



# DELANEY®

BRAVURA • DELANEY • CALLAN



Premium Hardware with Exceptional Service  
for Single-Family, Multi-Family, and Commercial Buildings



# Agenda

- Organizational overview
- New facility
- Operations Update: backlog, containers received and arriving, keying, RGAs, ISRs
- Marketing Update: websites, displays, Quick Ship, Barndoor Q3, Q4 Bravura, Sales & Marketing Literature



# Sales, Marketing and Operations



## Sales:

J. Matt Williams, VP of Sales  
Steve Westog, Director of Sales Operations

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## Regional Sales Directors:

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Sales Coordinator

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## Operations & Customer Service:

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Seneca Taylor, Distribution Center Manager  
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## Inside Sales Representatives

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## Marketing:

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Mark Smith, Product, Display and In-Store  
Shaun Burch, Marketing & Sales Events Coord.  
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## INSIDE SALES TEAM

- REGION 1 – TRAVIS RICHBURG
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- EXT: 1788



- REGION 2 – LAUREN WILLIAMS
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- EXT: 1792



- REGION 3 – NICOLE MCGEE
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- EXT: 1799



- REGION 4 – CELESTE DIBLIK (LEAD)
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- EXT: 1784

- Help with opportunities, including outbound calling
- Process quotes
- Handle Pricing Requests
- Process RGA/Credit Requests
- Develop Sample & Literature Requests





- New, custom buildout housing our distribution center, customer service teams and front office associates
  - 165,000 square feet, more than double our previous size
    - 4-story barcode racking system
  - 34 bays, 2 ramps (versus 5 bays at previous location)
    - Dedicated keying stations
  - All-new warehouse management system underway
- Distribution center bolstered by staffing and expertise added across operational leadership in customer service and warehouse





# Operations Update



# SERVICE IS KEY

We've bolstered our operations and customer service areas & increased our warehouse and keying staff to provide the level of support Delaney is known for.



*The new facility allows us to operate at optimal efficiency, expediting our keying and order fulfillment and decreasing lead times.*

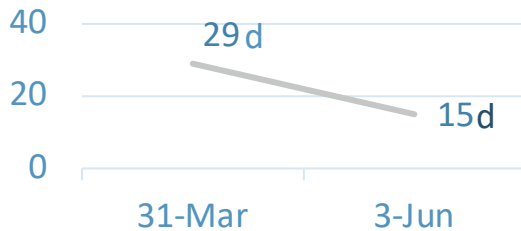
*We've updated our product portfolio and made a significant investment in safety stock to keep top-sellers in inventory.*



## Warehouse Focus

- Shipping quality product
- Reducing lead time
- Making Delaney easy to do business with

### Keying Days Backlog



### Lead times:

Non-keying – less than 48 hours (2 bus days)

Key Alike – less than 48 hours (2 bus days)

CKMK – still working down backlog, at 3 weeks

### RGAs:

Will be completely up to date this week. There are some orders that we will need to resolve with the accounting teams, but we are well on our way.

### Displays:

We are primed and ready. Product has been sorted and we are working with marketing to create the ongoing SKUs. A couple of orders have been shipped. We are also working on increasing capacity by training additional people.

### Backlog:

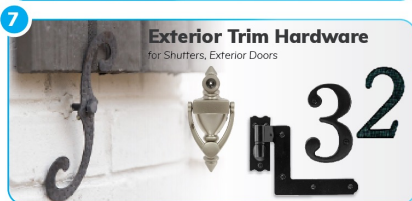
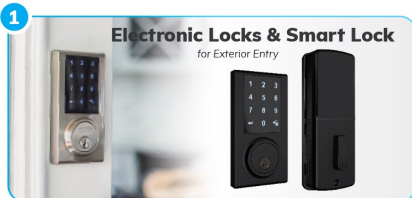
Backlog has reduced in May by 34%

Keying backlog reduced by 30%



# SINGLE-FAMILY HARDWARE SOLUTIONS

For Builders, Remodelers & Homeowners



 **DELANEY®**



# MULTI-FAMILY HARDWARE SOLUTIONS

For Apartments, Condos, Student Housing,  
Assisted Living, & Military Housing

## Multi-Family Smart Lock

for Residence Entry



## Residential Locksets

for Residence Interiors



## Door Closers

for Common Areas,  
Exterior Doors, &  
Parking Garages



## Commercial Locksets

for Common Areas, Clubhouse Amenities, &  
Parking Garages



## Sliding Barn Door Hardware

for Closets, Bathrooms,  
& Bedrooms



## Bath Hardware

for Residential & Common Area Bathrooms



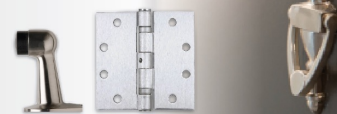
## Exit Devices

for Common Areas,  
Exterior Doors, &  
Parking Garages



## Builder's Hardware

for all Residential Areas & Exterior Doors



[www.DelaneyHardware.com](http://www.DelaneyHardware.com)

# CALLAN

High quality door hardware offered in a wide variety of finishes. Callan is the preferred hardware brand for builders.



