dreams. Our dedicated, expert consultants will guide you through the process of selecting custom cabinetry, countertops, hardware and accessories perfect for your job and budget. Feel free to contact our designers for inspirations, answers and estimates – or better yet, stop by Kitchens by DuBell and see for yourself!

**KITCHENS BY DUBELL LOCATIONS**

- NEWARK, NJ • KITCHENS & BATH SHOWROOM
- NEWARK, NJ • KITCHENS & BATH SHOWROOM
- NEWARK, NJ • KITCHENS & BATH SHOWROOM
- NEWARK, NJ • KITCHENS & BATH SHOWROOM

### CAPABILITIES

**PROFILE MATCHING**

The Ring's End Custom Millwork Division has extensive experience matching moulding profiles for restoration and renovation projects. Ring's End is a piece of existing moulding, and we can replicate it in the wood species of your choice or in PVC.

**UNIQUE PROFILE MANUFACTURE**

Custom profiles are our specialty. We'll work with you to create one-of-a-kind moulding or beadboard that's sure to increase the beauty and value of your project.

**JOB-SITE TEMPLATING AND MEASUREMENT**

The Custom Millwork Division will go on site and examine actual jobsite conditions, making accurate measurements and drawing templates where needed so that when the delivered millwork arrives, it fits and can be installed correctly.

**PRODUCTION OF SHOP DRAWINGS**

We create shop drawings, including CAD drawings when necessary, that contain dimensions, materials, fabrication specifications, and placement or installation information.

**MOULDING SAMPLES AVAILABLE**

We can run moulding samples for you to take to the jobsite in order to see how the profile will look once installed.

**PRIMING**

We can prime wood and PVC mouldings up to 12", thus saving you time completing the job.

**COUNTERTOP FABRICATION & INSTALLATION**

Not only do we fabricate countertops to your exact specifications, but we also install them. In this fashion, we ensure the quality of your custom countertops every step of the way.

**FLEXIBLE DELIVERY SCHEDULING**

We work with our customers to figure out a delivery schedule that fits specific work timetables, including staggered delivery of materials.

### LEARN MORE ABOUT OUR SERVICES AND PRODUCTS

**SHOWROOMS**

Kitchens by DuBell has four kitchen and bath showrooms in the Southern NJ region. You can see, touch, and experience many of the different options available. Resourcing options online is a great way to start, but nothing replaces seeing kitchen and bath options in person and actually feeling the material options you may choose from. Our newly renovated and expanded flagship showroom is just seconds off Route 93 in Vineland, NJ.

• GET DIRECTIONS & CONTACT INFORMATION FOR OUR SHOWROOMS

**DESIGN SERVICES**

Each of our four kitchen and bath showrooms hosts an expert staff of kitchen designers, trained to plan beautiful and functional spaces that fit the way you and your family live. Our designers can help you with the initial visualization process, create detailed renderings, and assist in hardware and countertop choices. The services of our kitchen designers are included with the purchase of your kitchen.

• FOR MORE INFORMATION, SEE THE DESIGN SERVICES PAGE

**CABINETS**

DuBell Lumber is the region's premier source for custom, semi-custom, and stock cabinetry. We have cabinets that will meet every taste, budget, and project – whether you are designing a high-end kitchen, replacing a tired bathroom cabinet, or building a large apartment complex. Visit our Kitchen and Bath Center in Vineland, NJ, or our Kitchen and Bath Showrooms at other DuBell locations, to see beautiful displays of cabinetry from the industry's finest manufacturers.

• FOR MORE INFORMATION, SEE THE CABINETS PAGE

**COUNTERTOPS**

When selecting countertops, consider how the surface will be used, upkeep requirements, and durability, as well as appearance and price. DuBell Lumber carries a huge variety of countertops: quartz, granite, cultured marble, laminate, Corian, and more. Our knowledgeable Kitchen and Bath salespeople will answer your questions about countertop pros and cons so you can make a choice that is perfect for you and your family.

• FOR MORE INFORMATION, SEE THE COUNTERTOPS PAGE

**HARDWARE & ACCESSORIES**

Knobs, handles, and pulls not only add distinctive style to cabinetry, they also are integral to full functionality. Let the specialists at the DuBell Kitchen and Bath showrooms help you choose the hardware that fits your hand, your design vision, and your budget. We can also show you innovative accessories – in-drawer organizers, pull-out recycled containers, pot and pan storage systems, and much more – that will make your life easier!

• FOR MORE INFORMATION, SEE THE HARDWARE & ACCESSORIES PAGE

**FREE DELIVERY**

We offer free delivery for our kitchen cabinetry orders within our regular delivery area.

