



Our technology  
your success!

For tips on 20-20 Design, see pages 4 and 5

## Back to school, with 20-20 Design

For many people, fall and winter mean back to school. And more students can learn 20-20 Design in school every year.

For example, when Indiana University of Pennsylvania (IUP) revamped their Interior Design program a few years ago, they made sure to add 20-20 Design to the curriculum.

Situated in the Allegheny foothills an hour northeast of Pittsburgh, IUP has more than 200 students in the program.

The Residential Design II course teaches students the basics of kitchen design. In Residential Design I, they design an entire home including all the electrical, telephone and network cabling. Of course, they use 20-20 Design to create the kitchen.

Working in the school's 32-station computer lab gives students their first taste of designing with a PC and prompts some to choose it as their vocation.

*(Continued on back cover)*



More students learn 20-20 Design in college every year, graduating into a hot job market that needs their skills.

Please note 20-20's new address, effective December 15, 2003:  
400 Armand Frappier Blvd., Suite 2020  
Laval, Quebec H7V 4B4 Canada  
Phone, fax and email all remain the same.  
For more on our move, see page 3.



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# Where does technology fit?

When I think about where technology fits in a K&B dealership, several areas quickly come to mind.

Among these are handling leads, design and pricing, electronic catalogs, electronic transactions and even training and hiring.



**John Morgan**  
*Kitchen & Bath  
Design News*  
Columnist and  
20-20 Industry  
Consultant

This guest editorial is an excerpt from John's presentation at the 20-20 Executive Summit in September.

**Consumer leads:** Dealers need to generate and track leads. Technology provides help through search engines, Web sites, linked Web sites and online kitchen planners. And 20-20 BizManager presents the way of the future.

**Design and pricing:** Using 20-20 Design gives dealers more flexibility, speed and accuracy. It enables you to verify designs against manufacturer-specific rules and NKBA guidelines. You can design faster, make changes faster and close more sales faster.

**Electronic catalogs and spec books:** These are truly the keys to a dealer's success. Electronic catalogs can increase your product knowledge or query you to make sure you've ordered all the necessary hardware and attachments.

Today you can access manufacturers' electronic forms and product literature. Some firms even post factory tours on video on their Web sites to give consumers a good insight into their operations.

**Electronic transactions:** Fax machines, email and electronic ordering are all different forms of electronic transactions. And 2020.net promises to open up an interesting new set of interactions between dealers, consumers and suppliers.

**Training and hiring:** 20-20 Design is taught in schools, colleges and universities across North America. Students realize that when they get out of design school they'll need to know 20-20 to get a job.

After thinking about all this, I realized the question really isn't where technology fits in a dealership. The question is: where doesn't it fit?



Vision for K&B Professionals is published throughout the year to provide customers of 20-20 Technologies with the latest information on our products and services. To join the mailing list and receive your own copy of each issue, please email [vision@2020.net](mailto:vision@2020.net).

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Vision is published by  
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Visit our Web site at  
[www.2020design.com](http://www.2020design.com)

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# We're on the move!

In December 20-20 headquarters will move to a brand-new building to serve you even better.

"We need more room to accommodate our growth," explains 20-20 President Jean-François Grou. "Our new building has 10,000 more square feet for our employees, and more scope to build for the future."

With a total of 32,000-square feet on three floors, the new building is in a wooded industrial park a short distance from our current location. Ample parking and nearby restaurants will help provide a pleasant environment, both for full-time staff and visitors.

Please note our new address effective December 15, 2003:  
**400 Armand Frappier Blvd., Suite 2020, Laval, Qc H7V 4B4 Canada.**  
 Phone, fax and email all remain the same.

## Extended hours to serve you better

Now you can call 20-20's Inside Sales from 8 AM to 7 PM ET Monday through Thursday and 8 AM to 5 PM Friday. Call us toll-free at (866) 698-2020 for product information, company policies or to place an order.

20-20's Customer Support hours were recently extended as well, from 8 AM to 8 PM Monday through Friday. Call (514) 332-2020 or email [support@2020.net](mailto:support@2020.net) for technical support.



20-20's new headquarters gives us room to grow and serve you even better. Our address will change, but our phones and email stay the same.



## Upcoming shows

Come visit 20-20 at any of the following industry events.

January 19-22, 2004  
 International  
 Builders Show  
 Las Vegas  
[www.buildersshow.com](http://www.buildersshow.com)

February 5-7, 2004  
 The Lumber and Building  
 Material Expo, NRLA  
 Boston  
[www.nrla.org/annualConvention.htm](http://www.nrla.org/annualConvention.htm)

February 19-20, 2004  
 Carolinas Expo  
 Greensboro  
[www.carolinaswoodexpo.com/gso](http://www.carolinaswoodexpo.com/gso)

