



***ONE FAMILY,  
MANY COMPANIES***

# OUR FAMILY OF COMPANIES



- Corporate Services
- Finance & Credit
- Purchasing
- Marketing
- Human Resources
- Technology



- Flooring Distributor
- Founded in 1865
- Residential Sales
- Commercial Sales
- Customer Service



- 3<sup>rd</sup> Party Logistics
- Founded in 2003
- Warehousing
- Transportation



- Flooring Supply Division
- Founded in 2003
- Branch Pro Shops
- Counter Sales
- Private Label Supplies



- Lead Generation Tool
- Founded in 2017
- Online Showroom
- Drives Consumers to Dealers

# OUR VISION

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To be the preferred partner with our customers and manufacturers through profitable solutions, trusting relationships, and timeless values.



**Gene Corvino**, President  
William M. Bird

We want to be your  
***Preferred Partner***





**Gary Rudebeck**  
Vice President, Sales

*We currently represent over 50 brands across 18 service locations in the Southeast.*

## **OUR MISSION**

We deliver the Right Products and Services, to the Right Customers, at the Right Time.

### Our Commitment

Exceptional service. Reliable delivery. Profitable solutions. We give you what you need to be successful. That's our commitment. If you are not satisfied with our service, trust we will quickly make it right.

Average Call Wait Time: 16 seconds

On Time Delivery: 98.68%

Inventory Accuracy: 99.97%

# OUR VALUES

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## Reliability & Relationships

- ✓ Exceptional Customer Service Team
- ✓ Experienced Flooring Experts
- ✓ Trusted Leadership for the Future

***We care about each other.***

***We play to win.***

***We play by the rules.***

***We want to earn your respect.***

***We do what we say.***



*Reliably delivering the goods for 155 years through strong relationships with our family of suppliers, customers and employees.*

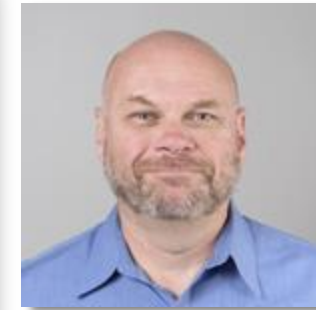
**Maybank Hagood, CEO**  
Southern Diversified  
Distributors



# TRANSOUTH



Mark Stacy  
Senior VP & General Manager



George Young  
VP of Operations



Michael Sanders  
VP of Logistics

## OUR MISSION

To provide an exceptional customer experience every day, one customer at a time

## OUR VISION

To be the trusted boutique logistics partner of choice

## Quick Hits:

On time Deliveries: **99.5%**

Average Daily Weight Shipped: **291,000 lbs.**

Annual Trucking Miles: **5,508,639**

Fleet size: **60 power units**

- Our branches and our distribution centers combine over **541,000** square feet of facility space dedicated to housing inventory for our retailers.
- 3<sup>rd</sup> party warehouse services.
- Our southeast 8-state geography gives you access to our deep inventory at our distribution centers, branches, and our other 3<sup>rd</sup> party pick up locations.
- Delivery routes include weekly, set delivery dates, servicing all of the Southeast US, with the latest on-board technology and tracking.



## INVENTORY ACCESS

Deep inventory in our Braselton, GA and Richmond, VA distribution centers, both efficiently accessible for all service points.



# EAST BAY SUPPLY CO.



**EAST BAY  
SUPPLY CO.**

eastbaysupplyco.com  
Since 2003

## Vision:

To be the leading one-stop flooring supply resource in the Southeast.

## Mission:

To deliver outstanding products, knowledge, and service, at a superb value, to our customers.



**Jaco Kruger**  
Vice President  
10 Locations





# EAST BAY SUPPLY CO.

The highest quality flooring installation supplies, tools, and equipment to the flooring community.