• FOR MORE INFORMATION, SEE THE FREE DELIVERY PAGE

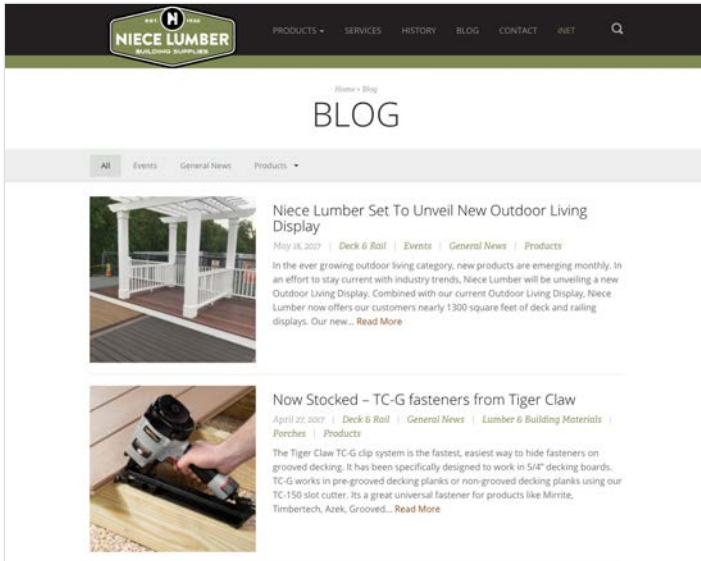
### VIEW OUR SHOWROOMS



## Options – Build On Your Foundation

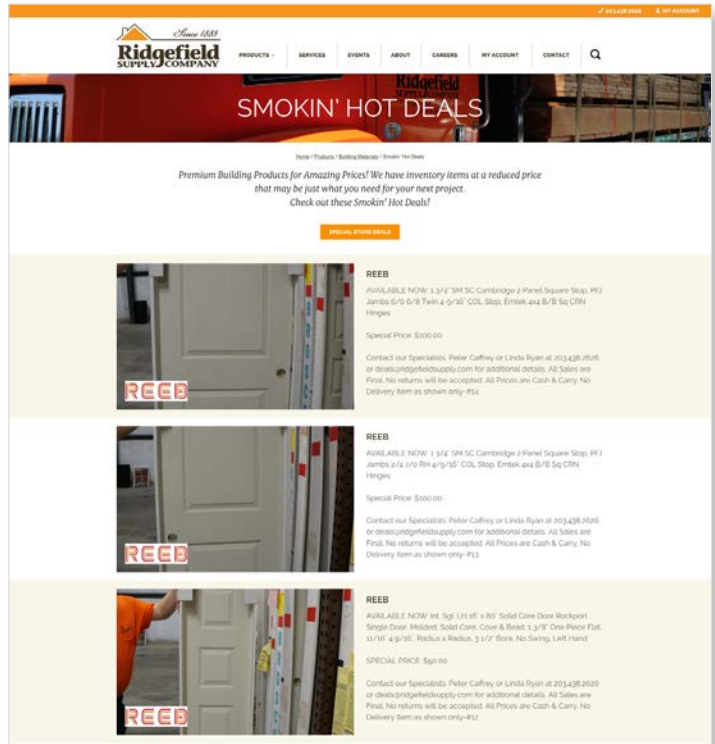
### Blog:

Your blog is where all of your ongoing information about the company goes. This may include your latest promotion(s), event follow ups, store announcements, new product information, seasonal product information, design case studies, customer spotlights, trends and how-to articles. Yellow House will provide the first two blog posts, all future blog posts will be updated by you unless you select **Yellow House's SEO and social media ongoing services option** (see details in our ongoing SEO and social media services document).



### Special Offers:

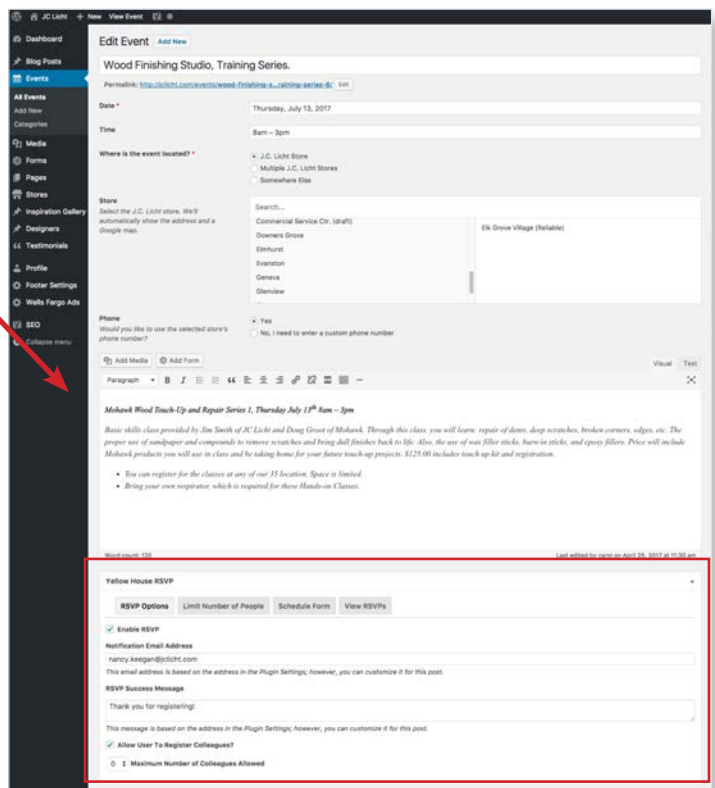
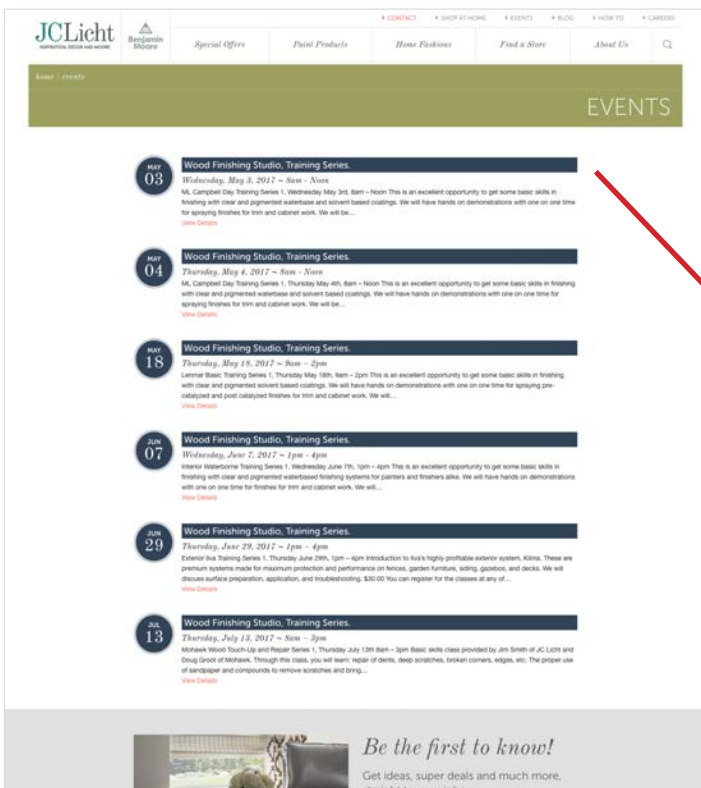
Promote current specials and highlight overstocked or misordered inventory. You can add, edit, and delete special offers.



