



## The Revolutionary New Column System that uses Standard PVC water pipe

- Costs 30% to 70% less than fiberglass composite or wooden columns.



- Imagine how simple it can be for builders and contractors to use and implement low cost maintenance free columns into homes and projects.

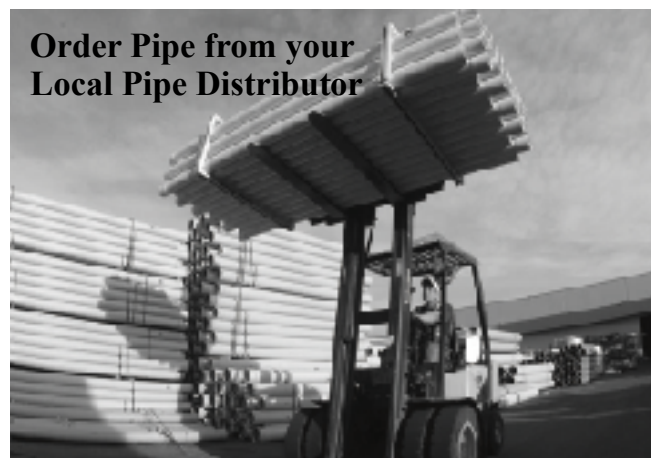
### TUSCAN STYLE

Caps & Bases

In 6", 8"  
10" & 12"



Dealers buy Caps and Bases from Classic Essentials or a Classic Column Distributor.



Order Pipe from your  
Local Pipe Distributor

Dear Potential Dealer,

We are pleased to introduce the **Classic Column Cap and Base system for PVC pipe columns**. The Classic Column system was designed not to replace your existing column business but expand and supplement it by capturing customers that may not have the budget for (due to price) or even be considering using columns because of size and height restrictions.

Benefits to the Builder/Customer are as follows:

- *Far lower cost than wood or fiberglass*
- *Pipe is purchased locally to reduce waiting time and costs*
- *Caps and bases are stocked for quick shipping*
- *They can be cut to any height from 0 to 20 feet to allow for a multitude of applications inside or outside*
- *They finish easily and can be painted to look like fine millwork*
- *Installation is very simple*
- *Structural supports are easily hidden*
- *They can be split and reassembled on site*

We've put together a number of sales and presentation tools to better serve you in addressing customer inquiries and needs. They were designed to serve both you the Dealer and the end user. To view sales tools go to [www.classiccolumn.com](http://www.classiccolumn.com) "Dealer Video."

Benefits to You the Dealer:

- Caps and bases take up minimal floor space for inventories
- We have stocking and non-stocking programs
- We have an organized Web Site with videos and service information for the Dealer and Customers
- We link Dealers to our site to redirect customers
- Boxes are UPC coded for easy inventory control

We would appreciate your feedback and any information you might be able to provide with regard to the column business in your area. ***For pricing please call Brian at 1 888 478-3399.*** We look forward to speaking with you soon.

Best regards

Brian Williams

# Classic Column *"Features and Benefits"*

Classic Column is 30% to 70% less than other Columns

**Cost Savings in Installation.** (as simple as gluing and screwing into place)

**Cost Savings in Finishing.** (simply clean with alcohol cleaner, prime and paint)

Buy the pipe in 13' or 20' lengths locally and the Caps and Bases from the Dealer.

Pipe shafts can be quickly adjusted to any height on site from as short as specified up to 20'.

Classic Column can be installed early on site to avoid splitting and reconstructing later.

They can be used in the interior or on the exterior of Starter homes, High end homes, Single and Multi-family as well as on Remodel and Commercial projects.

Applications are endless from exterior landscapes, arbors, and gazebos to porches and decks as well as a multitude of entrance features. The 6" is an elegant addition to interior pony walls and at the end of counter tops. The larger 8", 10" & 12" work great in any typical column application.

Classic Columns are larger than other columns because of the straight shaft and full nominal sizes. For example: the 8 5/8" has the appearance of a fiberglass 10" that is typically 9 1/2" at the bottom tapering to 8 1/2" at the top. (A typical Fiberglass 8" is 7 1/2" tapering at 6 5/8" at the top)

Call for information and pricing on CUSTOM DECORATIVE CAPITALS

Column shafts are not load bearing, but the hollow core does allow for the installation of structural supports. (Wood, Steel or Concrete)



Caps and Bases easily ship by Fed Ex. or UPS.

## Approximate Complete Column Costs:

The following price range includes one Cap and Base as well as an 8' length of pipe. Prices will vary a little based on where you are located in North America and the type of pipe used. Please Check The National Pipe Distributors on our Web site for prices on IPS and SDR 35 pipe in your area.

