



WILLIAM M.
BIRD

HOUSE BRANDS



PALMETTO ROAD
CRAFTING TIMELESS DESIGNS

AZALEA  LANE

Inspiration in every step.

VERANDA

— BRINGING LUXURY HOME —



WILLIAM M.
BIRD

SINCE 1865

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BIRD HOUSE BRANDS

1



2



AZALEA  LANE
Inspiration in every step.

3



VERANDA
— BRINGING LUXURY HOME —

APRIL 2024



VALUE PROPOSITION

OUR VALUE PROPOSITION



WHY HOUSE BRANDS?

House brands over the term *private label* - more intentional ownership



LOW CLAIMS RATIO

More product control, allowing there to be less claims filed and more satisfied customers



INCH WIDE, MILE DEEP PHILOSOPHY

Less selection, more inventory per selection



IN-HOUSE SAMPLE & DISPLAY DEPARTMENT

Efficient and customizable.



INTERNET POLICY

No pricing found online and not sold via internet



STRATEGIC SUPPLIERS

Preferred suppliers - relationships and reliability



SERVE MARKET NEEDS

Adapting to market trends



BUYER CONFIDENCE

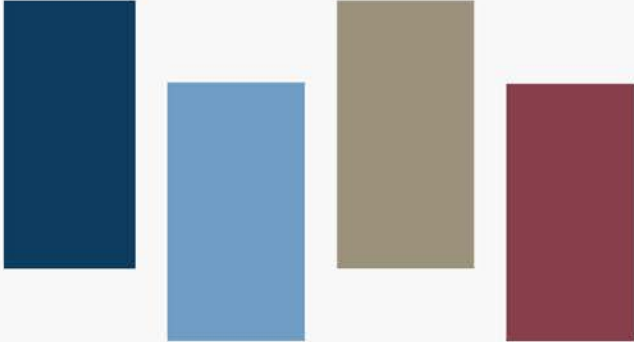
Due diligence leads to customer and consumer credibility

APRIL 2024



BRAND HISTORY

COLORS



LOGO



PALMETTO ROAD
CRAFTING TIMELESS DESIGNS

STORY

PALMETTO ROAD *est. 2010*



- Began as a partnership with Evolutions
- Originally called *Legacy*, with one line consisting of Hickory hardwood
- Designed with selections for your *first home* to your *dream home*
- **TODAY**, it is one of Bird's most *successful* brands

CURRENT COLLECTIONS OFFERED:

- 7 Hardwood
- 2 Waterproof
- 2 Laminate
- 3 Luxury Vinyl



BRAND HISTORY

COLORS LOGO

HARDWOOD



WATERPROOF



AZALEA  LANE  AZALEA  LANE
Inspiration in every step.

AZALEA  LANE  AZALEA  LANE
WATERPROOF LVP
Inspiration in every step.





STORY

AZALEA LANE *est. 2015*



- Began as a sister to Palmetto Road
- The name *Azalea LANE* is a nod to our corporate location as well as a tie in to Palmetto ROAD
- Originally launched with one USA Made collection for the *builder market*
- Has a continual theme of *natural beauty*
- *Originally* positioned as products reflecting *quality* at an affordable price
- **TODAY**, it is a *complement* to Palmetto Road

CURRENT COLLECTIONS OFFERED:

-  5 Hardwood
-  2 Waterproof



BRAND HISTORY

COLORS



LOGO



STORY

VERANDA
est. 2018



- Designed to fill a need for *premium and luxury product*
- Names come from historic southern cities with Veranda being a nod to Charleston's famous porches
- Logo colors come from the historic colors of Charleston
- FIRST offering was the *Charleston Collection*
- **TODAY**, the *Charleston Collection* is Bird's most *successful* line and Sweetgrass is the most popular color

CURRENT COLLECTIONS OFFERED:

- 3 Hardwood



The Veranda Trip

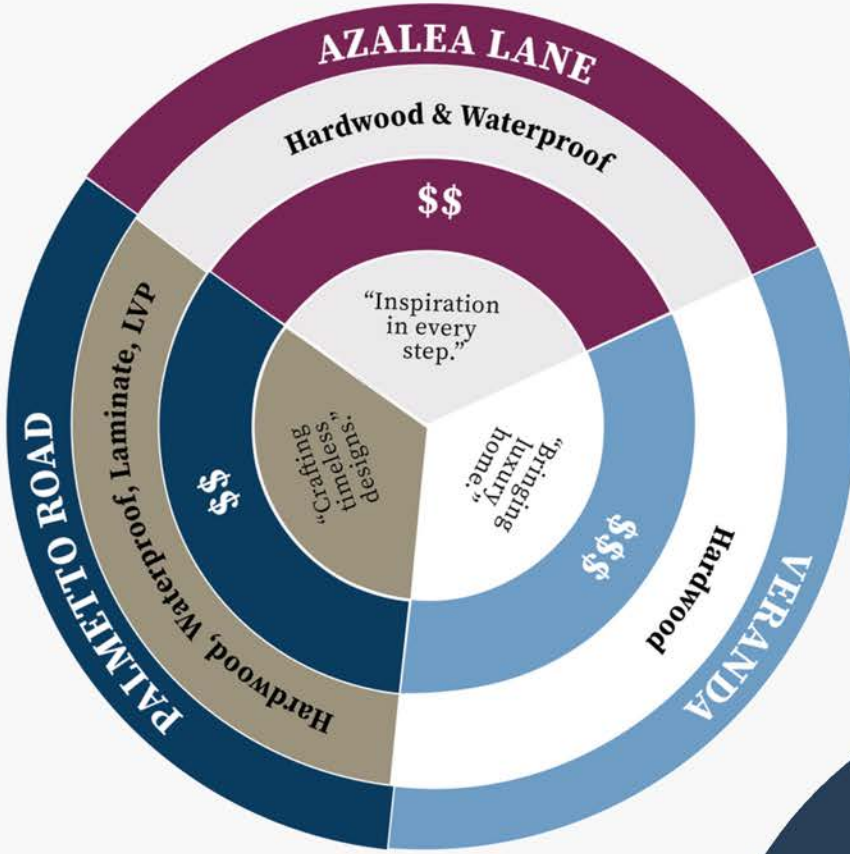
3 CURRENT COLLECTIONS -
WITH MORE ON THE WAY IN 2025!



- ★ CURRENT
- ★ DROPPED



FAST FACTS



RE-FRESHING THE BRANDS



WHY DID WE REFRESH THE BRAND?



CLARITY

over
CONFUSION

TAGLINE

supports
MESSAGE

VALUES

drive
SALES



THE TAGLINES

FIRST HOUSE BRAND

“ —
| CRAFTING
TIMELESS
DESIGNS

PALMETTO ROAD

COMPLEMENTS
PALMETTO ROAD

“ —
| Inspiration
in every
step.

AZALEA LANE

PREMIUM PRODUCT

“ —
| BRINGING
LUXURY
HOME

VERANDA

What Makes Them Different?

House Brands are different because...

Taglines were created to differentiate our brands from our competitors and so that consumers and retailers could easily connect with each brand's purpose.



SOCIAL MEDIA

SOCIAL MEDIA

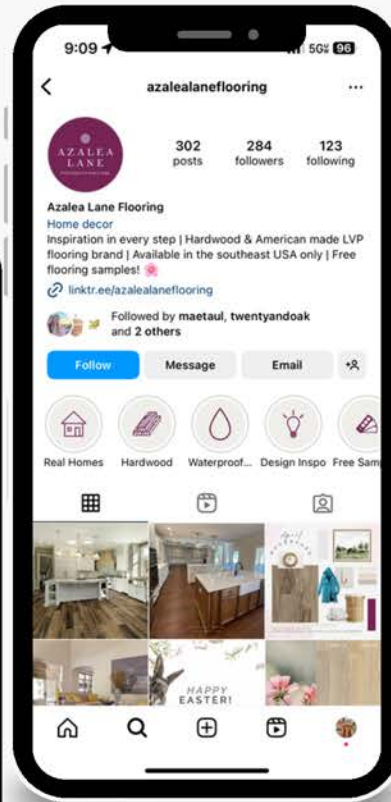
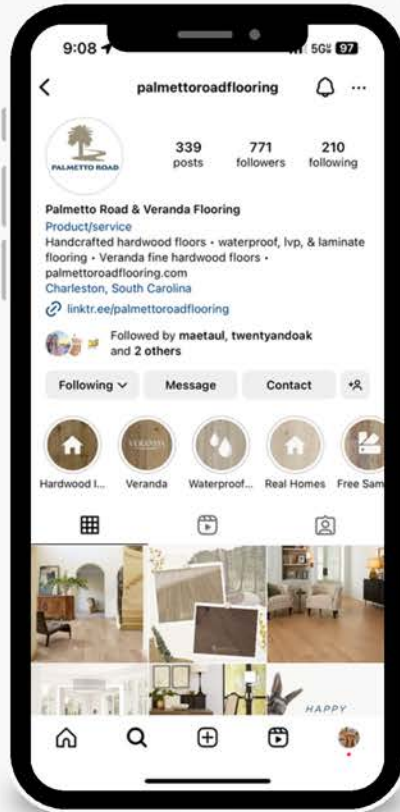
PALMETTO ROAD:



@palmettoroadflooring



Palmetto Road Flooring



AZALEA LANE:



@azalealaneflooring



Azalea Lane Flooring

SCAN TO



FOLLOW



William M. Bird Company



William M. Bird



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