6 Focused  
Solutions



Our complete  
offering of  
installation  
solutions:



## Printed Catalog



### Flooring Installation Supplies 2024 Product Catalog



Do you have a copy of our East Bay Supply catalog?  
*Ask your rep!*

- ★ Full color
- ★ Spec data
- ★ Sku numbers

## House Brand Adhesive



Wood Adhesives from  
Palmetto Road

# WILLIAM M. BIRD: RESIDENTIAL



wmbird.com



**Gary Rudebeck**  
Vice President of Sales &  
Senior Product Director



# WILLIAM M. BIRD: COMMERCIAL



wmbird.com



**Larry Chandler**  
Commercial Product  
and Sales Director



# Your Online Resource Tools – Open 24/7



**wmbird.com**

Search our products by type, supplier, or application, ultimately linking to supplier web pages for extensive product knowledge.

William M. Bird Online users can log into their account 24/7 and place orders, check stock, make payments, view pricing, promos, announcements, and product videos.



**eastbaysupplyco.com**

Shop adhesives, tools, trim, underlayment, and wall base, complete with spec data and education. All items are also available for order at wmbird.com.

Pick up or have delivered with your next material shipment.

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**Partner with us on social media.  
We would love to share your projects & events!**



# Share these sites with your clients, designed specifically for them, exclusively from William M. Bird.

All websites provide product swatches, room scenes, spec data, and blog articles. Confirm your listings on the dealer locators. Not listed? Contact your WMB Sales Rep.



## **palmettoroadflooring.com**

*Southern traditional to fashion-forward in hardwood, laminate, and waterproof collections.*



## **verandaflooring.com**

*Luxury hardwood flooring collections, carefully chosen to offer elegance and beauty for your home.*



