



CREATOR OF
TIMELESS ORIGINALS®

THE HISTORY • THE BRAND • THE MARKET

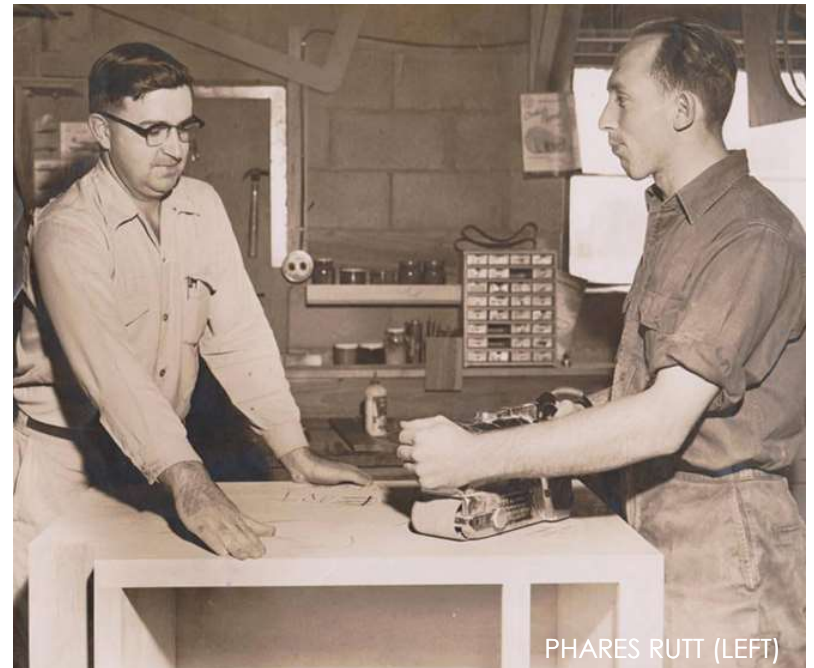


THE HISTORY OF RUTT

Our Heritage



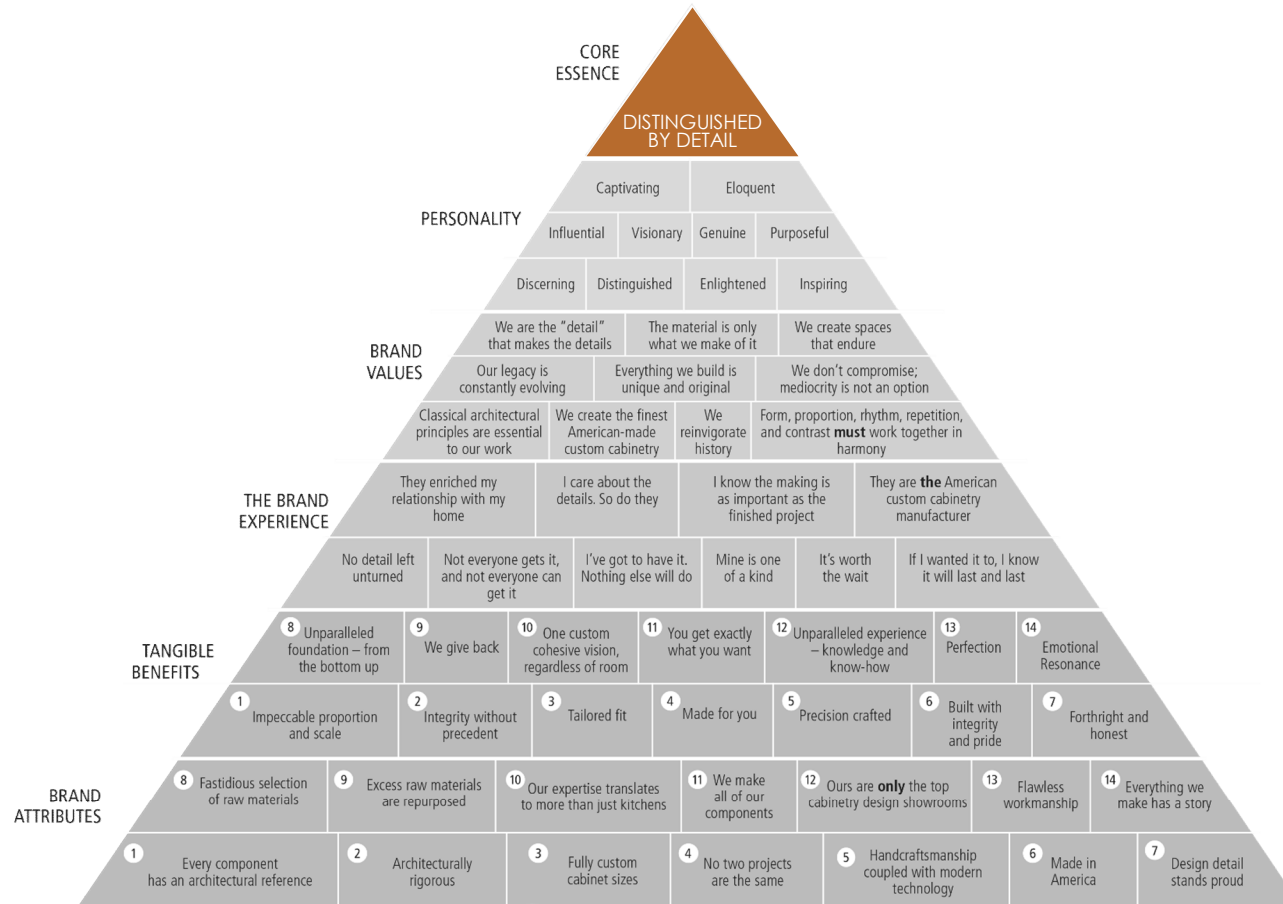
- Established in 1951 by Phares Rutt in a rustic workshop next to his Lancaster County home.
- The architecturally-styled cabinetry and furniture-quality construction opened eyes to a new level of excellence.
- Rutt soon set the new standard for custom cabinetry and carved out a unique position as the leading manufacturer of luxury cabinetry.
- We have added technology where it helps to guarantee a higher level of quality, but never as a replacement for the skill and pride of our artisans.