Briona®

Visconti®

Chatham®

Colton®



Saxon®



Bennett®



Fairfield®



Silona®



Santo®



Artino®

# DELANEY®

Premium door hardware with a variety of styles and finishes including the unique Sandcast collection.



Wicklow®

Kellington

Avino

Tralee®



Tulum®



Tulna



Orlyn



Lashbrook



Olivia



Vida

# Bravura

Finest quality, solid forged-brass designer line from Delaney with luxurious finishes. You will be able to feel the difference every time you open the door.



980G-1

915

971

913



925G-1



943G-1



936-6



939-7



905-7



334SB



# ELECTRONIC LOCKS



**KP300 TOUCHSCREEN  
DIGITAL DEADBOLT**

Shown in US12P  
Also available in US15, US19, US26



**KP400 KEYPAD DEADBOLT  
GRADE 2**

Shown in US19  
Also available in US12P, US15

**LP250 KEYPAD LEVER LOCK**

Shown in US15  
Also available in US12P, US19



- Backlit Touch Screen for Nighttime Visibility
- Up To 6 Unique User Codes and 1 Master Code
- One-Time User Code
- Easy Management of User Codes
- Low Battery Alert
- Automatic Lock
- Auto-Stop Suspends Operation with 5 Incorrect Attempts
- Easy Installation, No Hard Wiring Needed



- Includes 2 Keys and 1 Remote Control (maximum 5 Remotes per unit)
- Up to 6 User Codes (4-10 digits in length)
- 1 Master Code for Function Set Up
- Equipped with Code Protection Function
- One-time Access Code Available
- Auto Lock Function (6 - 60 seconds)
- LED Illuminated Keypad for Nighttime Visibility
- Low Battery Alert
- Easy Installation, No Hard Wiring Needed
- One-Year Warranty for Electronic Components

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# MULTI-FAMILY SMARTLOCK



## New: Multi-Family Smartlock

This ideal resident smart entry solution features a sleek design, higher encryption security, enhanced features, and seamless Stratis system integration.

- *Bluetooth Low Energy (BLE) connectivity*
- *UL listed A156.12 & ANSI Grade 2 certified / ADA compliant*
- *Keyless Entry with tamperproof design (100% bump & pick proof)*
- *Fully Integrated with Stratis IoT ("Cloud-based" Management Access Control) Platform*
- *Smart MIFARE Plus access credential with AES 128 or Smartphone App (13.56 MHZ frequency)*
- *Data-on-card (no Gateways required – "NO-TOUR" functionality)*
- *50 individual active users / 2,000 of revoked users*
- *Hassle-free user management (adding & deleting users)*
- *9V Temporary Power Terminal for back up*
- *Audit trail captures up to 15,000 transactions*
- *LED Color-coded light & sound indicators*
- *Built Specifically for Multi-family & Student Housing*



Satin Nickel



Chrome



Matte Black

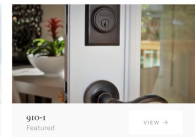
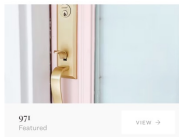
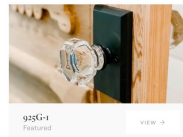
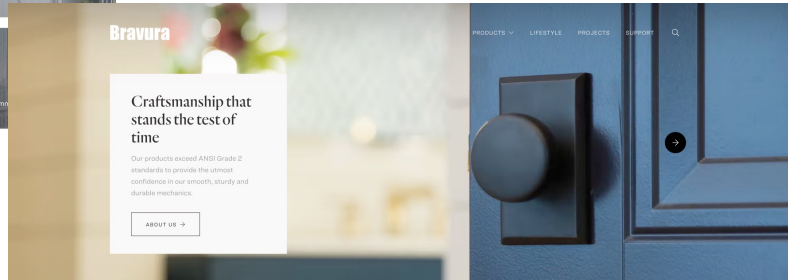
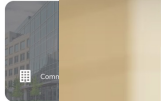
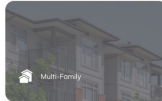
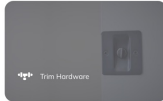
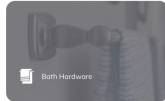
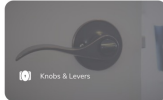
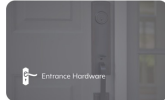
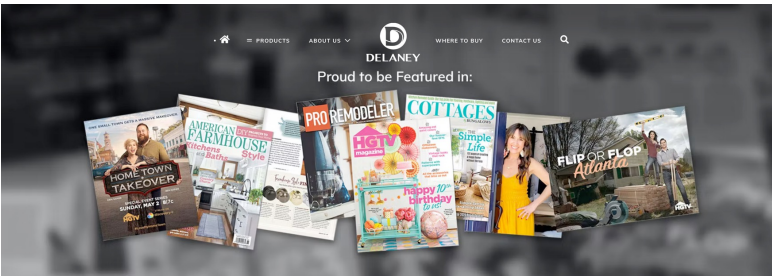