### Event Manager:

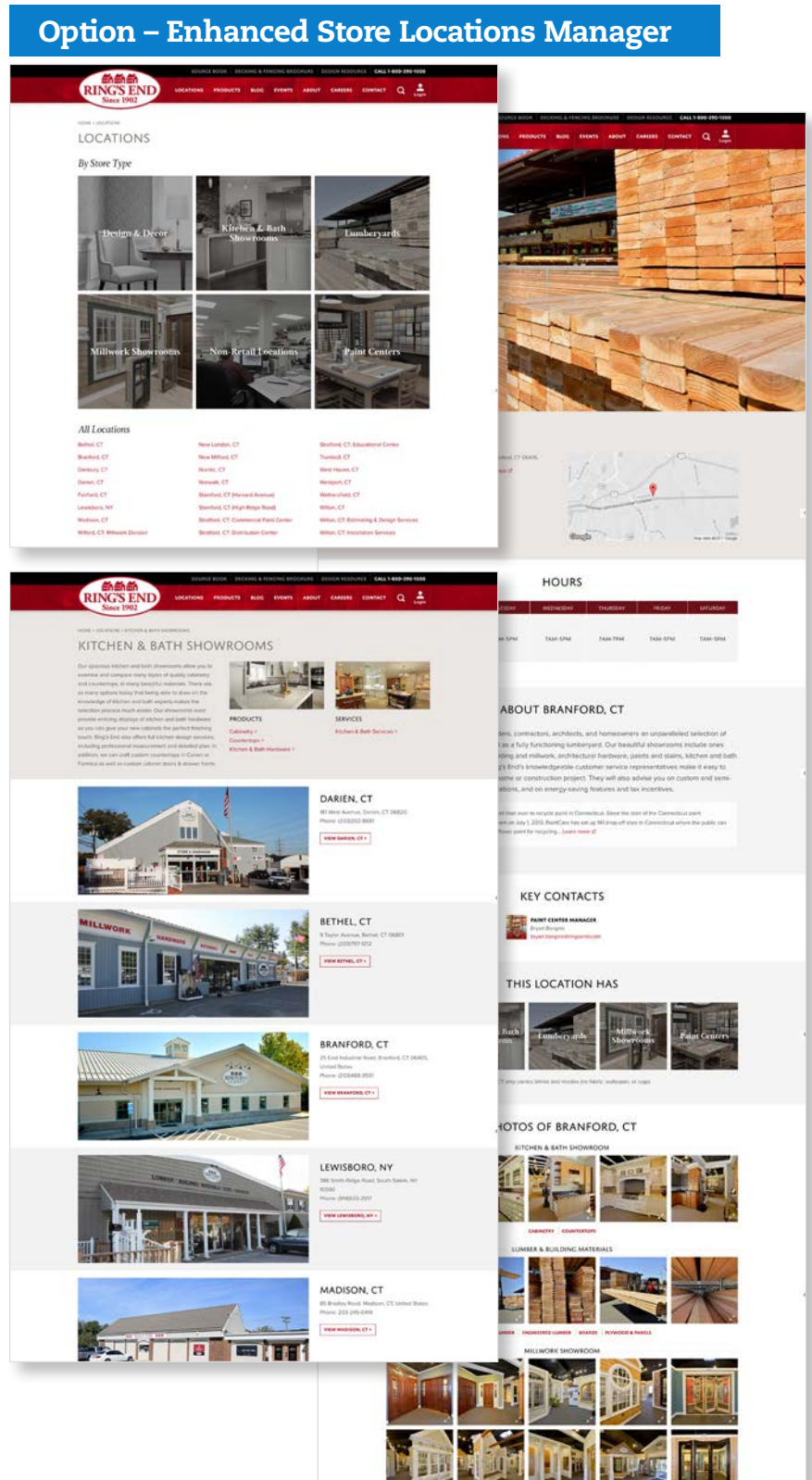
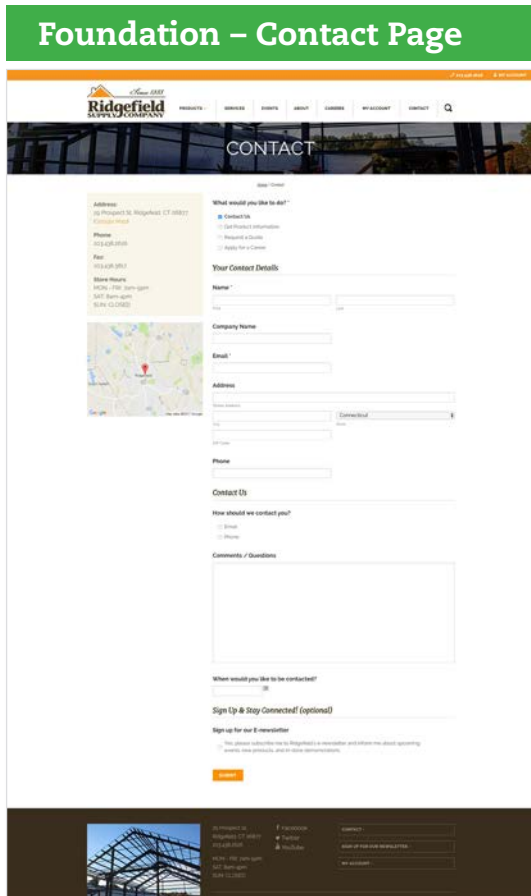
Post your events to your website. If you have multiple locations, you can select which location(s) the event is being held at, and it will appear on the store(s)' page automatically in addition to being listed here.

