

News Release



HOME DECOR MADE SIMPLE

Design House
5205 W. Donges Bay Rd.
Mequon, WI 53092
800-558-8700
www.todaysdesignhouse.com

FOR IMMEDIATE RELEASE

CONTACT: Jacqueline Saldana – Director of Marketing
jsaldana@dhi-corp.com
Phone: 262-236-4564

Design House makes product selection easier with a new interactive website.

*Pro-dealers, builders and interior designers can all benefit from the convenience of the new
“Build-your-own” WholeHouse™ tool.*

MEQUON, WI (January 25, 2012) - Design House, the leading manufacturer of home décor packages for your WholeHouse, introduces an innovative, new interactive website. The new “Build-your-own” WholeHouse tool (www.wholehouse.com) allows users to create their own WholeHouse packages including matching indoor and outdoor lighting, hardware, plumbing and bath accessories. The user can begin by choosing from the selection of pre-designed packages, then customize by adding additional products from the 2012 Design House catalog. The website will display the customized package graphically in .pdf form.

“Design House is about Home Décor Made Simple. This new tool makes specifying product simple for anyone involved in the building process including, pro-dealers, builders and interior designers,” said Jon Gallun, Vice President and General Manager of Design House. For pro-dealers, this tool can be offered to their customers (both contractors and DIYer’s) to select the products needed for their specific projects. The customer can print out his/her custom package and bring it (or email it) to the store to place the order. Likewise, builders can use this tool to present options to their homeowners, or better yet, allow the homeowner to build his/her

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own WholeHouse package online. This gives homeowners more flexibility to choose their own décor products while streamlining the supply chain for the builder.

“Interior designers will likely find the most value with this tool,” said Gallun. Designers can select all the products required for a project in matching styles and finishes. The website allows designers to upload their company logos and contact information, which is then displayed on the .pdf document along with the product selections and can easily be presented to the client. With one click, designers can request a quote from Design House for the specific products chosen. There is even a choice to print the specification sheets for each product along with the .pdf.

In addition to all the products in the 2012 Design House catalog, users can also choose from “additional categories” of products that can be sourced from Design House’s vast network of partner factories. These products can be customized for larger projects and may require minimum order quantities and additional lead times.

Design House’s new “Build-your-own” WholeHouse tool is an opportunity to save time and money when specifying products. The tool can be accessed at www.wholehouse.com.

About Design House

Design House has been serving the home improvement market for 140 years. Design House offers products balanced in both style and price point and manufactured to the industry’s highest standards. Design House’s WholeHouse program remains the industry’s first and most complete matching after-paint décor packages.

Design House products are available at hardware stores and lumber yards across the country. For information about Design House and its products call 800-558-8700 or visit **www.todaysdesignhouse.com**.

Design House is a registered brand of DHI Corp. DHI Corp is a collection of award winning brands covering multiple product categories within the home décor and lawn and garden industries. DHI Corp is headquartered in Mequon, Wisconsin.

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