## **azalealaneflooring.com**

*Classically beautiful hardwood and American made LVP.*



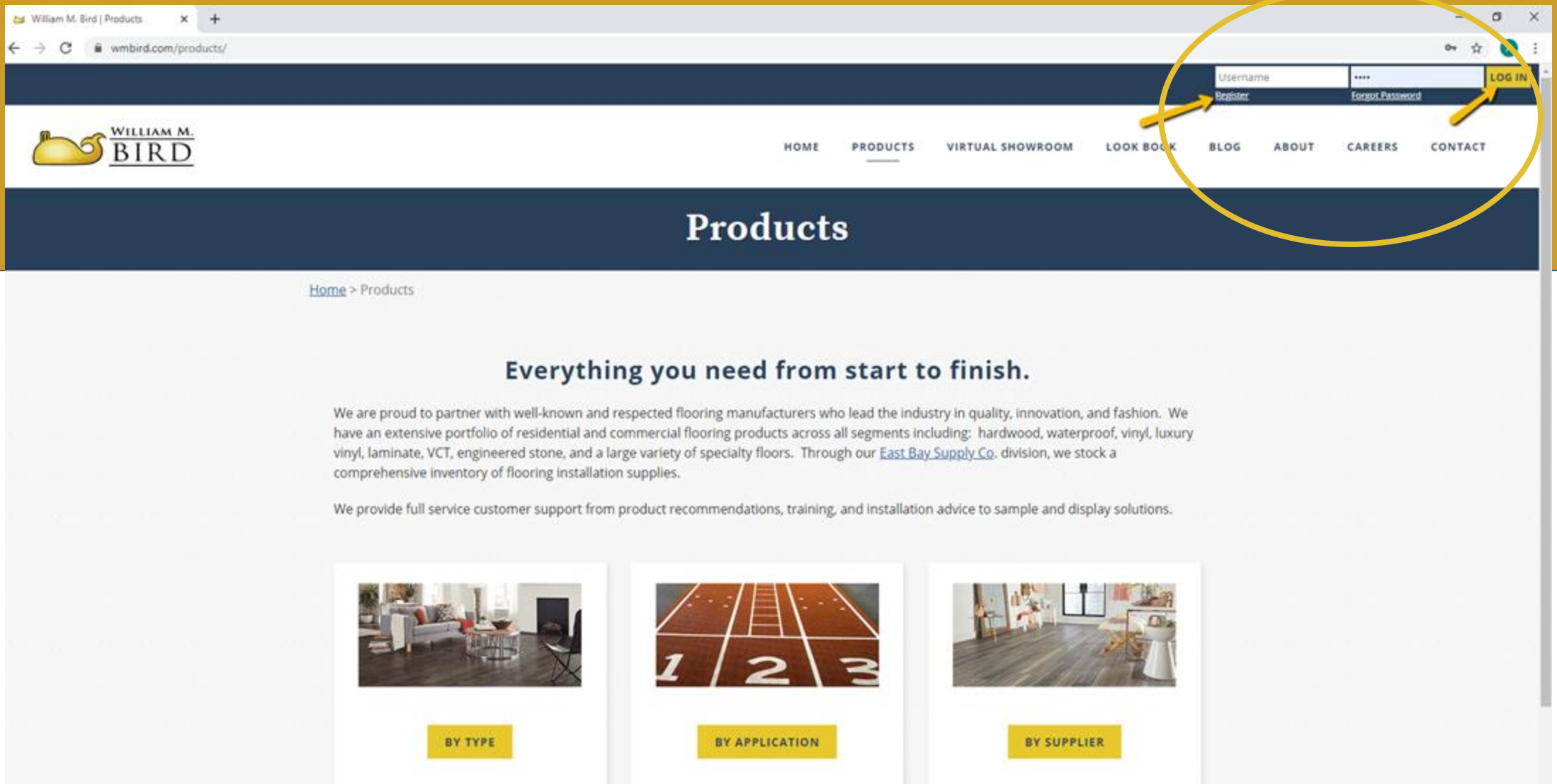
**Twenty & Oak**

## **twentyandoak.com**

*The Southeast's go-to place for stylish, high-quality flooring, where shoppers are directly connected to local retailers, receive free samples and concierge service.*

# wmbird.com

View all our residential and commercial products, linking to the vendor site at the collection level. Log in to access your account.



The screenshot shows the wmbird.com website with a yellow circle highlighting the login area in the top right corner. The login form includes a 'Username' field with a 'Register' link below it, a password field with '\*\*\*\*' and a 'Forgot Password' link below it, and a yellow 'LOG IN' button. A yellow arrow points to the 'Register' link, and another yellow arrow points to the 'LOG IN' button. The website header features the William M. Bird logo on the left and a navigation menu with links for HOME, PRODUCTS, VIRTUAL SHOWROOM, LOOK BOOK, BLOG, ABOUT, CAREERS, and CONTACT. The main content area has a 'Products' heading and a sub-heading 'Everything you need from start to finish.' Below this is a paragraph of text about the company's product portfolio and a link to 'East Bay Supply Co.' Another paragraph mentions full service customer support. At the bottom, there are three filter buttons: 'BY TYPE' (with a living room image), 'BY APPLICATION' (with a track image), and 'BY SUPPLIER' (with a dining room image).

William M. BIRD

HOME PRODUCTS VIRTUAL SHOWROOM LOOK BOOK BLOG ABOUT CAREERS CONTACT

## Products

[Home](#) > Products

### Everything you need from start to finish.

We are proud to partner with well-known and respected flooring manufacturers who lead the industry in quality, innovation, and fashion. We have an extensive portfolio of residential and commercial flooring products across all segments including: hardwood, waterproof, vinyl, luxury vinyl, laminate, VCT, engineered stone, and a large variety of specialty floors. Through our [East Bay Supply Co.](#) division, we stock a comprehensive inventory of flooring installation supplies.

We provide full service customer support from product recommendations, training, and installation advice to sample and display solutions.

[BY TYPE](#) [BY APPLICATION](#) [BY SUPPLIER](#)

Once logged in, conduct business with us 24/7.

The screenshot shows the William M. Bird Online website. At the top, the user is logged in as ANNETTE POLK and has access to WM BIRD DEALER PRICING (011111). The navigation bar includes links for Orders, Products & Pricing, Services, and My Account. A search bar is available with the text "Enter Item to Order, Check Stock, & Price" and an "Advanced Search" button. A promotional banner for the Twenty & Oak FREE SAMPLES PROGRAM is displayed, listing benefits such as direct sample delivery and notification services. Below this is an advertisement for MFG IN THE USA SOMERSET HARDWOOD FLOORING, featuring a "New! Stocking Program" with color, classic, and character collections. The main content area welcomes the user to William M. Bird Online and lists performance metrics for September 2020: Avg. Call Wait Time: 23 seconds, On Time Delivery: 99.46%, and Inventory Accuracy: 99.97%. A "Leave Message OFFLINE" button is also present. At the bottom, there are four blue buttons for "Products & Price Lists", "Promotions", "Pay Online", and "Videos". A footer section contains "Announcements" and "Press" updates.

