

JOHNS-MANVILLE CORPORATION

CLOSET REVIEW

MARCH 18, 1991

By Ed Domanick

***LARGE NEW MARKET
FOR JOHNS-MANVILLE***

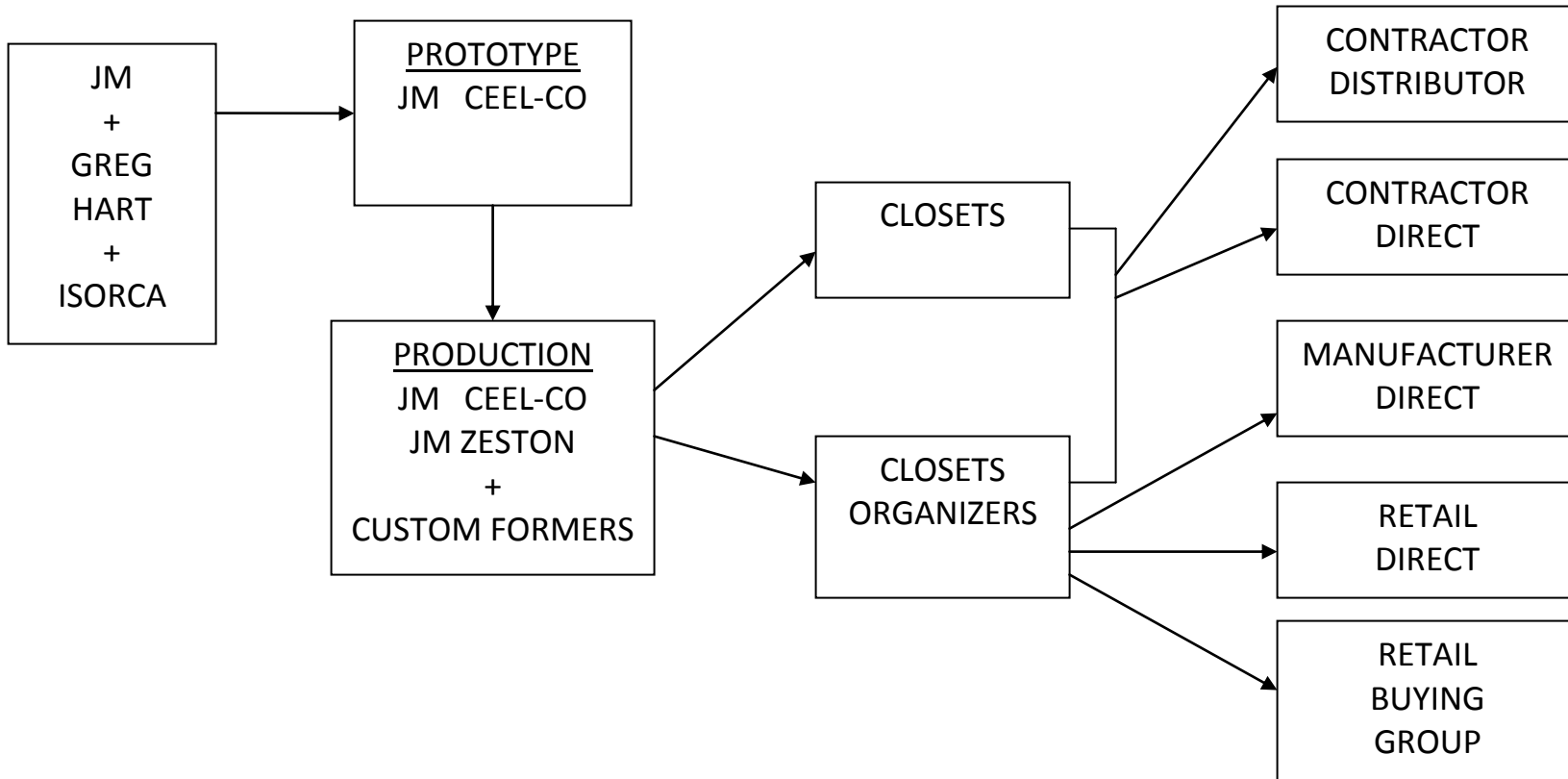
CLOSET DEVELOPMENT

DESIGN

MANUFACTURING

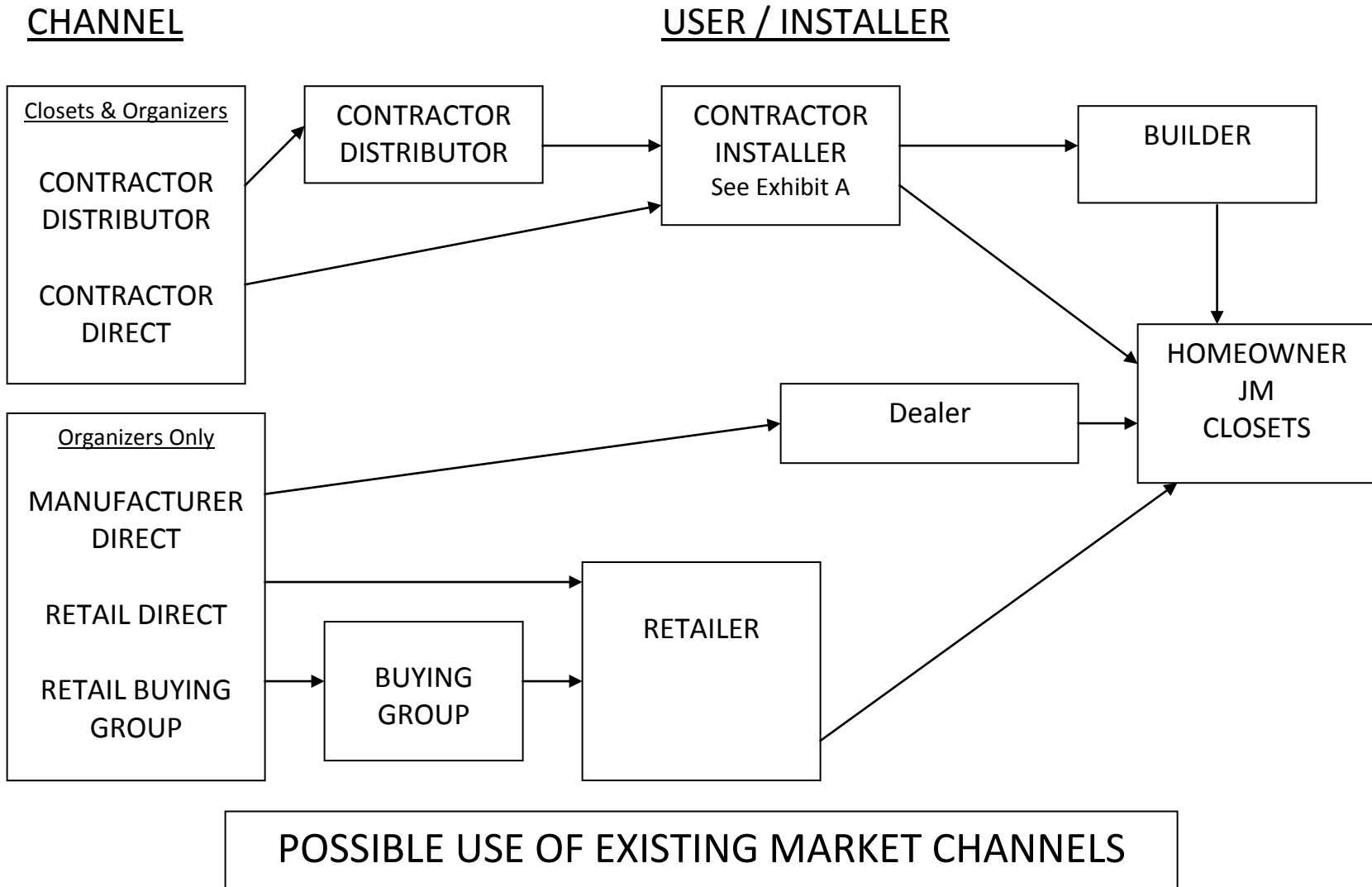
PRODUCT LINE

CHANNEL



NEW PRODUCTS, PROVEN TECHNOLOGY, SERVED MARKETS

CLOSETS – RESIDENTIAL MARKET



PREFERRED CLOSET INSTALLERS

INSULATION CONTRACTORS

CLOSET ORGANIZER DEALER

FINISH CARPENTERS

(MILLWORK, DOOR, CABINETS & HARDWARE)