You have the option of adding RSVP as shown outlined below. You may limit the number of attendees and allow website visitors to register themselves and their colleagues.



## Enhanced Store Locations Manager

All of our websites already include a Contact page. In the case of multi-store locations, we find that having an enhanced store location manager is necessary. Locations pages are frequently the most visited pages on our clients' websites, so we treat them as a landing page that gives people the contact information they're looking for and encourage them to visit other areas of the website. We include a robust store manager allowing you to add store contact information, hours, map (with a link to Google Maps), services available in that store, store photo gallery, and key contacts at the store. If you have multiple locations we will add a Find a Store search page by full list, services offered (e.g. Kitchen & Bath Showroom, Lumberyard). Events at that location will automatically be added to the respective store's page when added in the event manager.

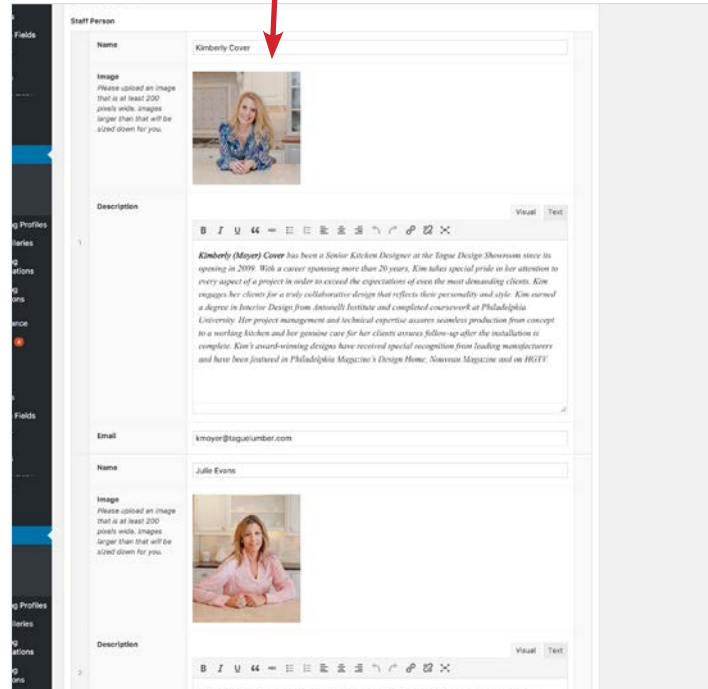
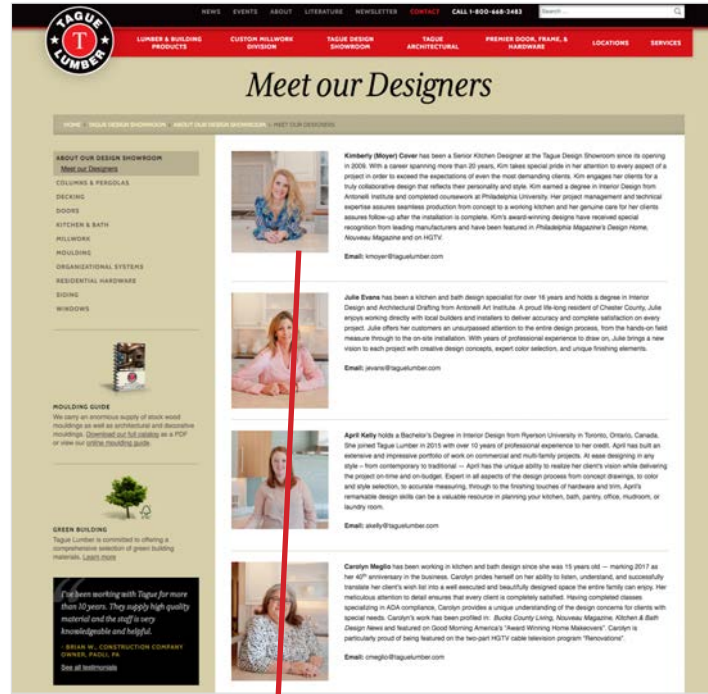