ANNETTE POLK | WM BIRD DEALER PRICING (011111)

Enter Item to Order, Check Stock, & Price | Advanced Search

Orders | Products & Pricing | Services | My Account

**Are You Using the Twenty & Oak FREE SAMPLES PROGRAM?**

- Flooring samples sent directly to your customers within 2-3 business days
- You are notified when samples are delivered and what was ordered
- Promote on your website, social media, and in your store

Discover all the Benefits of a Twenty & Oak Membership [CLICK HERE](#)

MFG IN THE USA | SOMERSET HARDWOOD FLOORING | New! Stocking Program featuring Color, Classic and Character Collections [Learn More](#)

Welcome to William M. Bird Online

**Our Commitment To You:**

September 2020  
Avg. Call Wait Time: 23 seconds  
On Time Delivery: 99.46%  
Inventory Accuracy: 99.97%  
[Learn More](#)

Leave Message OFFLINE

Products & Price Lists | Promotions | Pay Online | Videos

**Announcements:**  
9.30.20 - PAF Territory Expansion

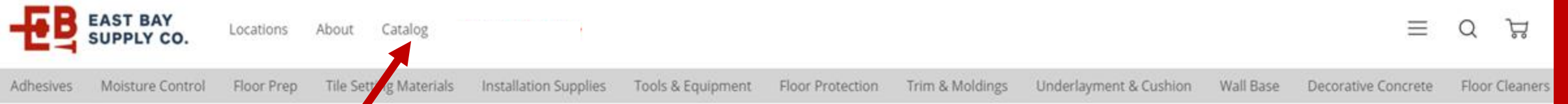
**Press:**  
8.25.20 - Match Maker: Twenty & Oak creates

Use the menu bars or the blue buttons to access functions.  
Read current announcements here



# eastbaysupplyco.com

View our supply product detailed information.



## Your one-stop source for flooring installation supplies.

East Bay Supply Co. has all the supplies and tools you need for hardwood, vinyl, laminate, and tile flooring installation. Shop our online store or at one of our pro shops for fast access to high-performing, quality supplies from the best manufacturers in the industry.

[Shop Now](#)

Download our digital catalog.