# Marketing Update



# Dedicated Websites – Updated to reflect Current Product Offering

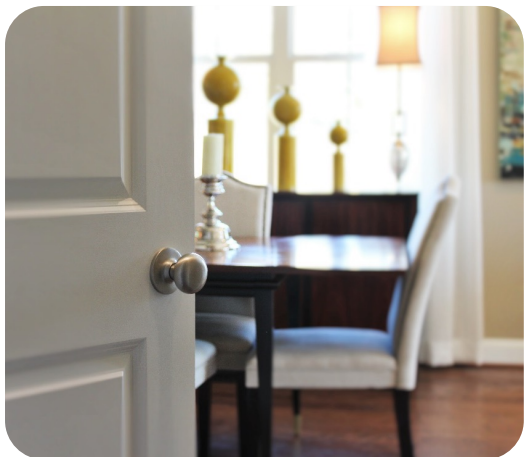






# Display Program

- Catalog featuring 30 options w/SKUs
- Dedicated resources to advise on
- Optimal configurations
- Backlog actively being fulfilled
- Single source communication
- Ready to deploy in Q3



# QUICKSHIP PROGRAM

## Key Program Highlights

- Top sellers, always in stock
- Fast Shipping
- Delaney and Callan Home, Bath and Barn Door Products
- Available as of July 1



## NEW DELANEY PRODUCT PROMO COMING FOR Q3



# SLIDING BARNDOOR HARDWARE

## 1000 SERIES STANDARD



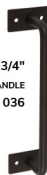
6-1/2"  
PULL HANDLE  
SQUARE 0124



7" PULL  
HANDLE  
CLOVER



7-3/4"  
PULL HANDLE  
TUBULAR 036



7-3/4"  
PULL HANDLE  
ROUND 026



## 5000 SERIES WAGON WHEEL



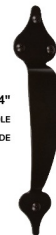
7-3/4"  
FLAT  
SQUARE



7-3/4"  
PULL HANDLE  
ROUND 002



10-1/4"  
PULL HANDLE  
SPADE



## 3000 SERIES TOP MOUNT



12" COMBO PULL  
HANDLE WITH  
FLUSH MOUNT



15-3/4"  
DOUBLE-SIDED  
ROUND



17-1/4"  
DOUBLE-SIDED  
SQUARE



5FT  
DOUBLE-SIDED  
SQUARE  
Also available in  
single-sided



## NEW BRAVURA PRODUCT PROMO COMING FOR Q4



# BATH HARDWARE



## BATH HARDWARE

### 1100 SERIES

Shown in US4  
Also available in US15,  
US19, US26, US12P



### 900 SERIES

Shown in US26  
Also available in US4,  
US15, US19, US12P



### 800 SERIES

Shown in US12P  
Also available in  
US15, US26



### 700 SERIES

Shown in US26  
Also available in US4,  
US12P, US15, US19



### 600 SERIES

Shown in US26  
Also available in  
US12P, US15



### 500 SERIES

Shown in US19  
Also available in US4,  
US12P, US15, US26



### 400 SERIES

Shown in US26  
Also available in  
US15, US12P



### 300 SERIES

Shown in US15  
Also available in  
US26, US12P



### 200 SERIES

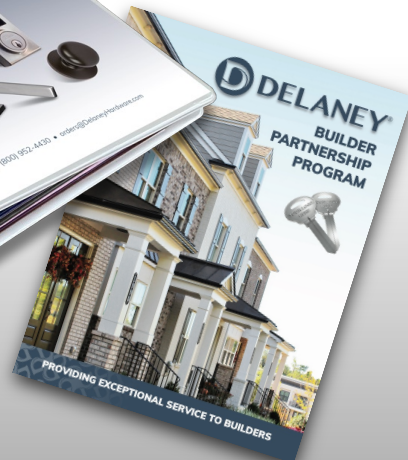
Shown in US26



### BATH ACCESSORIES



# 2022 Initial Sales Literature



# CONTACT US



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