

**MAY 2010**

# **THE REINVENTION**

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**To: Our Valued FMI Customers**

**From: Glenn Thomson, Sr. Vice President Sales & Marketing**

They say the best way to stay ahead of the competition is to reinvent your own products with greater features and lower costs. We are excited to introduce exactly that. The entire Mosaic Masonry line (with the exception of the Scepter) will be “New and Improved” starting on July 6, 2010.

What exactly have we done? We have eliminated four to eight hours of labor in installation time for you and your customers. We have brought the grouting and firebrick installation in house and created a pre-engineered firebrick wall system. Now you will not need an additional masonry skill set to create a true masonry look for your customers.

The price remains the same. FMI will absorb all the set-up and labor costs.

For those customers stocking numerous units we have also made it easier and less expensive by reducing inventory dollars and space. You can order units complete – the wall systems are affixed to the outside of the unit. The other option is you can order DDI units alone and stock the various brick systems separately. The bricks will continue to be available in running bond and herringbone in both red and ivory colors. You can now offer the most authentic masonry fireplaces more cost effectively.