Diameter and height	Prices	Diameter and height	Prices
6 5/8" x 8'	\$ 80 to \$90	10 3/4" x 8'	\$130 to \$155
8 5/8" x 8'	\$85 to \$100	12 3/4" x 8'	\$185 to \$220

# Call toll free: 1 888 478-3399 for more info.

## Classic Column Support,

1. Visit [www.classiccolumn.com](http://www.classiccolumn.com) to view 1 min. Dealer information video and our 3 min. Product application video.
2. Drop ship programs available for stocking and non-stocking dealers (call for details).
3. Classic Column is a product that is not designed to replace your existing column business but expand and supplement it by capturing customers that may not have the budget for (due to price) or even be considering using columns because of size and height restrictions.
4. We have merchandizing, POP, brochures and marketing materials.
5. We will help with Electronic art for doing proactive E-mailers to your customers or prospects.
6. We will help you to build correspondence packages for your customers, Architects, designers and builders.
7. Call 1 888 478-3399 for Large Volume project pricing.
8. We carry inventories in order to ship quickly.
9. We will link your Dealer Location to our Web Site dealer lists
10. We will send all Customers inquiries from your territory back to you.
11. We will continue to bring you additional products that support and enhance your business
12. Caps and Bases take up minimal floor space for inventory.
13. Product boxes are UPC Bar Coded for inventory management.

## Product information,

- a. Caps and Bases are sold only in sets, (1 Cap & 1 Base per box)
- b. PVC cleanser and ABS glues are not included with our product
- c. Caps and Bases are offered in 4 sizes to fit Standard IPS Pipe which is most often available in 20' lengths, and 4 sizes to fit SDR-35 sewer pipe which comes in 13' lengths.

IPS-SDR 41 and IPS Schedule 40 (Usually 20')	SDR 35 Sewer Pipe (Usually 13')
Pipe Size Outside Diameter	Pipe Size Outside Diameter
IPS 6 5/8"	SDR-35 6 3/8"
IPS 8 5/8"	SDR-35 8.4"
IPS 10 3/4"	SDR-35 10 1/2"
IPS 12 3/4"	SDR-35 12 1/2"

### PVC Pipe Distributors:

United States: 1. Ewing at [www.ewing1.com](http://www.ewing1.com)

2. Diamond Plastics Corp. at [www.dpcpipe.com](http://www.dpcpipe.com)

3. National Waterworks at [www.nationalwaterworks.com](http://www.nationalwaterworks.com)

4. Ferguson (a Woseley Company)

[www.ferguson.com](http://www.ferguson.com) (under #2 select waterworks)

5. Concord Winwater Works [www.winholesale.com](http://www.winholesale.com)

Canada: 1. Woseley at [www.woseleyinc.ca](http://www.woseleyinc.ca)

2. IPEX Inc. at [www.ipexinc.com](http://www.ipexinc.com)

## **Testimonials:**

**Classic Essentials is into the 10th year of manufacturing the Classic Column Cap & Base system. Our Customers have expressed continued satisfaction in product quality, ship times and support.**

**Brian Murphy  
Frank Murphy and Sons Inc.  
Kent WA  
1800-527-7628**

**We here at Murphy & Sons have been using Classic Columns for over 5 years and our customer satisfaction couldn't be higher. Their easy installation and classic looks add beauty to any structure from new construction to remodel. We look forward to using their product in the coming years.**

**Michael Smith  
Palm Harbor Homes  
Plant City Florida**

**Dear Brian, The Column Caps and Bases produced by your company, Classic Essentials Inc., have proven to be a tremendous success here in Florida. One of the problems we face in manufactured housing is making our exteriors stand out. The fast pace of the manufacturing process eliminate many choices in exterior finishes. Adding exterior columns to our homes has helped us to stand apart from our competitors. With the low cost of your product, exterior columns are an inexpensive upgrade that adds great value to a home. We look forward to continuing a successful business partnership.**

**Raymond H Kepner  
Stairpart Distributors  
Tacoma Washington 1(800) 600-3405**

**We at Stairpart Distributors have been purchasing the Classic column line of Caps & Bases for over six years now, coupled with our pvc pipe to create a column. They have been a great addition to our product line. We are also a distributor for fiberglass columns (about a truck load a month) and have found pvc columns to be a viable alternative. We have not noticed a decrease in fiberglass sales, however the pvc columns have opened new doors for our full line of columns & stair-parts.**

**We would recommend to anyone the Classic column pvc cap & base program. It has been a great new product to introduce a market to, and has actually been the FOOT IN THE DOOR needed to generate renewed interest with customers and sales force.**

**Please feel free to use us as a reference to others, we truly are impressed with the help you have given us.**

**Classic Column #12 N. Holdom Ave. Burnaby BC. V5B 1K3 Canada  
Tel. 1-888- 478- 3399 or (604) 299- 6222 Fax. (604) 299-2344**