

See the real-life savings and how ordering kitchen cabinets factory-direct will save you thousands of dollars.



RETAIL BRAND PRICE  
Total: **\$16,284.01**

James saved  
**\$8,292**

FACTORY DIRECT PRICE  
Total: **\$7,992.25**

# CliqStudios Case Study

Better price. Better experience. Better value.

People often ask us “Are the savings real?” Our answer is yes, most definitely. We sell cabinets factory direct and that means true savings for our customers. When a customer sends in a competitor’s quote, with a challenge to beat that price, we jump right in.

Here’s one real-life story of a customer, James, whose comparison quote gave us a chance to show real-life savings and genuine quality improvements over and above the competitor’s offering.

James’ kitchen was tight on space and styling was dated. With mismatched appliances, including a 1960s-era avocado green range, and a short peninsula closing the kitchen from the adjoining space, the cook was isolated in a dated, closed off space. The plan was to open the floor plan and brighten the work area with new energy-efficient appliances, painted cabinets and a clean updated style.

## Retail Quote

James’ first quote was from the local store for a large national retail chain. Even though James had selected their value-priced line, the quote totaled over \$16,000 for 14 cabinets.

**There had to be a better way.**



RETAIL BRAND

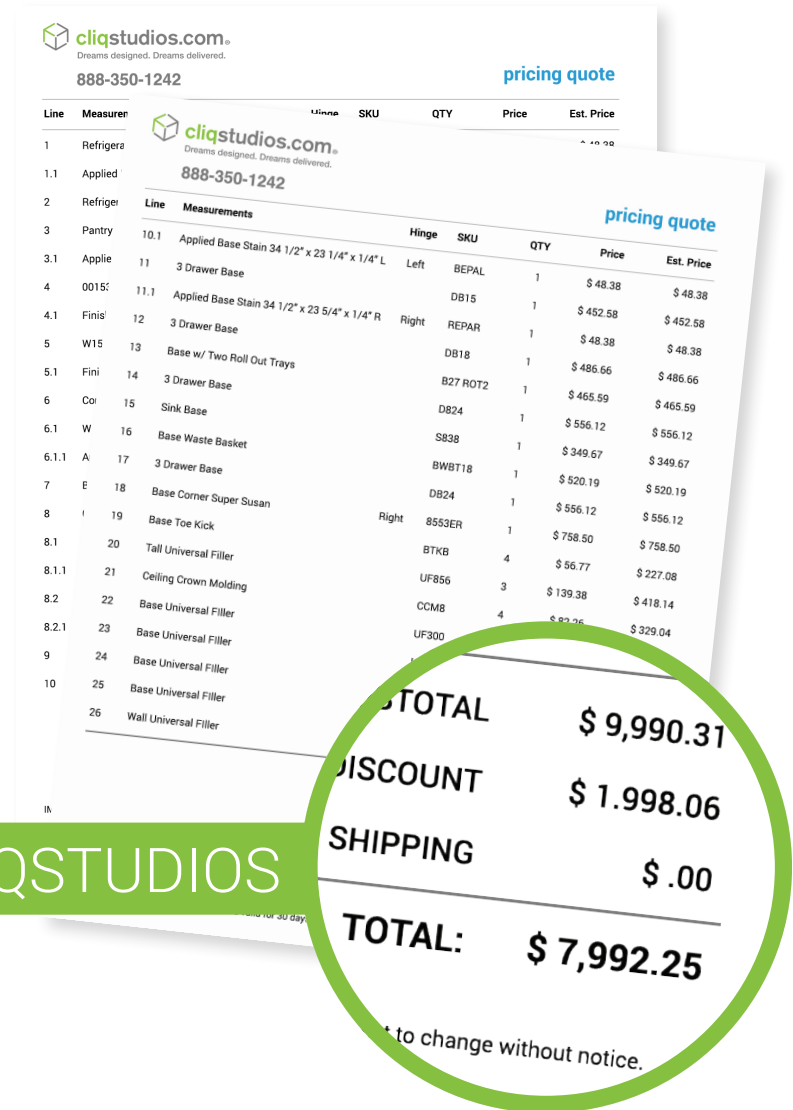
# Better Value

After a call with A.J., a CliqStudios designer, James sent in his drawings to get a comparison quote. Within two days, A.J. emailed James a new quote with photo-realistic renderings and detailed information. The CliqStudios price was less than half the retail store quote. Comparing the quotes line by line, it was easy to see the savings. The style and color of the cabinets were practically identical, but the pricing was far different.

The creamy off-white paint was available from CliqStudios as a standard color with no upcharge. This saved \$1,579 alone. The all plywood construction was also available from CliqStudios as standard with no upcharge. This saved \$1,818.

Storage was a key factor in the kitchen design, but the tall pantry with roll-out trays was priced at \$1,658 on the retail store quote. The Cliqstudios factory-direct sale price on the same cabinet was \$1,094, a savings of over \$564.

