

Satin Brass & Brushed Bronze SALES KIT

RESOURCE GUIDE



More than a *finish*.
The final *detail* that completes the *design*.

HMI GLASS.COM

INDEX

Page

- 3 Product Overview
- 4 Why We Added Satin Brass & Brushed Bronze
- 4 Product Positioning
- 4 The Opportunity
- 5 Product Line Availability
- 5 Features & Benefits
- 5 Matching Design Styles
- 6 Customer Conversations
- 6-7 Objection Handling
- 7 Sales Talking Points
- 8 Sales & Marketing Resources
- 9 Advantages of buying HMI hardware



Product Overview

Purpose

Satin Brass and Brushed Bronze expand HMI's premium hardware offering by giving customers additional finish options for today's most requested bathroom design trends.

These finishes are available on select:

PRODUCT NAME	PART #	SB*	BB*	HARDWARE CATALOG PAGE
STANDARD HINGES				
PIONEER - Beveled Edge	PIR037	◆	◆	10
	PIR180	◆	◆	14
HEAVY HINGES				
CALYPSO - Beveled Edge	CAL037	◆	◆	21
	CAL180	◆	◆	25
CLIPS				
HMI - Beveled Edge	HMIBU4	◆	◆	35
	HMIB190	◆	◆	35
SLEEVE OVER GLASS CLAMPS				
HMI - Square Edge	HMISL90	◆	◆	44
PULLS				
HMI - Round	HMI8X8	◆	◆	49
	HMILP8X8	◆	◆	49
HMI - Square	HMI30WK	◆	◆	52

Also available in Metal Washers Style HMI30WK (CHG CWK)

Positioning Statement

Satin Brass and Brushed Bronze represent HMI's premium hardware finish offering, providing elevated design flexibility while maintaining the quality, durability, and craftsmanship customers expect from HMI.

Why We Developed These Finishes

Instead of saying... "Customers wanted bronze" or "Homeowners have been asking for these finishes for years."

Tell the story:

Today's homeowners are placing greater emphasis on cohesive bathroom design than ever before.

While glass remains the centerpiece of the shower enclosure, the hardware has become an equally important design element.

Satin Brass and Brushed Bronze were introduced to provide customers with premium finish options that better complement today's most popular bathroom styles while giving dealers another opportunity to differentiate their projects.

Sales Message: "We're not selling hardware. We're helping customers elevate the space."

Product Positioning

◆ **GOOD (Standard)**

- Chrome
- Brushed Nickel
- Gold

◆ **BETTER**

- Matte Black
- Oil Rubbed Bronze
- Roman Bronze
- Polished Nickel

◆ **BEST (Premium)**

- Satin Brass
 - Brushed Bronze
 - Champagne Bronze
-

Who Should You Sell These To?

◆ **Customers**

- Independent Glaziers
- National Account Glaziers
- Multi-Unit
- All Sales Channels

◆ **Ideal Projects**

- Frameless Showers
- Multi-Unit or Hospitality Bathrooms
- New Builds and Renovations
- Office and Commercial Buildings
- Luxury Bathrooms
- Master Suites

Features vs. Benefits

◆ Feature

- Premium finish
- New finish options
- Available on multiple hardware pieces
- HMI Quality

◆ Benefit

- ➡ • Creates a higher-end appearance
- ➡ • Greater design flexibility
- ➡ • Consistent appearance throughout enclosure
- ➡ • Built to perform for a lifetime

Design Guide

◆ Satin Brass Works Best With

- Modern bathrooms
- Light marble
- Soft whites
- Matte black accents
- Contemporary interiors

◆ Brushed Bronze Works Best With

- Warm wood vanities
- Natural stone
- Earth tones
- Transitional spaces
- Traditional luxury bathrooms



Selling Language & Conversation Starters

Instead of saying: "It's another bronze finish."

Say: "Satin Brass and Brushed Bronze allow homeowners to coordinate their shower hardware with today's popular bathroom design trends while maintaining the clean appearance of frameless glass."

Instead of saying: "These are more expensive."

Say: "These are our premium finish offerings, designed for customers looking to elevate the final appearance of their shower and bathroom."

Instead of saying: "They're available."

Say: "They're now available on select hinges, clamps, clips, and pulls."