SPECIALTY DISTRIBUTORS

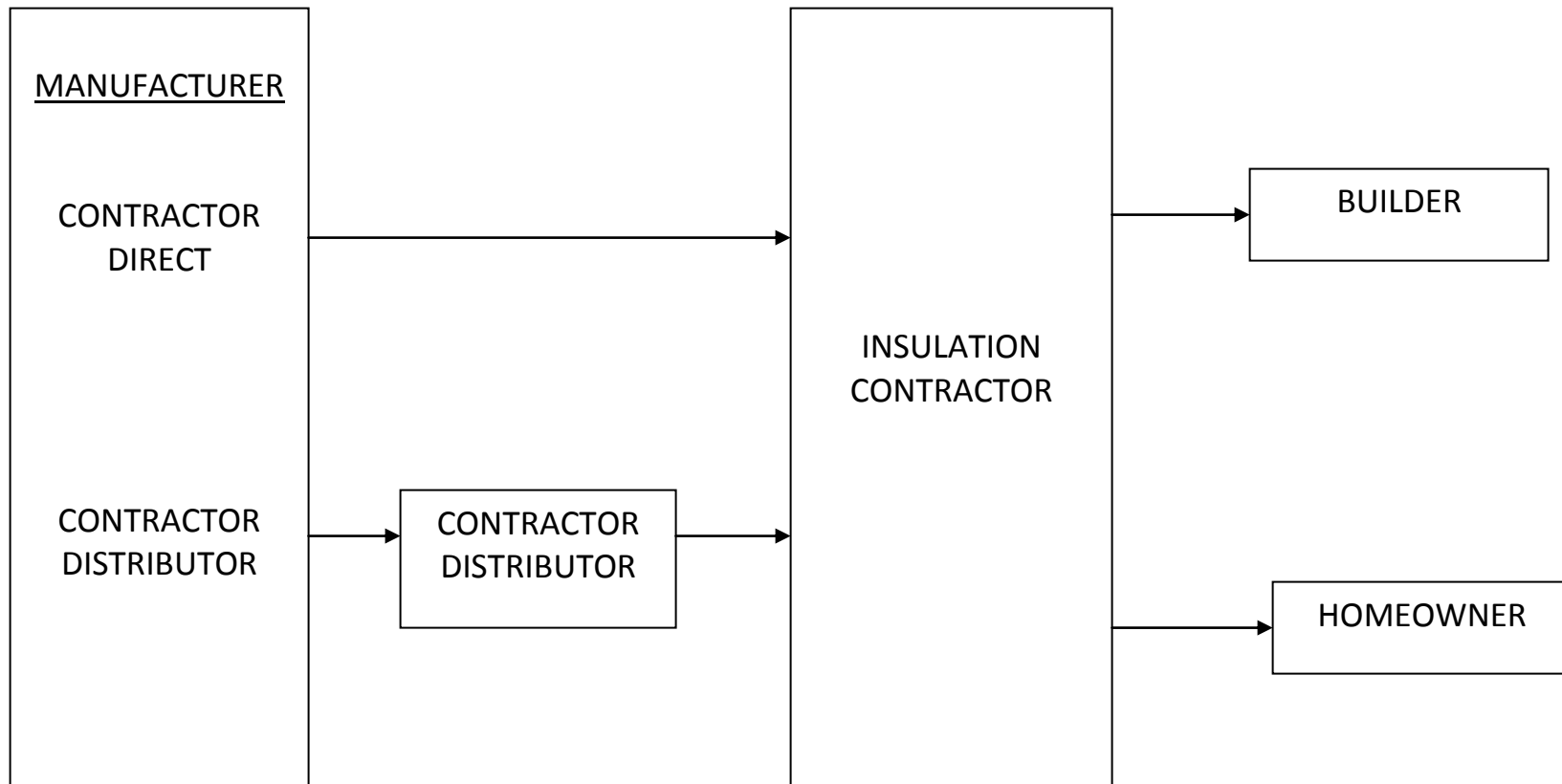
(DOORS, WINDOWS, DUPONT, LARGE FRAMING CONTRACTORS)

