

## THE "FRIANT 4" \*

# THE FRIANT EFFICIENCY MODEL KEEPS QUALITY HIGH, COSTS LOW



We have a fundamentally different business model to ensure our prices stay low. With a core group of employees that have been with Friant for 10+ years, we combine deep industry expertise with low overhead and streamlined operations to keep our pricepoint accessible, and your bottom line in the black.

1

### Streamlined Operations.

Our factories utilize the latest in CNC machinery, for a powerfully streamlined production process. Although we offer custom casegoods in our northern California woodshop, the #1 product line we sell is System 2, which can be mass produced at a very efficient cost. And in the area of product design and development, we've created a rapid prototyping tool that instantly models new products – allowing us to refine current products and launch new ones in a matter of months, not years. This keeps us growing, innovating, and always broadening the scope of our offerings.

2

### Partnering with You.

Most manufacturers build into their prices the cost of mistakes, chargebacks and returns. We think it's unfair to pay this hidden fee on *every* job when it's only needed in a fraction of cases. With Friant, we establish partnerships with our dealers whereby the roles and responsibilities of both dealer and manufacturer are clear, eliminating problems at their source. Working with Friant is outlined in our *Five Easy Pieces* handbook – following these 5 steps means common mistakes are avoided, and you're *not* paying for them with every purchase. We ship more than 1000 jobs out of Northern California each month, and we strive to get it right the first time – so you don't have to pay for it on every order.

3

### Agility of Scale.

As a company with employee numbers in the hundreds, not thousands, our size works in our favor. We don't have the oppressive overhead that many manufacturers do, and we bring an agility of scale, where decisions, fixes and improvements can be made quickly and issues can be resolved in immediate and direct communication with you. Many of our core employees have been with Friant 10, 15 years or longer – bringing a deep industry expertise and allowing for turnkey operations. Our owner, Paul Friant, grew up in furniture at his father's dealership and understands the industry from all sides – sales, installation and repair, in addition to manufacturing. This broad expertise allows for an intuitive knowing of when to follow standards and when innovation is the key to the most efficient process.

4

### Owning our Facilities.

Unlike many manufacturers, we outright own our factories and facilities, enabling us to purchase materials directly at the source, not through layers of middlemen. Rather than pocket the profit and charge industry standard prices, we choose to directly pass on these cost savings to you and keep our prices affordable.