**In the end, James saved over \$8,000 by purchasing new cabinets from CliqStudios.**



**CLIQSTUDIOS**

Line	Measurer	Line	Measurements	Hinge	SKU	QTY	Price	Est. Price
1	Refrigerator	10.1	Applied Base Stain 34 1/2" x 23 1/4" x 1/4" L	Left	BEPAL	1	\$ 48.38	\$ 48.38
1.1	Applied	11	3 Drawer Base		DB15	1	\$ 452.58	\$ 452.58
2	Refrigerator	11.1	Applied Base Stain 34 1/2" x 23 5/4" x 1/4" R	Right	REPAR	1	\$ 48.38	\$ 48.38
3	Pantry	12	3 Drawer Base		DB18	1	\$ 486.66	\$ 486.66
3.1	Applied	13	Base w/ Two Roll Out Trays		B27 ROT2	1	\$ 465.59	\$ 465.59
4	0015	14	3 Drawer Base		DB24	1	\$ 556.12	\$ 556.12
4.1	Finis	15	Sink Base		S838	1	\$ 349.67	\$ 349.67
5	W15	16	Base Waste Basket		BWBT18	1	\$ 520.19	\$ 520.19
5.1	Fini	17	3 Drawer Base		DB24	1	\$ 556.12	\$ 556.12
6	Cor	18	Base Corner Super Susan		8553ER	1	\$ 758.50	\$ 758.50
6.1	W	19	Base Toe Kick	Right	BTKB	4	\$ 56.77	\$ 227.08
6.1.1	A	20	Tall Universal Filler		UF856	3	\$ 139.38	\$ 418.14
7	E	21	Ceiling Crown Molding		CCM8	4	\$ 82.25	\$ 329.04
8		22	Base Universal Filler		UF300	4	\$ 82.25	\$ 329.04
8.1		23	Base Universal Filler					
8.1.1		24	Base Universal Filler					
8.2		25	Base Universal Filler					
8.2.1		26	Wall Universal Filler					
9								
10								
26								

**TOTAL \$ 9,990.31**  
**DISCOUNT \$ 1,998.06**  
**SHIPPING \$ .00**  
**TOTAL: \$ 7,992.25**

to change without notice.

## Examples of true line-by-line factory-direct savings

	Competitor Price	CliqStudios Price	Total Savings
Plywood Construction	\$ 1,818	<b>FREE</b> Included at no extra charge	\$ 1,818
Painted Finish	\$ 1,579	<b>FREE</b> Included at no extra charge	\$ 1,579
Two Corner Wall Cabinets with Mullion for Glass Inserts, Matching Interior and Furniture Ends	\$ 1,907	\$ 1,181	\$ 726
Two 15" Drawer Base Cabinets with Finished End	\$ 1,245	\$ 800	\$ 445
Tall Pantry with Roll-Out Trays	\$ 1,658	\$ 1,094	\$ 564
Super Susan [Corner Lazy Susan]	\$ 667	\$ 574	\$ 93

By comparing the retail quote and the CliqStudios quote one cabinet at a time, the factory direct savings became more clear.

## Better Experience

A.J., who has more than ten years' experience, offered a few suggestions to make the layout function better for James.

In the original design, the range was flanked by two 15-inch drawer bases to create an island cooking area. A.J. agreed that an island cooking area would be a perfect spot for guests to gather, but she raised some concerns about safety and usefulness. The floor plan showed a tall pantry positioned on another wall, requiring the cook to walk around the island to find ingredients. The planned 15-inch drawer would not hold many pots and pans, plus counter space next to the range was too narrow.

A.J. suggested adding two pull-out pantries to the island to allow frequently used ingredients, like salt and pepper, or prepared chicken stock, to be close at hand. The 15-inch drawers could be converted to slide-out trays that would be just as easy-to-reach, but would hold more pots and pans. That solution resulted in wider, safer landing spots on the counter next to the cooking surface.



*Designer A.J.*

### Here's what James had to say:

"What a great experience we had renovating our 1960's kitchen with the help of CliqStudios! It was an extensive remodel as we completely moved the footprint to an adjacent room. Our designer was wonderful and made several great suggestions that we had not thought of. **The overall service was absolutely first-class!** We had some excess items we had to return and the process was very easy with no problems."

To read what other customers have to say, visit our website: <http://www.cliqstudios.com/customer-reviews>



*AJ's Photo-realistic renderings helped James see exactly how his new kitchen would look.*

Customers tell us every day how important their CliqStudios designer was to the success of their kitchen remodel. Even customers who never knew they needed help have been delighted to find experienced, professional designers on the other end of the phone. Plus, with CliqStudios, you'll never have to worry that your kitchen designer is distracted by other duties as sometimes happens in a retail store.