CHOICE OF CLOSET INSTALLERS IS LIMITED

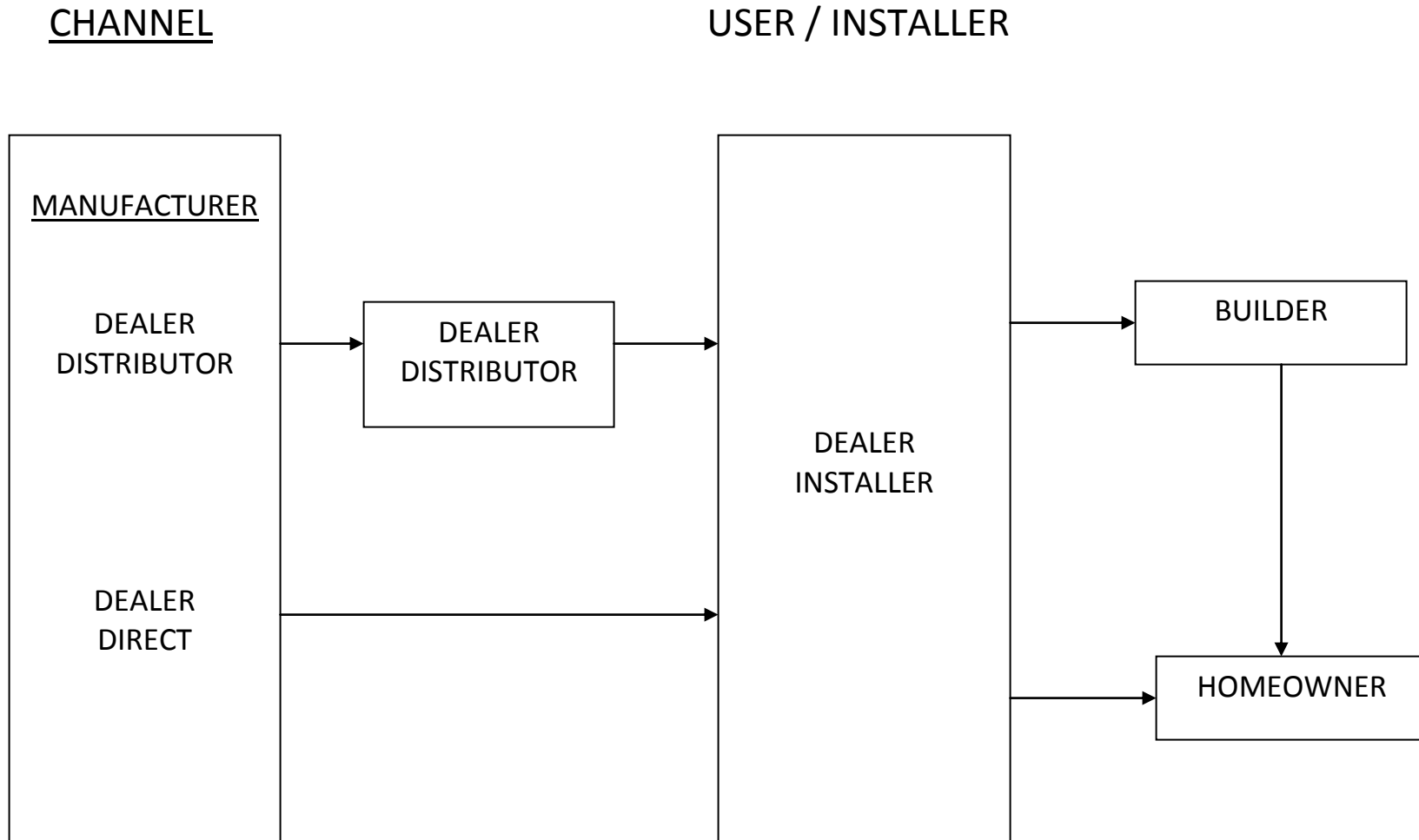
INSULATION DISTRIBUTION

CHANNEL

USER / INSTALLER



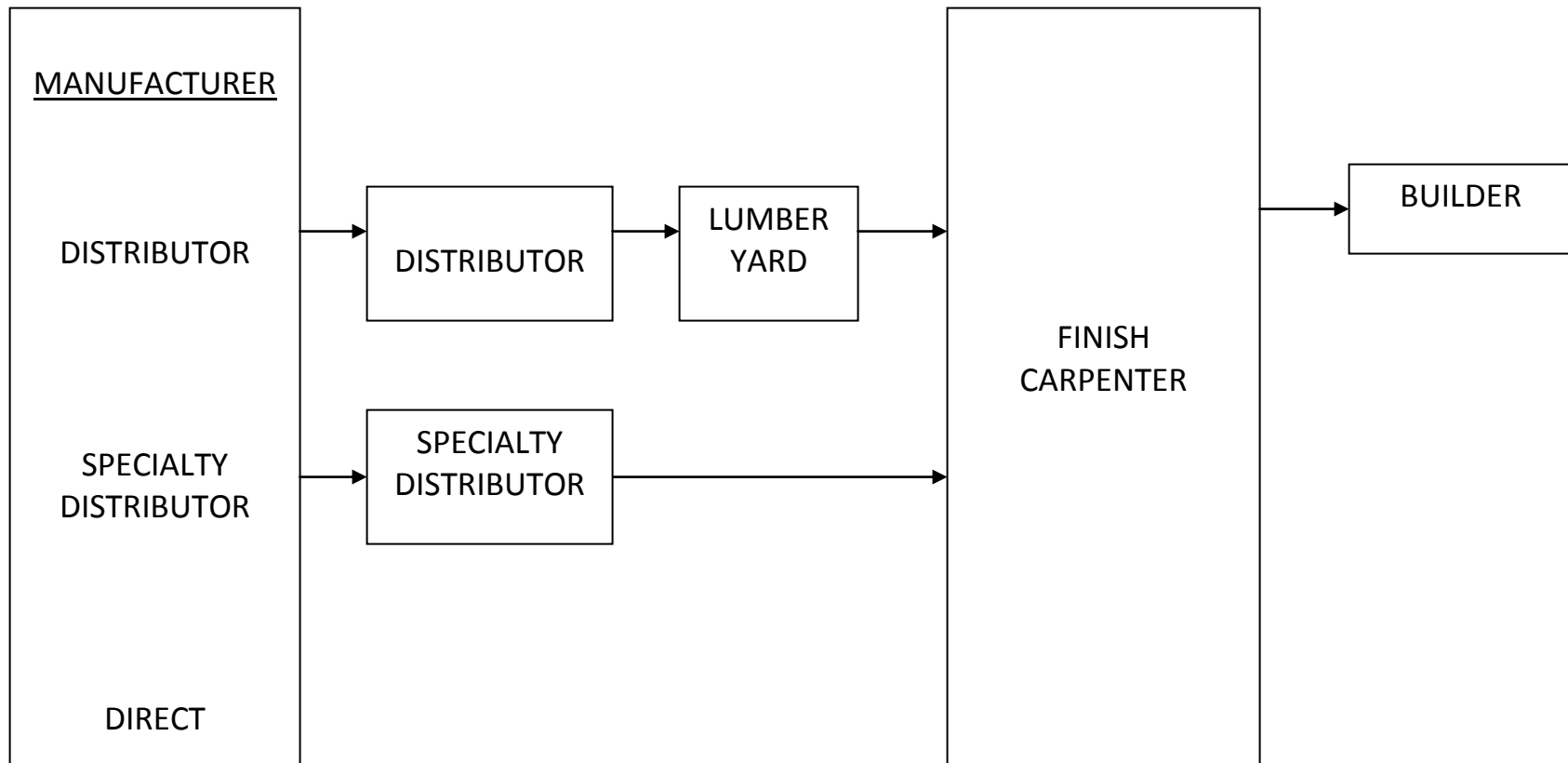
CLOSET ORGANIZERS DISTRIBUTION



