

January 1, 2002

The Latest New Products  
& Programs from WFI

## BCD - Brazilian Cherry Direct !



*the world's finest wood floors !*

### A VALUE PROGRAM FROM WFI !

WFI is proud to present **Brazilian Cherry Direct**, better known as BCD, specially designed to save you money and provide a distinct market advantage. This program gives WFI's MarketPartners the ability to buy containers at direct mill pricing. At the same time, it provides the security of WFI standing behind the quality and the importing, while giving you access to WFI's supporting stateside inventory, as well as full marketing support.

#### The BCD program works as follows:

- WFI created the highest quality line of solid unfinished imported flooring in today's most popular imports of Brazilian Cherry, Santos Mahogany, Brazilian Chestnut/Teak, Brazilian Walnut, Purpleheart, Bloodwood & many more species.
- WFI maintains perpetual inventories of stock overseas, awaiting your order. Then, on our web site, we give you the key to view this stock and the current pricing. This allows you the ability to buy mixed loads tailored to your specific needs, at the lowest possible price, with the shortest lead times.
- WFI then keeps supporting inventories stateside of matching SKU's to service your immediate "fill in" needs.



**Consistency** - This program was created in partnership with several of WFI's key supplying mills, each of which utilizes WFI's Quality Control systems. By maintaining large inventories of already produced flooring, in addition to greater quantities of flooring blanks in the kiln and in the yard waiting to be run, we offer you a continuous program of supply through the seasons, both rainy and dry. Offered at direct import prices, but with guaranteed quality, this program offers you all the advantages of direct pricing, but shields you from all the mishaps and drama that can/will go along with attempting to import on your own.

Call today for complete details on **WFI's BCD Program !**

### Gain a Market Advantage

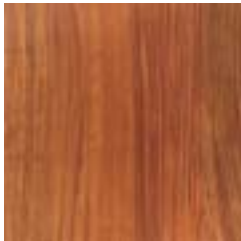
The Market Advantage BCD Offers You Is:

- **Pricing** - By taking advantage of our BCD Program's Direct Mill Pricing, whereby we essentially act as your buying agent, you now have an aggressive cost structure to wield in developing your own market strategy to provide both margin and volume with these products in your territory.
- **Quality** - With the mills utilizing the WFI implemented Quality Control System:
  - our flooring is **dried right** and will be 6% - 7.5% moisture content upon arrival.
  - it is **milled right**, without face-width variance, with minimal over-wood and with a T & G that mates well with the standard NOFMA oak pattern.
  - we **grade and label** our product correctly (See the section on our grades below for more details).
- **Packaging** - All flooring is uniformly packaged in plastic banded, random length, nested bundles with a minimum 36"+ average length in our upper grades. The nested bundles are then palletized in uniformly sized, plastic wrapped pallets.
- **Private labeling** - The pallets are labeled with pallet labels which can be customized with your own logo and inventory codes !



Call Andy Gallo at 856-764-2501 today for complete details on WFI's Brazilian Cherry Direct Program, volume pricing and to request a BCD Manual !

### WFI's Brazilian Cherry Flooring Grades



**quartered clear grade**

All straight grain, without defects and color selected for uniform color.



**quartered select grade**

All straight grain, without defects, not color selected.



**clear grade**

Mixed flat and straight grain, without defects & color selected for uniform color.



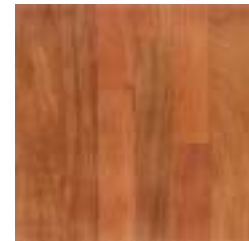
**clear grade with quartered pulled**

Same as clear grade, except the straight grain has already been selected out. Predominantly flat sawn.



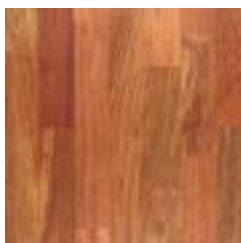
**full select grade**

Mixed flat and straight grain, without defects & includes the full color/grain range in the species.



**select grade with quartered pulled**

Same as full select grade, except the straight grain has already been selected out. Predominantly flat sawn.



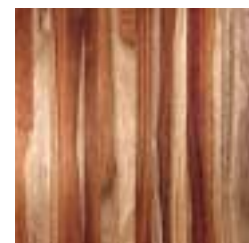
**low select grade**

Mixed flat and straight grain, without defects, taken from the approx. 15% of dark/light color & wild grained pieces color selected out of the clear grades.



**latin grade / #1 common**

Mixed flat and straight grain, with minor defects such as small knots & resin pockets. Includes the full color/ grain range in the species.



**character grade**

Includes pieces with mixed heartwood/ sapwood, as well as pieces completely sapwood. Allows minor checks/cracks, small resin pockets & small knots.

**BCD Program Elements - Ordering Info**

We offer our flooring at two price points. You may pre-order your needs under our BCD program, which are direct shipped to you out of our overseas inventory at the best possible pricing. (WFI is essentially acting as your buying agent). You may also order one of the containers we have on the water not yet spoken for. Or, you may order your fill-in needs from our stateside inventory at slightly higher pricing, reflecting the added freight, warehouse and carrying costs incurred by us to bring in and hold inventory in our warehouse.