# Options – Build On Your Foundation

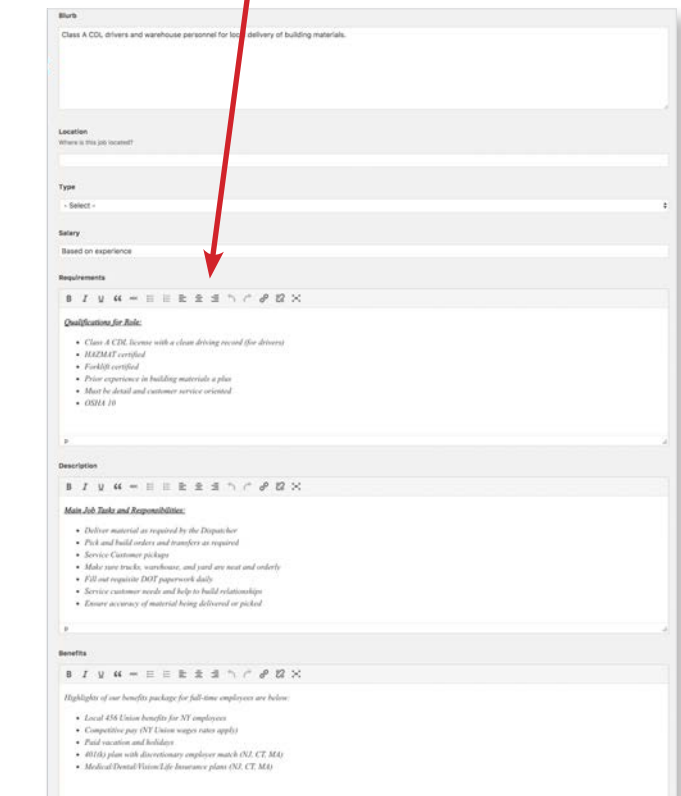
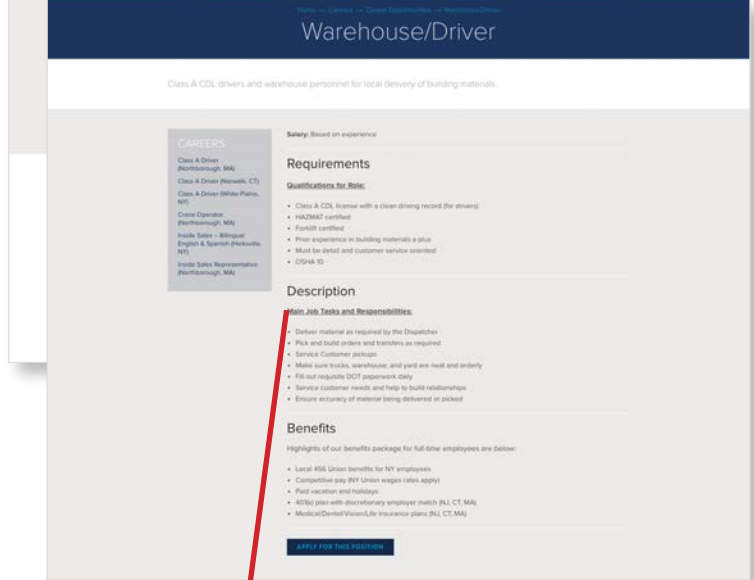
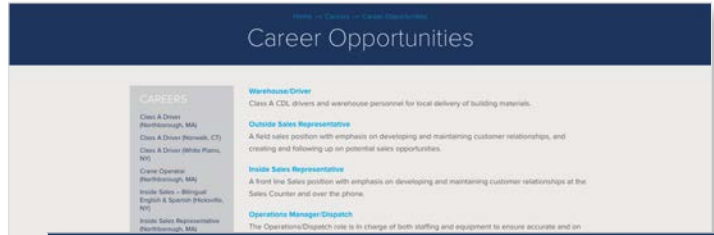
## Personnel Bios

Some of our clients like to add a personal touch by having bios of their staff. We make it easy for you add, edit, or delete bios.



## Career Manager

You need a great team and want to advertise open job positions on your website. We've build a Career Manager that makes it easy for you to add, edit, and delete opportunities. We've taken it a step further by preloading in any boilerplate text you have for job opportunities that you can edit as needed making it quick and easy to add job postings.



### Photography

Pictures make a huge difference in the story we tell with your website. We can send a photographer to your stores and showrooms to showcase your products and services. We use those photos throughout the website. These photos can also be used if you select our inspiration gallery and social media offerings.





### Inspiration Gallery

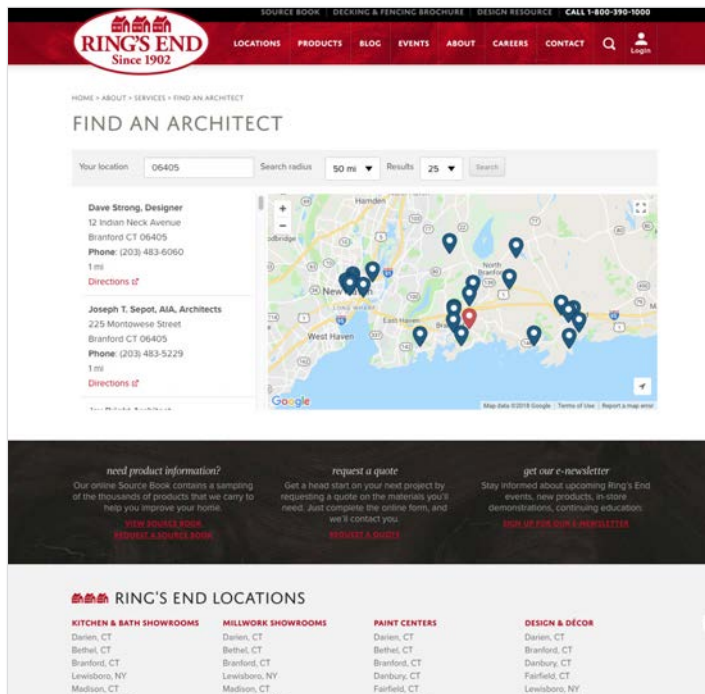
Add photos of your projects you've supplied into your Inspiration Gallery. This is the perfect place to show off your kitchen and bath, mouldings and millwork, deck projects, or anything else that's right for your company.

We create categories for your photos so that your website visitors can filter and search pictures to get at exactly what they want.