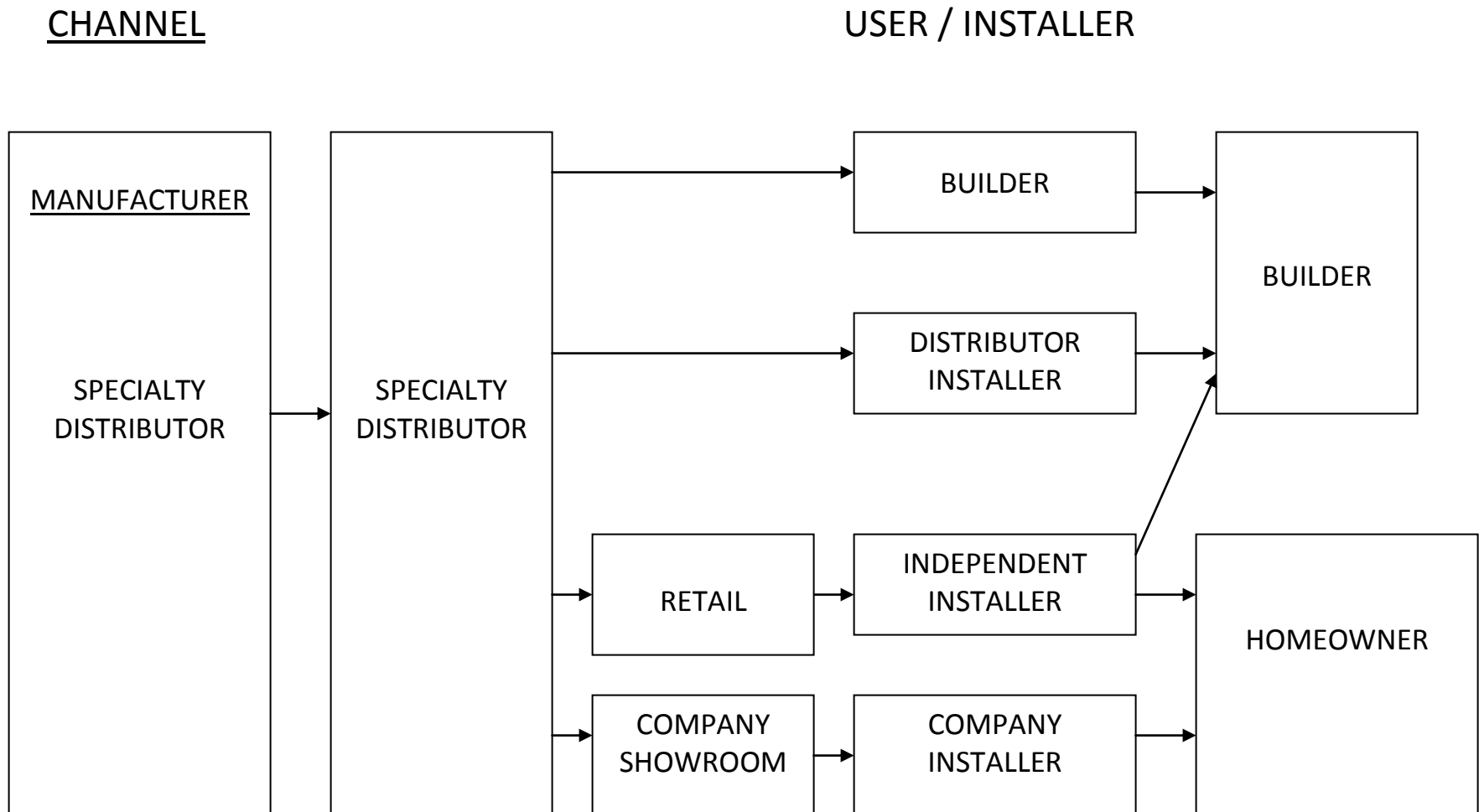
MILLWORK, DOORS, HARDWARE & CABINET DISTRIBUTION

CHANNEL

USER / INSTALLER



MILLWORK, DOORS, HARDWARE & CABINET DISTRIBUTION



MAJOR CLOSET ORGANIZER COMPETITORS

<u>COMPANY</u>	<u>TYPE</u>	<u>ANNUAL SALES VOLUME</u>
CLAIRSON INTERNATIONAL	WIRE	\$76,500,000
LEE ROWAN	WIRE	\$75,000,000
CALIFORNIA CLOSET COMPANY	WOOD LAMINATE	\$12,000,000
SCHULTE CORPORATION	WIRE	\$15,000,000
STANLEY HARDWARE	STEEL PLANK	NEW IN 1991

