



## Selling Quarter Sawn White Oak

**Due to the extreme variation on color and graining now being received from our suppliers Woodland will only offer QSWO with the PLUS Center panel**

- 1- The lighter the stain, the more the underlying wood variation will show, natural means natural.
- 2- No door sample or color chip will exhibit all the wood characteristics that may arise in a kitchen.
- 3- Quarter Sawn Oak doors and panels may exhibit extremely varied grain patterns. Consider adding doors on the ends of cabinets and on panels.
- 4- A signed Wood Characteristics Agreement form must be included with all QSWO orders. (Found in the 2023 spec book) Please keep and share the photos below to show you clients what the variation may be like.
- 5- Woodland is inspecting QSWO doors, cabinet box and panels prior to shipping. If the product ships it has passed the acceptable variation test.

Attached is a photo showing Natural QSWO. Its unique and beautiful, If the consumer does not like the variation shown, then recommend a darker stain to help blend the colors.

Discussing these types of potential issues on the front side, it is considered an “education”. Once the kitchen is delivered, it’s considered an “excuse”. Consumers will buy from salespeople that educate them.



Thank you for making Woodland Cabinetry your supplier of choice.