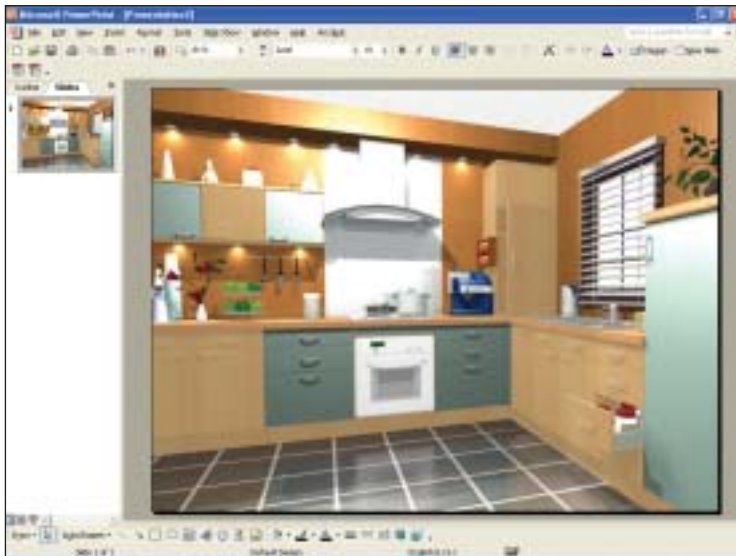
## TIP: Moving to paperless proposals

Color renderings are great, but they do take time to print. These days many clients have PCs and email which open the door to faster turnaround.

Here are some tips on paperless proposals.

**Save as JPEG:** As you produce each design, use **File-Save As** to save a JPEG file. This is a popular format that most programs understand. For example, you can insert a JPEG into email or Word documents.

**Email a JPEG:** You can save time in the final stages of a design by saving your changes as a new JPEG and then emailing it to your clients. If everyone involved has access to email, they can look at the latest design, compare notes and get back to you quickly.



To stay organized, save each design change with a different file name such as JONES1.JPG, JONES2.JPG and so on.

**Create a slide show:** It's easy to create a slideshow with your JPEG files. Pick a PowerPoint template that you like, or create one with your own company "look". Make sure to include your logo and phone number on every page. Then paste a different view of the project on every slide. In just a few minutes, you'll have an impressive show.

**Make a movie:** You can even make a movie to give your clients a "virtual walkthrough" of their new kitchen. Once you have a Virtual Showroom on your screen, select **File-Save As** and a name ending in .MOV such as JONES1.MOV. You can even do multiple movies, each with a different finish or other changes.

To view the movie, your clients will need the QuickTime viewer available free from [www.apple.com/quicktime](http://www.apple.com/quicktime).

**Burn a CD:** Some dealers no longer hand out much paper at all. Instead, they save all their proposals, renderings, PowerPoints and QuickTime movies on a CD. Then the client can open everything on the CD on their own PC and review it with their whole family.

Paste a different view of the client's project on each PowerPoint slide to create an impressive slideshow.

# TIP: Creating the best renderings

You know how to design phenomenal kitchens on your screen. But do you know how to create the best renderings for your clients?

The Perspective Settings dialog box offers many adjustments that affect your printouts. The picture below shows what most designers find are the best settings for top-quality renderings.

**Texture quality/speed:** select **High/Slow**. This will take longer to render but show the best results. When you click this, **Draft** and **Color quality/speed** are deselected.

**Shadows:** check this box to add shadows and reflections for more realism.

**Uniform:** leave unchecked, since you want shadows.

**Smooth edges:** leave unchecked. (At Low or Medium quality this can help, but not at High).

**User-defined screen:** select this, then enter two large numbers such as 5000 and 3750, 4500 and 3375, or 4000 and 3000, even if your printer can't print that many dots per inch. This will take longer to render but show superior results.

Now when you click **View**, your rendering will slowly be produced... but the results will be glorious.

Of course, you don't need such fine results when you're still in the middle of designing. But once you get to the final pitch, a picture this good will have them asking, "When can you start?"



Try these settings for top results.

# TIP: Printing a detailed elevation plan

Color renderings are nice for clients. But your installers likely need to see more detailed information such as the dimensions, door styles and nomenclature of the cabinets.

Here's how to get it.

1. Select **File-Print** or (**File-Print Preview**).

2. In the **Print Mode** area of the dialog box, select **Hidden** or **Wireframe**.

You'll get a printout (or see a preview) of the elevation plan, complete with all the measurements and numbers for your cabinets.

## Calling all power users!

Do you have useful tips on 20-20 to share with your fellow designers? Have you done a rendering that makes you really proud? Email us today at [vision@2020.net](mailto:vision@2020.net) and share your insights. We'll send you a special 20-20 gift as our thanks. And we'll be printing more tips from now on.

## NARI might be the right group for you

The red-hot market for home renovations has brought more attention to groups like the **National Association of the Remodeling Industry (NARI)**.

With 6,500 member companies and growing fast, NARI has its headquarters in Chicago and a network of local chapters that sponsor meetings and study sessions. NARI members include contractors, subcontractors, suppliers, lenders and others related to the field.

Founded in 1982 by a merger of three earlier associations, NARI's mission is to help bring more overall professionalism to the remodeling trade.