Instead of saying: "We have two new finishes."

Say: "We've added two premium finishes that give you more flexibility when coordinating today's most popular bathroom designs."

Objection Handling & Responses

◆ "What's different about these finishes?"

- **Sales Response:** "Satin Brass and Brushed Bronze expand our premium finish offering, giving you more options to meet today's design preferences. They're intended for projects where customers want something beyond traditional Chrome, Brushed Nickel, or Matte Black."

Position Them As

- Premium
- Design-forward
- High-end upgrade
- Not simply "another color."

◆ "Is HMI planning to add more finishes?"

- **Sales Response:** "We're continually evaluating customer feedback and market trends. Satin Brass and Brushed Bronze represent the latest expansion of our hardware offering, and we'll continue looking for opportunities to grow the product line where it makes sense for our customers." (Nice subtle way of saying "maybe" without making promises.)

Objection Handling & Responses cont.

◆ “How should I introduce these to my customers?”

- **Sales Response:** Position Satin Brass and Brushed Bronze as premium hardware options that allow your customers to offer a more complete and design-forward solution. Don’t just mention the new finishes. Introduce the value behind them and use HMI’s sales and marketing resources to help tell the story.

Rather than expecting your customer to sell the finishes on their own, provide them with the tools that make the conversation easier and reinforce the value of choosing HMI hardware.

◆ “The Why in One Minute.” Every salesperson should be able to answer the question, “Why did HMI introduce these?” the same way.

- “We introduced Satin Brass and Brushed Bronze because the market is evolving. Dealers and homeowners are looking for warmer, more design-focused hardware finishes, and we want our customers to be able to source those options from HMI and receive the benefits that come with that. By adding these premium finishes to our lineup, we’re giving our customers more design flexibility while making it easier to purchase both glass and hardware from one trusted supplier.”

Sales Talking Points

Remember

You’re not selling a hinge or other piece of hardware. You’re selling:

- Better/On-Trend Design
- Better Coordination
- Better Presentation
- Greater Customization
- Premium Product Finish
- Backed by our third-party testing
- Lifetime Residential Warranty
- 10-Year Commercial/Hospitality Warranty (*highest in the industry*)
- More homeowner satisfaction

Sales & Marketing Resource Available

“We’ve expanded our HMI hardware offering with Satin Brass and Brushed Bronze, giving you two additional premium finish options to offer your customers. We’ve also developed several sales and marketing resources to help you confidently present these finishes and close more premium projects.”

Help your customers sell Satin Brass and Brushed Bronze by providing them with:

- ◆ **Satin Brass and Brushed Bronze One-Page Product Resource** – A customer-friendly overview highlighting the finishes, available hardware, and key benefits.
- ◆ **Heavy Hardware Catalog** – Complete product information, specifications, and ordering details.
- ◆ **Shower Product Guide** – Showcase compatible HMI shower systems and hardware combinations.
- ◆ **HMI Corporate Overview** – Reinforce the value of partnering with HMI and the advantages of our complete product offering.
- ◆ **Dealer Portal** – High-resolution product photography and marketing assets for websites, social media, and customer presentations.
- ◆ **Frameless Shower Visualizer** – Help customers visualize the finished enclosure and see how hardware complements the overall design.

What's the advantage of buying the HMI brand hardware?

Beyond the finish itself, you're getting all the benefits and advantages that come with HMI hardware.

Instead of coordinating orders between multiple suppliers, you can source more of your shower enclosure package through HMI, backed by:

- ◆ Reliable Lead Times
- ◆ Trusted Quality
- ◆ One Source
- ◆ Proven Hardware Performance backed by Third-Party Testing
- ◆ Lifetime Residential Limited Warranty / 10-Year Commercial Warranty
- ◆ Dedicated Customer Support
- ◆ Stronger Compatability with HMI Systems

- ◆ **Warranty**
 - All HMI hardware is third-party tested and comes with a Lifetime Residential Warranty or a 10-year Commercial/Hospitality Warranty (*highest in the industry*)
 - Scan QR code for Hardware Warranty pdf:

- ◆ **Finish Expectations & Color Variation**
 - Scan QR code for Finish Color Disclaimer pdf:

- ◆ **Replacement Parts**
 - Contact Sales Rep