### Featured Flooring Installation Supply Items



BOSTIK - SL-200  
ULTRA FLUID SELF-ETCHING PRIMER



STAUF - WFR 930  
AQUA MASTIC



SCHÖNOX - SL  
CEMENT BASED ADHESIVE



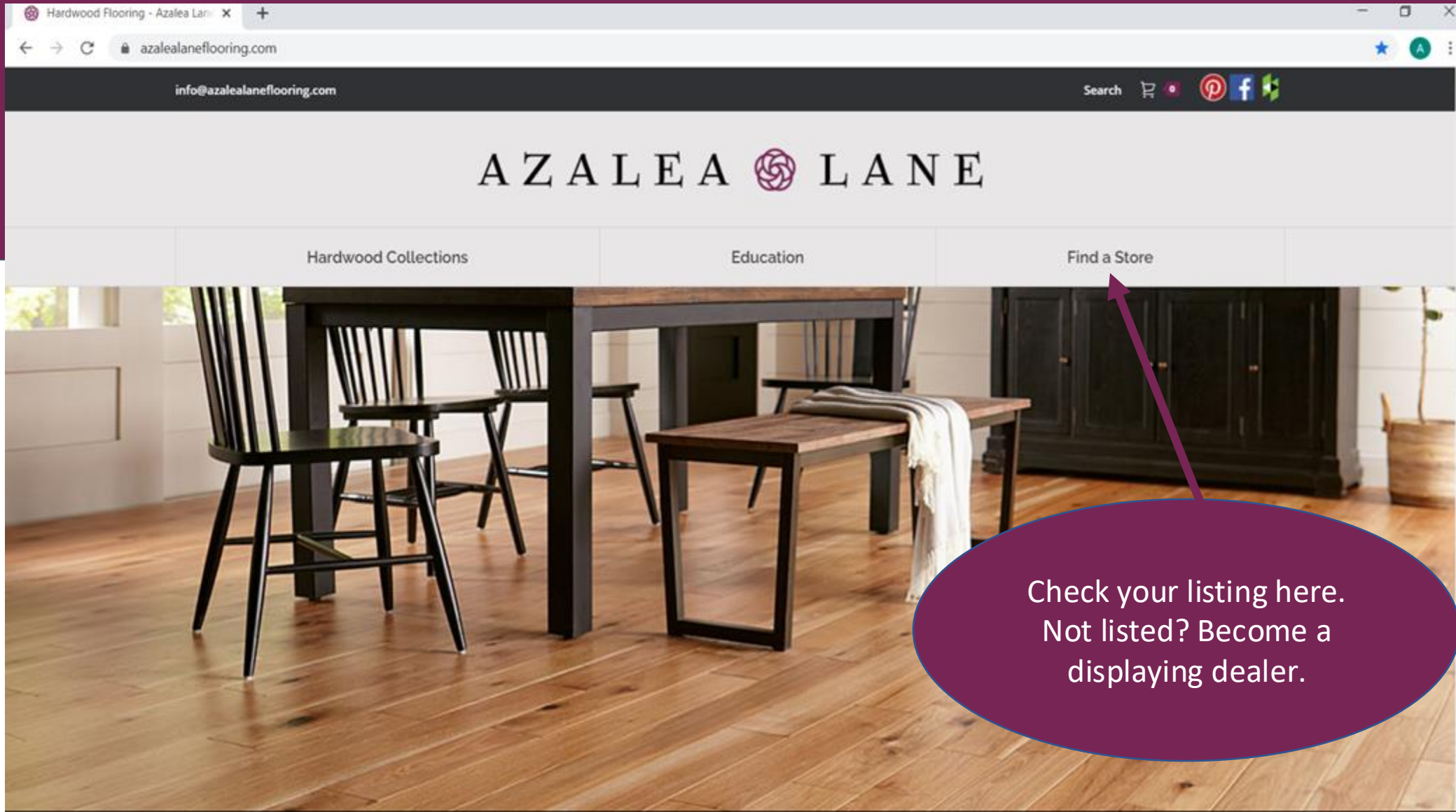
XL BRANDS - STIX  
2230 PRESSURE SENSITIVE ADHESIVE



