

DOORWAY SHOE MOULDING (DSM) KIT

NEW CLIP STRIP ITEM!

DSM contour-matched to CM376 casing

- Provides a seamless finished look around the casing & door jamb in home doorways
- Clip Strip kits for a standard doorway, sliding or pocket doorway, & interior side of exterior doorway
- Each kit has contour-matched pieces that fit one of seven standard casing profiles
- Kits are finished or unfinished, made of wood or MDF, & are easily sanded or filed for a better fit
- Installation is quick and easy – perfect for pros and DIYs!

Produces a finished, clean look for interior doorways.

PROBLEM

Builders routinely use baseboard and shoe moulding to finish rooms, but they DO NOT finish the doorways.



Unfinished doorways are unsightly with rough, uneven edges



SOLUTION

DSM kits finish any doorway in a home with an aesthetic, clean appearance. Unfinished doorways are unacceptable.



The DSM sets a new standard for the building industry!



DSM Kit pieces along doorway



DSM on Pocket doorway



DSM on Exterior doorway

EFFICIENCY PRODUCTS, LLC® *A Service-Disabled Veteran-Owned Small Business (SDVOSB certified)*

Seeking Mfr/Distro Partners or Licensing Opportunities:

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SAMPLE CLIP-STRIP PACKAGING FOR DOORWAY SHOE MOULDING (DSM)

Packaging: Zip lock bags with DSM pieces and folded cardboard label stapled to it. Label has info on front and back (bar code/SKU); inside has instructions, website, & YouTube video link.

INFO FOR LICENSEE, MFR, AND SELLERS

CASING STYLE: Only produce DSM for most purchased style (CM376), which is also most common pre-hung doorway and window style.

TO REMODEL A HOME, THREE KITS (SKUS) NEEDED: standard doorway (6 pieces, suggest \$9.99 retail), pocket & closet doorways (4 pieces, \$8.99), and interior of an exterior doorway (2 pieces, \$7.99). Cost to produce each piece as a 3D print is pennies!

MATERIAL OPTIONS (3): MDF or equivalent, 3D printed plastic, and solid wood (all sandable and stainable). Initial launch could be unfinished MDF or 3D prints or a finished MDF with most purchased stained shoe moulding.

NOTE 1: Concern about customer returns if DSM doesn't fit: Design of pieces allows for variance in doorways and each piece can be sanded and minor gaps easily filled. In short, fit and installation are reliable and quick for a pro and DIY. Install with epoxy; not a nail gun.

NOTE 2: Clip Strips: In the mouldings and pre-hung doors aisles at Home Depot & Lowe's, the metal frames between bays are mostly empty, so plenty of room for clip-strips w/o competing for space. Have a floor display of launch products to buy in-store with display only of more online only options when product takes off.

NOTE 3: Clearance under Door: Most doorways in homes have at least a one-half inch clearance between the door and floor, so DSM will not interfere with door. If DSM obstructs door closing, cut off small section of kit at door-side jamb. FYI - Pre-hung doors have a one-inch standard clearance between door and casing/floor.



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