The BCD process works like this:

- We maintain an overseas flooring inventory ready to ship as well as extensive stocks in production for shipment within a few weeks.
- You order your needs in 10 pallet increments, (full C/L's), choosing a mix of species/sizes/grades in one pallet minimum multiples.
- We then ship your order to the port nearest you, handle customs, clearance, and arrange the inland delivery.
- The Order Process & Terms of Sale are:
  - After checking our web site for current inventory (or calling us), you would issue us a PO for the items you want, the ship date and the port desired.
  - We then issue an order acknowledgement confirming your order, the ship date and the terms of sale. At this time, we also e-mail you a copy of the pallet label templates for you to customize with your logo and inventory codes and e-mail back to us.
  - Once the goods ship, we then fax you the packing list and bill of lading along with a pro-forma invoice which lists our banking information. At the same time, we fax you a blank inspection report which we request you fill out upon receipt of the flooring.
  - As the vessel arrives in port, you then pay our invoice either via a wire transfer or FedEx a check. For slightly higher prices, we offer terms.
  - We then clear the container through customs and arrange inland delivery to you. Upon receipt of the flooring you then fill out the inspection report and fax it back to WFI.

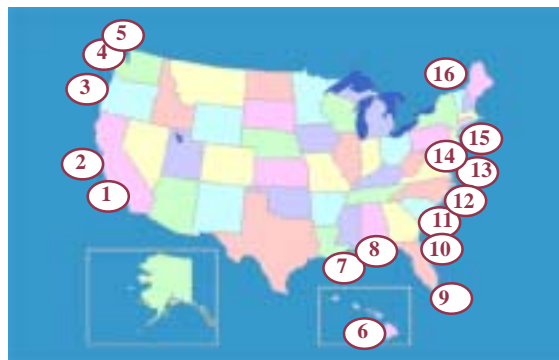
Species, Sizes & Grades Available										
Species	Widths				Grades					
	2-1/4"	3"	4"	5"	quartered clear	clear	select	low select	latin	character
<u>Bloodwood</u>	X	X		X			X			
<u>Cherry, Brazilian</u>	X	X	X	X	X	X	X	X	X	X
<u>Mahogany, Santos</u>	X	X	X	X	X	X		X	X	X
<u>Purpleheart</u>	X	X					X			
<u>Teak/Chestnut, Brazilian</u>	X	X		X			X			
<u>Walnut, Brazilian</u>	X	X	X	X		X		X		

plus many other species !

X = Available

**Ports of Call**

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| <ul style="list-style-type: none"> <li>■ West Coast                             <ol style="list-style-type: none"> <li>1) Los Angeles</li> <li>2) San Francisco</li> <li>3) Portland</li> <li>4) Seattle</li> <li>5) Vancouver</li> <li>6) Honolulu</li> </ol> </li> <li>■ Gulf Coast                             <ol style="list-style-type: none"> <li>7) Houston</li> <li>8) New Orleans</li> </ol> </li> </ul> | <ul style="list-style-type: none"> <li>■ East Coast                             <ol style="list-style-type: none"> <li>9) Miami</li> <li>10) Savannah</li> <li>11) Charleston</li> <li>12) Norfolk</li> <li>13) Baltimore</li> <li>14) Philadelphia</li> <li>15) Newark/New York</li> <li>16) Montreal</li> </ol> </li> </ul> |
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## Other Product/Programs offered by WFI

### WFI's Engineered SingleStrip Line

WFI is seeking distribution for our new 9/16" by 3" & 5" width engineered, pre-finished, SingleStrip Collection.

Supplied in long random lengths to 7' long, this floor, once installed, looks the same as a solid plank installation that has been sanded and finished on site. It can be nailed, glued or floated.

We offer two Collections: Our Quartered Domestic Collection includes American Cherry, Walnut, Red Oak, White Oak & Maple - in either Quartered Clear grade or Quartered Natural grade.

Our Exotics Collection includes Australian Cypress, Brazilian Cherry, Southern Chestnut, Royal Mahogany, Caribbean Rosewood, Caribbean Walnut & Santos Mahogany

### Tekno

Simply the world's finest wood flooring ! This line of 2-Ply SuperStrip flooring, imported from Italy is exquisite. The finish, the milling, the wood selection & the construction are all without compare. Milled TrueSquare edged after pre-finishing, Tekno is reserved for a select group of distributors - call today and become one ! We offer Rift White Oak, Quartered White Oak, Doussie, Afromosia, Beech, Muteyne & more. Call for details today or visit [www.teknonorthamerica.com](http://www.teknonorthamerica.com) !

### ACD Program Australian Cypress Direct

WFI offers a successful program similar to our BCD (Brazilian Cherry Direct) Program, called Australian Cypress Direct offering the Aussie species of:

- Australian Cypress
- Northern Brushbox & other species

WFI is the largest importer of Australian Cypress and offers Un-finished Solids, Pre-finished Solids and Engineered formats.

For complete information on this program please request a copy of **WFI's ACD Manual**.

### PAD Program Patagonia Direct

Patagonia Direct - this program offers you access to a unique group of species from the lower reaches of Latin America.

This is our newest program and we are looking for additional MarketPartners to take on this line. The species offered include:

- Santos Mahogany
- Patagonian/Brazilian Maple
- Patagonian Walnut
- Patagonian Rosewood
- Patagonian Cherry/Tiete Rosewood



For complete information on this program please request a copy of **WFI's PAD Manual**.



*the world's finest wood floors !*

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