"When a consumer hires a NARI member, they know that they're dealing with a well-trained professional and a reputable member of the local community," says

NARI Executive VP **Mary Busey Harris**.

To this end, the group sponsors several different levels of certification. Each certificate requires some weeks of study, an extensive exam and an annual refresher.

"Our programs range from CRC (Certified Remodeling Carpenter) for someone looking for some book learning to go with his hammer swinging to CR (Certified Remodeler) which includes studies in business, law and ethics to make remodelers really think about how they do business," explains NARI Director of Education **Dan Taddei**.

However, 20-20 users would likely be most interested in the CRA (Certified Remodeler Associate) designation, intend-ed for those who work as designers and sales people.

What are the benefits of getting a certification through NARI?

"We think it's a win-win situation. For an individual, seeking more training in your field is never a wasted effort. It can lead to better job prospects and more rapid advancement," notes Mary.

"And for business owners, certification can really help you market to a professional clientele. If you're dealing with someone who has initials—a doctor, lawyer or accountant—and he sees your initials, he knows that makes a big difference."

To find out more about NARI, visit [www.nari.org](http://www.nari.org) or call 1-800-611-NARI (6274).



NARI's Contractor of the Year award for a residential bath renovation of \$30,000 and over went to Thomas Buckborough & Associates of Concord, MA for this project.



# Majestic boosts productivity with 20-20

When Majestic Kitchens in New York needed to expand, they chose 20-20 Design. Ten years later, they're glad they did.

Majestic is the leading kitchen retailer and supplier to builders and contractors in the Westchester area just north of New York City. Their 9,000-square foot showroom features 100+ displays, plus a dedicated showroom for ceramic tiles and another for granite and marble countertops.



Bill Luceno joined Majestic in 1973 as the installer. By 1980 he was the top salesperson, and in 1985 he purchased the business.

But wearing both hats as salesmen and owner, he didn't have time to breathe. He had to find a way to boost productivity.

So he took decisive action. He turned over all his customers to his salespeople. He reduced the number of lines he carried. And in 1992 he computerized with 20-20 Design.

Even though he was a computer neophyte, he learned the program inside out and was soon teaching it to his salespeople. Today Majestic has 14 licenses with Bill as the system administrator. And all his designers rely on 20-20 Design for its ease of use, pricing, reports and graphics.

"The software has been very reliable," he notes. "And the 20-20 support staff are great. I communicate with them mostly through email, and I never have to wait long for a reply."

The designers at Majestic sell, order and supervise all their projects from start to finish. After doing an initial design, they make changes on the screen with clients to finalize the sale.

"Our policy is to hire good people and give them the best tools," says Bill. "And adopting 20-20 increased each designer's volume between 25 and 40 per cent.

"It's amazing where this industry has gone with computerized drawing," he adds. "It gives you endless flexibility and puts a lot of fun back in the process."

Majestic Kitchens has a solid past. And with Bill's wise use of technology and his sons Mark and William now in the business, it has a good-looking future as well.



Every Saturday at Majestic, staff and customers enjoy a home-cooked meal prepared in a model kitchens. (Left to right) Bill Luceno Jr, Mark Luceno, chef Cathy Mungo and Bill Luceno Sr.

## Many new K&B courses starting up

Dozens of colleges and universities across the country include 20-20 Design in their program, with more new courses starting all the time.

After getting an inquiry from a local designer, **Lehigh Carbon Community College (LCCC)** began a new Kitchen and Bath Design program last year.

"It started from an inquiry and grew from there. Everyone I spoke to mentioned the dire need for trained kitchen designers in this area," says **Jim DePietro**, Program Coordinator at the college, which serves the Allentown area north of Philadelphia.

Jim helped set up a two-year kitchen design program that attracts students of all ages. Students learn about cabinetry and do their first designs on graph paper before learning 20-20 Design in the computer lab.

"The students enjoy using the program," says DePietro. "It's nice when you do a 2D drawing and then see a perspective or elevation created automatically."

The first graduates from LCCC will emerge this spring into a strong job market, with good prospects for finding work in their area.



LEHIGH CARBON  
COMMUNITY COLLEGE

A glance through the want ads shows that most kitchen dealerships prefer to hire designers with 20-20 experience.

If your company is looking for designers who know 20-20, check with your local community college or university. And if they don't have a program yet, get them thinking about starting one!

## Back to school, with 20-20 Design

*(Continued from front page)*

"A lot of students really like that course, and then decide to look for a career as kitchen designers," notes IUP professor **Dr. Frank A. Viggiano Jr.**

As well as running the program, he is a well-known commentator on consumer trends and products who often appears on TV.

"My goal is to get them turned on to kitchen design and give them the resources to be successful," he says.



Dr. Frank A. Viggiano Jr. .

Graduates from the program at the Indiana University of Pennsylvania emerge with a Bachelor of Science in Interior Design. How do they do in the job market?

"All our graduates looking for work in the kitchen and bath industry find a position," notes Frank.

Most teachers agree that the red-hot K&B market can absorb all their grads, especially the ones who are already familiar with 20-20 Design.