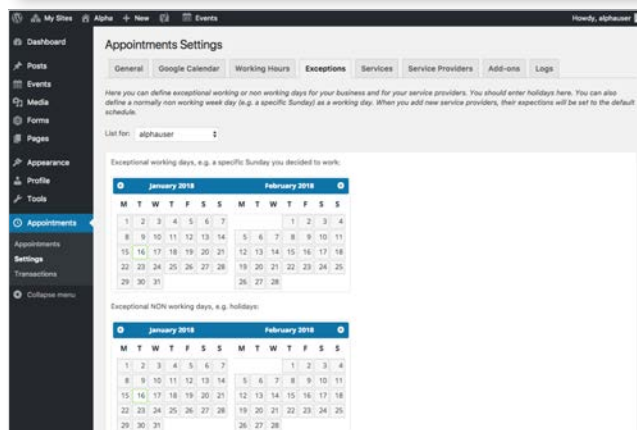
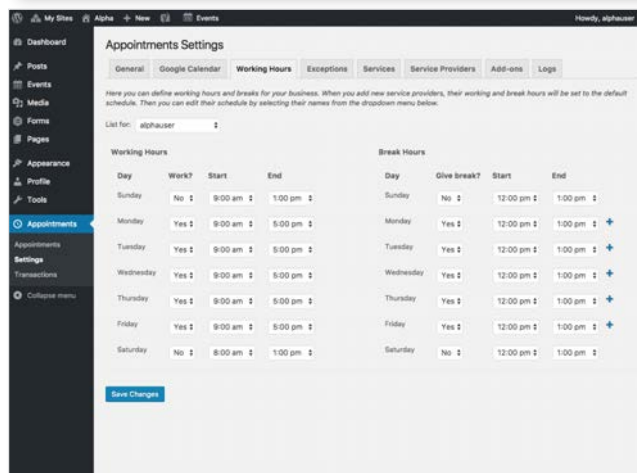
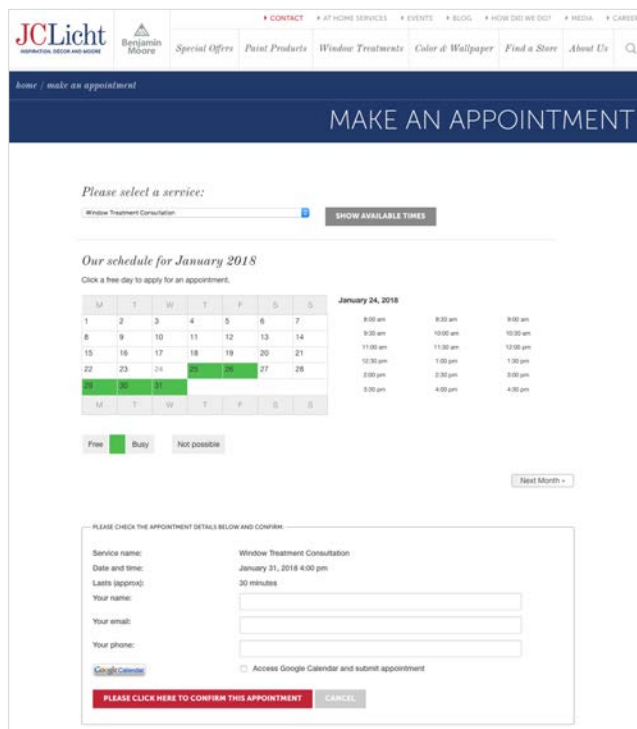
## Find An Architect

Let your website visitors find the architects you recommend. You may add their company name, contact information, web address and more. You can add, edit, and delete listings at any time.



## Appointment Scheduling Tool

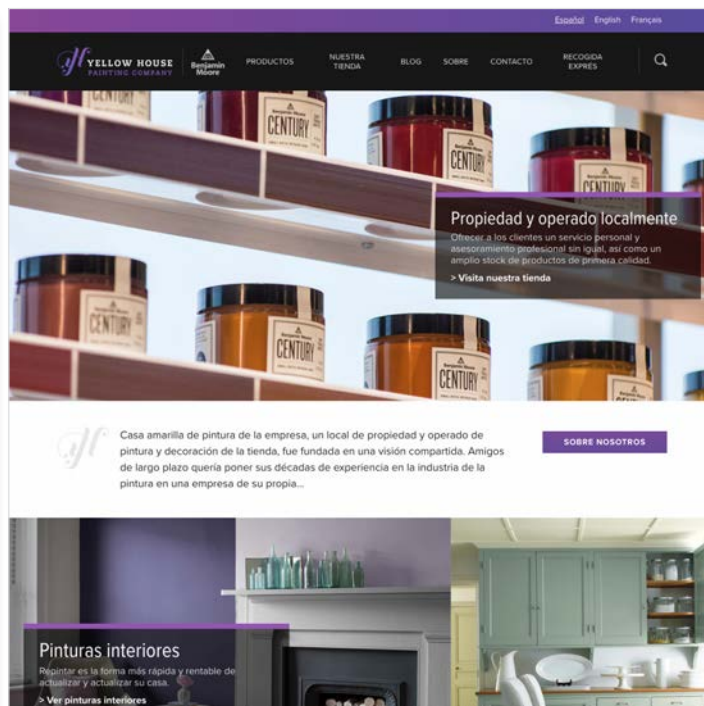
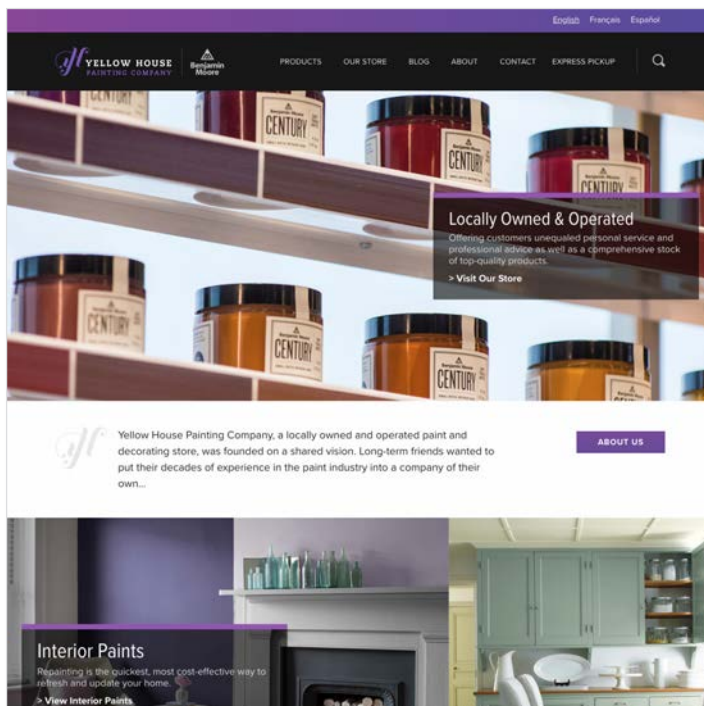
We offer a feature rich scheduling tool that allows you to set available times, which consultants are available, and what options are available. Website visitors may select a service, such as kitchen and bath consultation, and what options are available. You can keep track of appointments and manage them from the website.