PHARES RUTT (LEFT)



RUTT BRAND PYRAMID



RUTT FEATURES & BENEFITS

Architectural Reference

Every component has an architectural reference resulting in impeccable proportion and scale.

Fully Custom

Fully custom cabinet sizes for a tailored fit. No two projects are the same.

Craftsmanship

Handcraftsmanship coupled with modern technology for precision crafted cabinetry.

Materials Selection

Fastidious selection of raw materials for an unparalleled foundation – from the bottom up.

More Than Just Kitchens

Our expertise translates to more than just kitchens for one cohesive custom vision, regardless of the room.

Only the Best Showrooms

Only offered in the top cabinetry design showrooms to provide unparalleled experience, knowledge, and know-how.





RUTT'S CORE ESSENCE

“Distinguished
by
Detail”



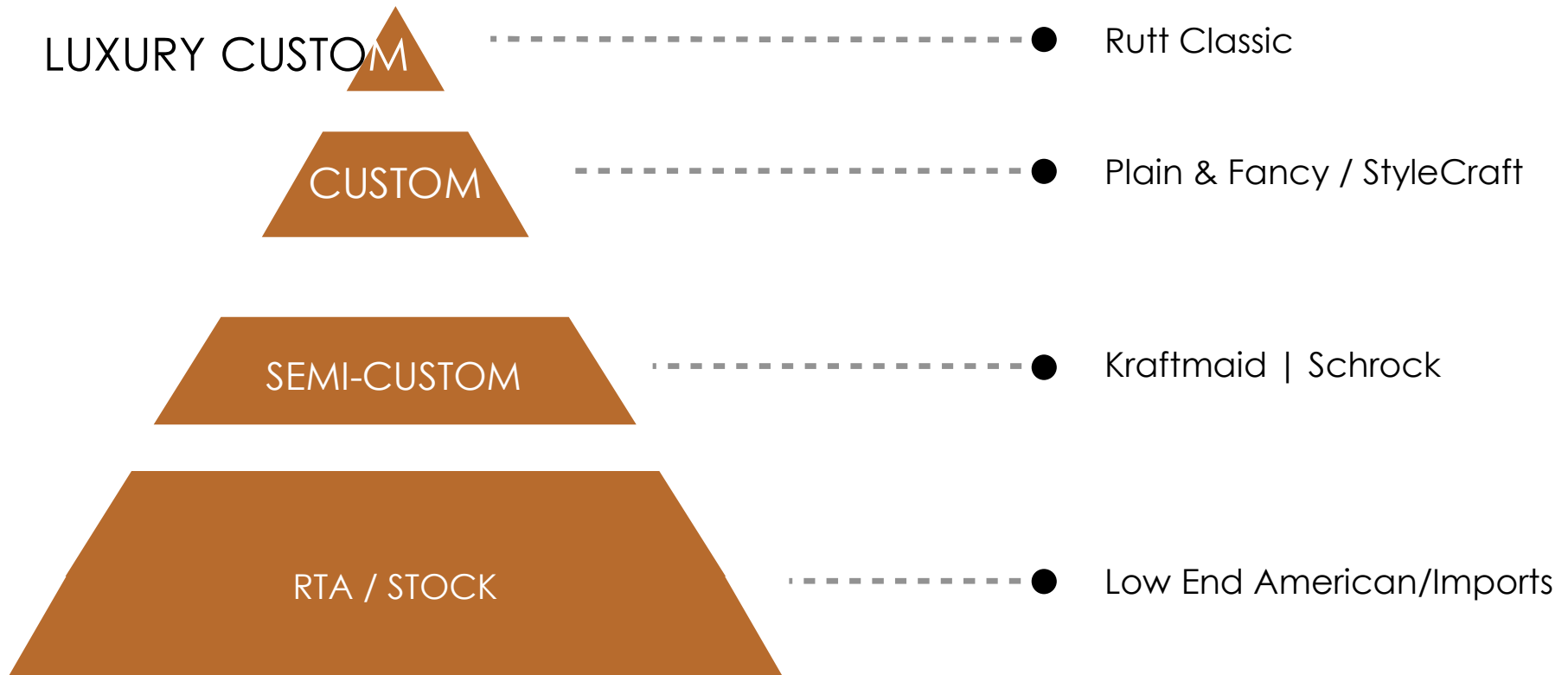
RUTT'S UNIQUE SELLING PROPOSITION

What makes Rutt truly special, unique, and different from other luxury cabinet makers?

**We create the finest
American tailored cabinetry,
with absolute attention to detail,
for the *most* discerning customer.**



THE CABINETRY MARKETPLACE



THE RUTT CLASSIC CLIENT – X-FLUENTS

{ EXTREMELY AFFLUENT }