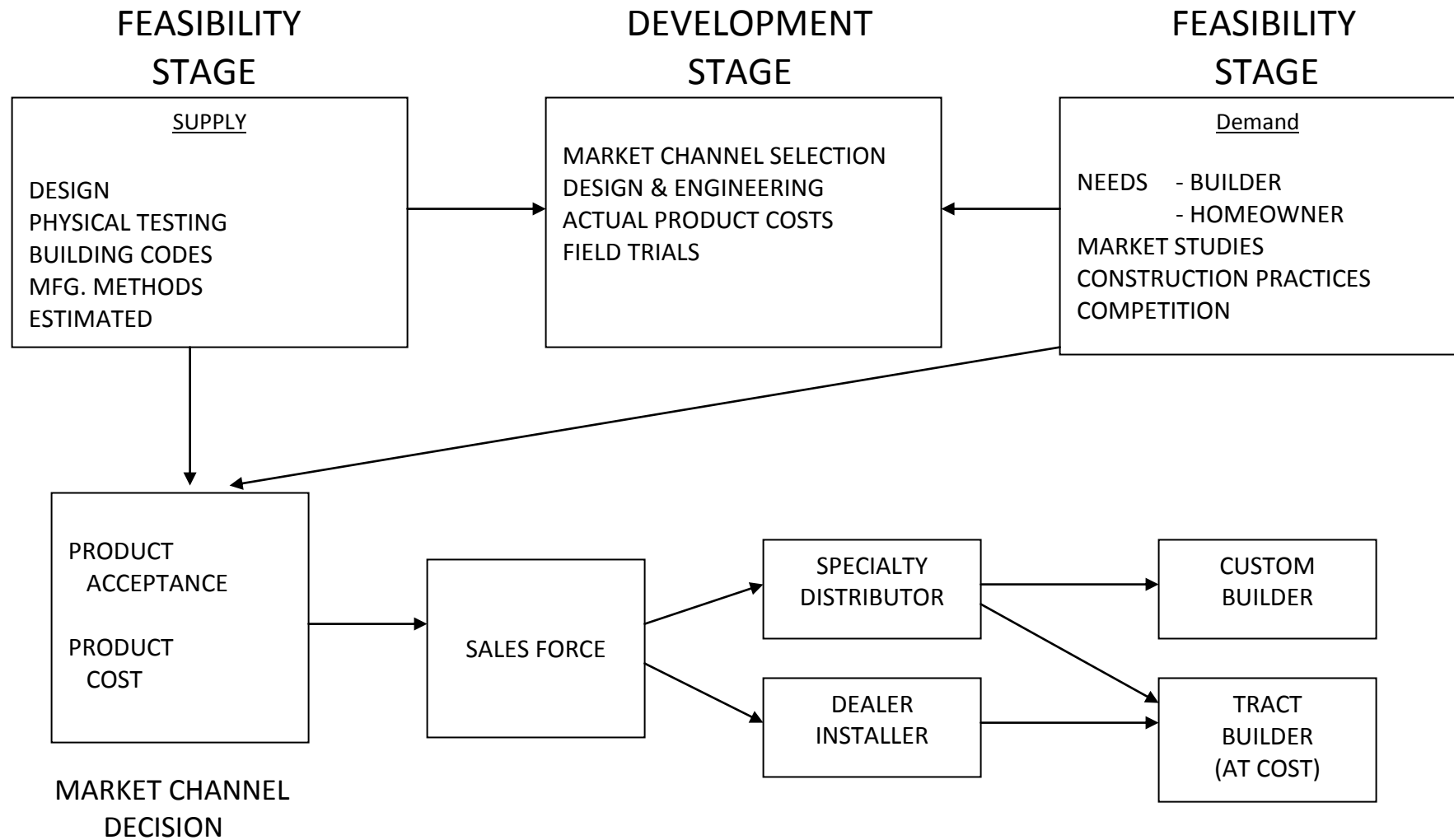
ORGANIZER MARKET
OVER 1 BILLION IN ANNUAL SALES

ORGANIZER COMPETITORS – MARKET EMPHASIS

PROFESSIONAL INSTALLATION	LEE ROWAN SCHULTE	LEE ROWAN CALIFORNIA CLOSETS
D-I-Y	CLAIRSON	CLAIRSON STANLEY
	NEW CONSTRUCTION	RETROFIT

**EACH COMPANY HAS TRIED TO CARVE
OUT A MARKET NICHE**

SUMMARY



COST PROBLEM