### MULTILINGUAL

Our website platform supports automatic translation of the text of your website into multiple languages. Website visitors may choose to change the language the website shows in. The most common options are Spanish and French. Please see below for other options.



### Available Languages

- |                 |              |                      |                       |
|-----------------|--------------|----------------------|-----------------------|
| ■ Afrikaans     | ■ Galician   | ■ Luxembourgish      | ■ Somali              |
| ■ Albanian      | ■ Georgian   | ■ Macedonian         | ■ Southern Sotho      |
| ■ Amharic       | ■ German     | ■ Malagasy           | ■ Spanish             |
| ■ Arabic        | ■ Greek      | ■ Malay              | ■ Sundanese           |
| ■ Armenian      | ■ Gujarati   | ■ Malayalam          | ■ Swahili             |
| ■ Azerbaijani   | ■ Haitian    | ■ Maltese            | ■ Swedish             |
| ■ Bashkir       | ■ Hausa      | ■ Māori              | ■ Tagalog             |
| ■ Basque        | ■ Hawaiian   | ■ Marathi            | ■ Tahitian            |
| ■ Belarusian    | ■ Hebrew     | ■ Mongolian          | ■ Tajik               |
| ■ Bengali       | ■ Hindi      | ■ Nepali             | ■ Tamil               |
| ■ Bosnian       | ■ Hungarian  | ■ Norwegian          | ■ Tatar               |
| ■ Bulgarian     | ■ Icelandic  | ■ Pashto             | ■ Telugu              |
| ■ Burmese       | ■ Igbo       | ■ Persian            | ■ Thai                |
| ■ Catalan       | ■ Indonesian | ■ Polish             | ■ Tongan              |
| ■ Central Khmer | ■ Irish      | ■ Portuguese         | ■ Traditional Chinese |
| ■ Chichewa      | ■ Italian    | ■ Punjabi            | ■ Turkish             |
| ■ Corsican      | ■ Japanese   | ■ Romanian           | ■ Ukrainian           |
| ■ Croatian      | ■ Javanese   | ■ Russian            | ■ Urdu                |
| ■ Czech         | ■ Kannada    | ■ Samoan             | ■ Uzbek               |
| ■ Danish        | ■ Kazakh     | ■ Scottish Gaelic    | ■ Vietnamese          |
| ■ Dutch         | ■ Korean     | ■ Serbian            | ■ Welsh               |
| ■ Esperanto     | ■ Kurdish    | ■ Shona              | ■ Western Frisian     |
| ■ Estonian      | ■ Kyrgyz     | ■ Simplified Chinese | ■ Xhosa               |
| ■ Fijian        | ■ Lao        | ■ Sindhi             | ■ Yiddish             |
| ■ Filipino      | ■ Latin      | ■ Sinhalese          | ■ Yoruba              |
| ■ Finnish       | ■ Latvian    | ■ Slovak             | ■ Zulu                |
| ■ French        | ■ Lithuanian | ■ Slovenian          |                       |

*All translations are automated.*



## Foundation Website

- Home
- Products
  - Lumber & Building Materials
    - Summary description with brand logos linked to website
  - Deck & Rail
    - Summary description with brand logos linked to website
  - Doors
    - Summary description with brand logos linked to website
  - Hardware
    - Summary description with brand logos linked to website
  - Kitchen & Bath
    - Summary description with brand logos linked to website
  - Millwork
    - Summary description with brand logos linked to website
  - Moulding
    - Summary description with brand logos linked to website
  - Paints, Stains & Sundries
    - Summary description with brand logos linked to website
  - Siding, Roofing & Flooring
    - Summary description with brand logos linked to website
  - Windows & Shutters
    - Summary description with brand logos linked to website
- About
- Services
- Contact

### Options:

- Blog
- Events
- Promotions
- Multi-Store Location Manager
- Inspiration Gallery
- Career Manager
- Specialty Product Area(s)
- Specialty Service Area(s)
- Find An Architect
- Personnel Bio Manager
- Appointment Scheduler
- Custom Photography
- Multi-lingual

### Modules:

- See full Yellow House Module Offering Supplement

### Ongoing Service Options:

- See full Yellow House Ongoing Service Offering Supplement

typically ranges from

**\$10,000 - 20,000**

hosting and maintenance

Varies depending on module and ongoing marketing service selections

## Showcase Website

- Home
- Products
  - Lumber & Building Materials
    - Engineered Lumber
    - Framing Lumber
    - Trim Boards
    - Plywood & Panels
    - Drywall
    - Insulation & Ventilation
  - Deck & Rail
    - Summary description with brand logos linked to website
  - Doors
    - Summary description with brand logos linked to website
  - Hardware
    - Summary description with brand logos linked to website
  - Kitchen & Bath
    - Summary description with brand logos linked to website
  - Millwork
    - Summary description with brand logos linked to website
  - Moulding
    - Summary description with brand logos linked to website
  - Paints, Stains & Sundries
    - Summary description with brand logos linked to website
  - Siding, Roofing & Flooring
    - Summary description with brand logos linked to website
  - Windows & Shutters
    - Summary description with brand logos linked to website
- About
- Services
- Contact

### Options:

- Blog (included)
- Events (included)
- Promotions (included)
- Multi-Store Location Manager
- Inspiration Gallery
- Career Manager
- Specialty Product Area(s)
- Specialty Service Area(s)
- Find An Architect
- Personnel Bio Manager
- Appointment Scheduler
- Custom Photography
- Multi-lingual