BOSTIK - HYDROMENT VIVID  
WATER RESISTANT ADHESIVE

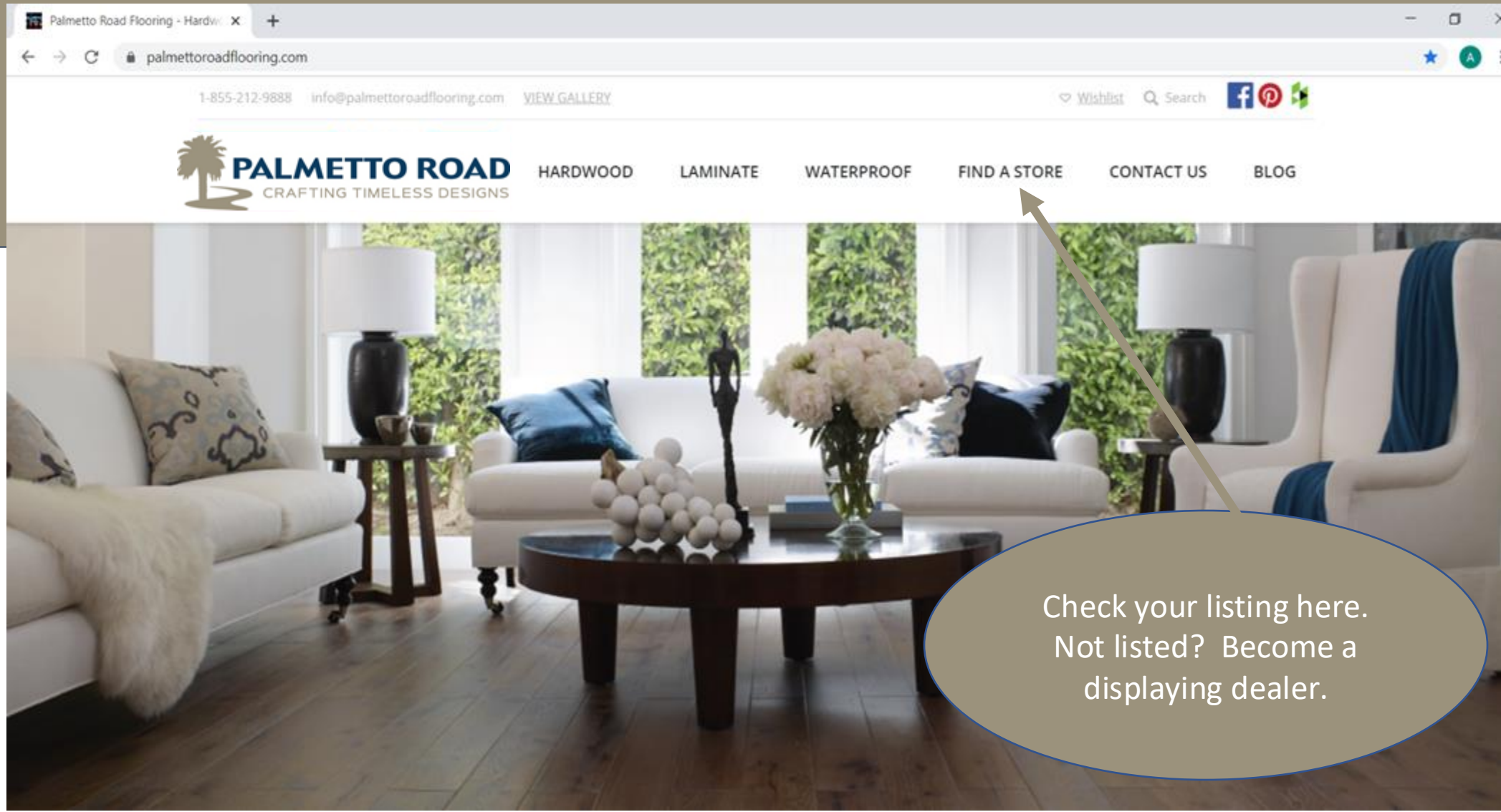
# azalealaneflooring.com

Designed for your clients; swatches, room scenes, dealer locator.



# palmettoroadflooring.com

Designed for your clients; swatches, room scenes, dealer locator.



# verandaflooring.com

Designed for your clients; swatches, room scenes, dealer locator.

The screenshot shows a web browser window with the URL [palmettoroadflooring.com/veranda-hardwood-collections/](http://palmettoroadflooring.com/veranda-hardwood-collections/). The browser's address bar and tabs are visible at the top. The website header includes the Palmetto Road logo with the tagline "CRAFTING TIMELESS DESIGNS" and navigation links for "FLOORING", "SAMPLES", and "FIND A STORE". A search icon is also present. Below the header is a large banner with the text "Veranda Fine Hardwood Collections". The main content area features the "VERANDA" logo with the tagline "BRINGING LUXURY HOME" and a paragraph of text describing the collections. Below this is a section titled "VERANDA HARDWOOD COLLECTIONS" with three small images showing different room scenes.

**PALMETTO ROAD**  
CRAFTING TIMELESS DESIGNS

FLOORING SAMPLES FIND A STORE

## Veranda Fine Hardwood Collections

# VERANDA

BRINGING LUXURY HOME

Veranda features fine, artisan hardwood flooring collections that were carefully chosen for their high design and unique features. From gorgeous European oak sourced from Belgium and France to stunning Northern Oak floors with exclusive finishes, the Veranda collections offer style and beauty for your home.

### VERANDA HARDWOOD COLLECTIONS

Check your listing here.  
Not listed? Become a  
displaying dealer.

**Vision:**

Connecting consumers to the best local installation experts using our unique digital products and services.