## What to expect

### CliqStudios packet contents

- Floor plan
- Photo-realistic renderings
- Additional elevations
- An illustrated guide on how to install the molding
- Detailed information about recommended accessories to make installation easier
- Detailed information about what to expect when ordering cabinetry
- An itemized quote

## Better Quality

Although the cabinets from CliqStudios and the retail brand looked similar on the outside, there were key differences that separated the two brands.

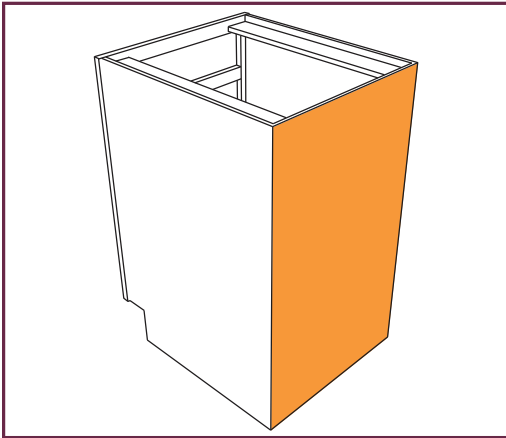
	CliqStudios	Retail brand
<b>Box Construction</b>	✓ 1/2" all plywood box	✓ 1/2" all plywood box <i>[for over \$1800 upcharge]</i>
<b>I-beam Construction</b>	✓ Yes - Captured 1/2" plywood	✗ No - Attached 1/2" engineered or solid wood corner blocks
<b>Back Panel</b>	✓ Solid, full height 3/8" plywood panel	✗ 1/8" hardboard with 1/2" wood hang rail
<b>Cabinet Interior</b>	✓ 30-gram melamine	✓ Interior finish system

### KCMA Certification



## Better Quality

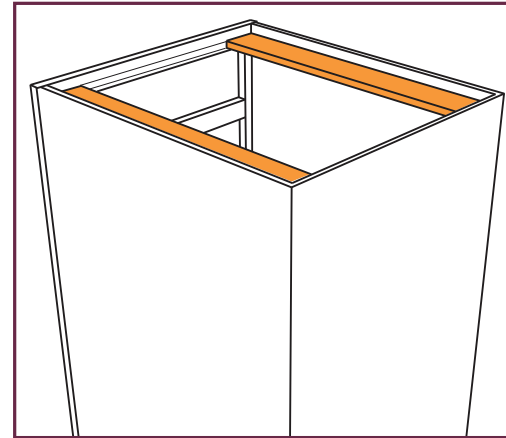
### Solid Back



#### Durable and easy to install

CliqStudios cabinets have full-height 3/8-inch plywood backs. The retail store brand had a 1/8-inch thick back with a single rail to attach to the wall. The thinner cabinet back and hanging rail are less expensive construction methods, but those savings did not get passed along to James. A solid plywood back panel, like CliqStudios uses, makes installation easier by allowing the cabinet to be fastened to wall studs at any point, and will stay square and level.

### I-beam Stability



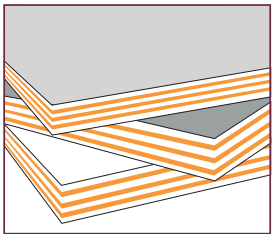
#### Stable and square cabinets

Another key construction detail was how the cabinet was engineered to stay square and stable. The easiest cabinets to install are reinforced to stay square without twisting. The CliqStudios cabinet was engineered with solid plywood I-beams attached to the front, back and sides of the cabinet, securely holding the cabinet in line. The retail brand used small triangles in each corner instead.



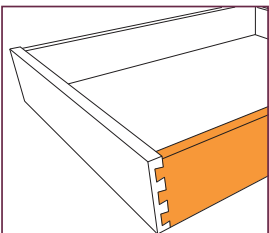
## Built to Last a Lifetime

No hidden fees. No extra upgrade charges. You can see the factory-direct quality inside every cabinet.



### Strong cabinet box

Both cabinet lines were priced using all plywood construction for long-lasting strength. The CliqStudios cabinet, the designer said, was always built with 1/2-inch plywood sides and a solid 3/8-inch plywood back. However, the retail store pricing was based on a particleboard standard. In order to get durable plywood construction in that brand, they would have to pay an additional fee of more than \$1,800.



### Long-lasting drawers

The drawers for both brands were nearly identical solid hardwood, dove-tailed drawer boxes and soft-close drawer guides. Both brands built the drawers to last.

### BOTH CliqStudios and Retail Brand

<b>Drawer box</b>	✓ Hardwood, four sided, dovetail joints & 1/4" plywood bottom
<b>Drawer glides</b>	✓ Full access, steel, ball bearing, undermount, soft close
<b>Warranty</b>	✓ Lifetime limited warranty