### Modules:

- See full Yellow House Module Offering Supplement

### Ongoing Service Options:

- See full Yellow House Ongoing Service Offering Supplement

typically ranges from

**\$20,000 - 35,000**

hosting and maintenance

Varies depending on module and ongoing marketing service selections

## Showcase Plus Website

- Home
- Products
  - Lumber & Building Materials
    - Engineered Lumber
    - Framing Lumber
    - Trim Boards
    - Plywood & Panels
    - Drywall
    - Insulation & Ventilation
  - Deck & Rail
    - Wood Decking & Framing
    - Composite Decking
    - Railing
    - Fasteners & Connectors
    - Deck & Rail Accessories
  - Doors
    - Exterior Doors
    - Interior Doors
  - Hardware
    - Architectural Hardware
    - Closet Systems
    - Tools & Fasteners
  - Kitchen & Bath
    - Cabinetry
    - Countertops
    - Hardware & Accessories
  - Millwork
    - Columns
    - Stair Parts
    - Vinyl, Urethane & PVC Millwork
  - Moulding
    - Wood Mouldings
    - Flexible, Poly, PVC, Urethane Mouldings
  - Paints, Stains & Sundries
    - Paints
    - Stains
    - Sundries
  - Siding, Roofing & Flooring
    - Siding
    - Roofing
    - Flooring
  - Windows & Shutters
    - Windows
    - Shutters
- About
- Services
- Contact

### Options: All Included

- Multi-Store Location Manager
- Blog
- Events
- Promotions
- Inspiration Gallery
- Career Manager
- Specialty Product Area(s)
- Specialty Service Area(s)
- Find An Architect
- Personnel Bio Manager
- Appointment Scheduler
- Custom Photography
- Multi-lingual

### Modules:

- See full Yellow House Module Offering Supplement

### Ongoing Service Options:

- See full Yellow House Ongoing Service Offering Supplement

typically ranges from

**\$35,000+**

hosting and maintenance

Varies depending on module and ongoing marketing service selections





## YELLOW HOUSE DESIGN MANAGED SERVICES PROGRAM

# PRE-PURCHASED TIME BLOCKS

Yellow House Design has been providing custom web development and print design services since 1999. In that time, we've established highly efficient and reliable methods that allow us to expand our clients' website capabilities and produce engaging and attractive marketing materials.

We understand that our clients have ongoing needs for their marketing platforms – as their business grows and evolves, their website and marketing materials need to change with their business. We are here to help your business grow.

In our nearly 20 years of experience, we have seen that customization projects are dynamic, requiring feedback and adjustments that cannot always be anticipated when providing an estimate. In response to understanding that dynamic process, we sell blocks of time at discounted rates so that you have the assurance your project can be completed as desired while saving money at the same time. We offer three options for discounted time:

### Base Yellow House Rate: \$150/hr

<b>25 Hour Time Block:</b> <b>\$130/hr</b>	<b>50 Hour Time Block:</b> <b>\$115/hr</b>	<b>100 Hour Time Block:</b> <b>\$100/hr</b>
<b>15% DISCOUNT</b>	<b>25% DISCOUNT</b>	<b>33% DISCOUNT</b>

Pre-purchased blocks of time never expire and can be used for any of the many services we offer:

- |  |  |  |
|--|--|--|
| <ul style="list-style-type: none"><li>■ Custom Web Development</li><li>■ Graphic Design</li><li>■ Copy Writing</li><li>■ Print Coordination</li><li>■ In-Store Signage Design</li><li>■ Out-of-Store Signage Design</li><li>■ Trade Show Kiosks &amp; Banners</li><li>■ Stationery</li><li>■ Moulding Catalogs</li><li>■ Direct Mail</li></ul> | <ul style="list-style-type: none"><li>■ Apparel/Promotional Products<ul style="list-style-type: none"><li>● Shirts</li><li>● Sweatshirts</li><li>● Pens/Pencils</li><li>● Hats</li><li>● Water Bottle Labels</li></ul></li><li>■ Ads<ul style="list-style-type: none"><li>● Newspaper Ads</li><li>● Journal Ads</li><li>● Web Banner Ads</li></ul></li></ul> | <ul style="list-style-type: none"><li>■ Marketing Packets<ul style="list-style-type: none"><li>● Pocket Folders</li><li>● Brochures</li><li>● Sell Sheets</li><li>● Source Books</li><li>● Forms</li></ul></li></ul> |
|--|--|--|

A report will be provided each month in the invoice for the hours accrued and how those hours were spent.



## OUR PROCESS:

We've refined our process over the years to make our web development efficient, effective, and as easy for you as possible. We follow the same process for whichever package you select.

**Phase 1: Discovery** – While most independent LBM retailers stock a common set of core products, we know that you carry products from other vendors. We will find out what products you sell, information about you and your company, gather information about the company to determine feasible website architecture, design and functionality.

**Phase 2: Architecture/Content** – We will determine the website's organization, create website wireframes (it's like a blueprint of a website), write website text, gather photos, and add them to the website.

**Phase 3: Design** – We will design the home page and a few other pages to establish how the website will look based on your input and present the design for your review.

**Phase 4: Development** – We will install and configure the industry-specific content management system, apply approved design to website, write necessary code and test website.

**Phase 5: Delivery** – We launch the website by moving it from test environment to public server where the public can see your new website. We provide up to 2 hours of training on website content management system via GoToMeeting (a screen sharing service).

### **Once we've delivered the website, we're still invested in your business.**

You can always contact us about website questions; our web hosting solutions are absolutely the best in the business, not only in matters of flexibility and security but also in matters of fashioning new capabilities we'd be happy to discuss with you. We're also ready to consult about other marketing and branding questions, marketing initiatives, and about additional advertising efforts. Your success depends on your people – not only management and employees but also vendors and service providers. And customers. So does ours. Yellow House Design would truly value you as a customer, as a client, and as a partner.

Please contact me if you have any questions or if you'd like to discuss.

Sincerely,

David Luyendyk (*pronounced Lion-dike*)

President

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