**Mission:**

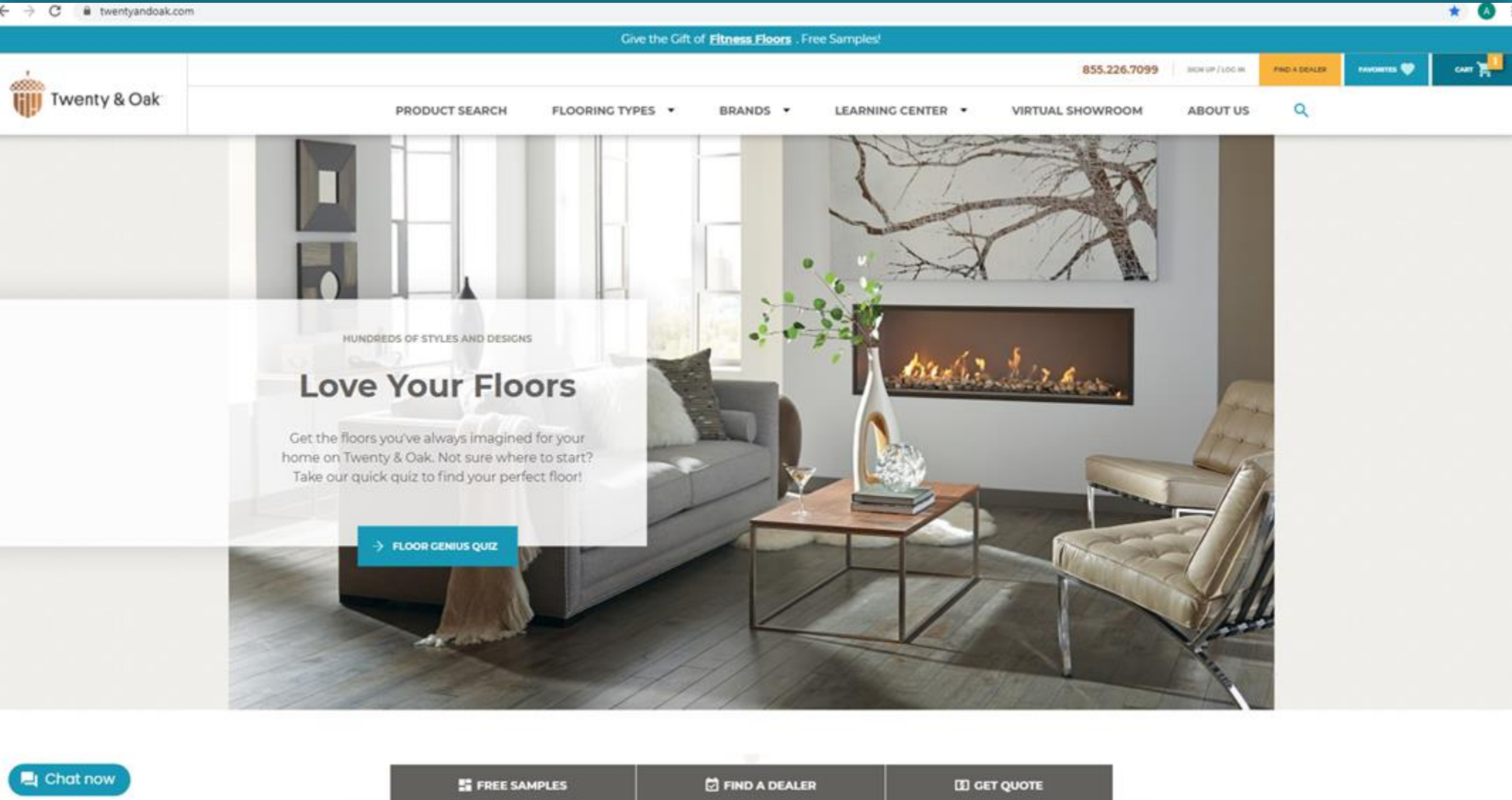
To deliver “always on” digital products and services for our retail partners to increase their marketing awareness and sales opportunities.



**Robert Hagood,**  
President

# twentyoak.com

Online shopping platform for consumers. Digital and marketing program for William M. Bird retailers.



# twentyandoak.com

Virtual showroom, free sample program, social media ad campaigns

Virtual Showroom  
on your website.



Over 750 sku's with  
swatches, room scenes  
and spec information



Use your store's  
unique coupon  
code and offer free  
samples to your  
shoppers.

