



To: Our Distributor Partners

From: Gary Pedersen
The Finial Company

Date: May 7, 2010

Reason: Introduction of The Finial Company Outdoor Hardware

The Finial Company is now offering a beautiful Outdoor Hardware collection.

The full color literature is attached to this email. A quantity for you to share with your customers and especially your showrooms will be sent to you in two weeks.

The Finial Company did extensive testing of our steel outdoor hardware in order to understand how it will hold up to exposure to the elements. The testing was done by an independent laboratory. The results of the testing led to our offering a five year warranty against fading and rust. Details of the warranty are found on our website (www.finialcompany.com) as well as the instructions for "product care" for the Outdoor Hardware. It should be noted that only The Finial Company product that is featured in the Outdoor Hardware collection is covered by the warranty. While other product may be produced with the protective treatment it is not covered by the warranty.

The finials, poles, and ancillary product in the Outdoor Hardware collection were specially selected for outdoor use from our complete hardware offering. It is all steel product. There are five finishes that have been approved for outdoor use. You will note that these finishes have a slight sheen that results from the final protective finish.

For providing the multi step treatment for outdoor use there is a 20% upcharge over our regular pricing.

The lead time for Outdoor Hardware is the same as our regular lead time-two weeks.