Come from extremely affluent households.

Demand first class but not necessarily showy. Prefer subtle & classic.

They opt for the best.

Selling to X-Fluents

Deliver full service, attention to detail, & top quality.

They appreciate insider information and respond to messages about superior quality, design & style.

Give something extra special, not just the ordinary or same old thing.

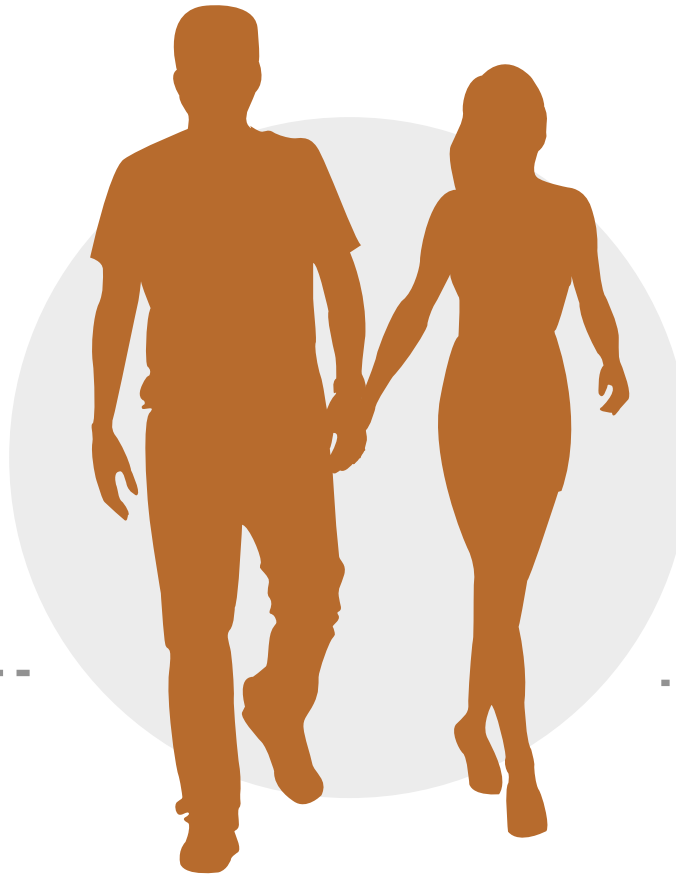


THE RUTT REGENCY CLIENT – HENRY’S

{ HIGH-EARNERS-NOT-RICH-YET }

millennials
(gen y)
24 - 39

gen x
40 - 55



The mass affluent;
top 25% of US households.

Want high-quality, superior
materials & craftsmanship,
authenticity, & a product
they can be proud of.

Very socially connected; often
viewed as taste-makers within
their social circles.

Selling to HENRY’S

Focus on your story of
quality, craftsmanship,
authenticity and
citizenship.

Willing to spend more for an
experience. You don't need
to offer an experience itself,
but showcase your product
elevating an experience

Growing up on the internet,
they expect to find instant
answers. If your website is a
disaster to navigate, they
will move on.

JOIN THE CONVERSATION!



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