

Showplace Wood Products  
**RADIO: WHAT MAKES A KITCHEN**  
**partial script for local customization**



radio scripts  
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Think about it: What's makes a kitchen a true Showplace?

Is it the rich glow of natural hardwoods, in warm, hand-rubbed stains?

Or the crisp appeal of a bright painted finish, perhaps with inset styling?

Maybe for you, the dream kitchen has rustic charm and antique comfort?

The correct answer is yours to decide.

But with all-wood Showplace cabinetry from (Showroom Name), our answer is "All of the above and more." The vast range of Showplace offerings and options leave your creative horizons wide open. And the surprising value of Showplace cabinetry won't leave your budget depleted. The talented designers at (Showroom Name) can help you discover that just-right combination of style, wood and finish. Plus, we'll be there every step of the way, making the creation of your dream kitchen as smooth and hassle-free as it can be. Stop in soon to learn more. (location/contact info) Your

Showplace kitchen begins here!

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Showplace Wood Products  
**RADIO: TIME TO TRANSFORM**  
**partial script for local customization**



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If you're like a lot of people these days, you've decided now is NOT the time to sell your home. But that makes it a GREAT time to transform the home you have into the home you've always wanted. We can help. At (Showroom Name) we can get you started on a great new kitchen remodel. We can create cabinetry solutions for finishing off that basement, updating a bath, or adding an entertainment center. (Showroom Name) offers the all-wood quality and unique value of Showplace cabinetry. The range of made-to-order Showplace choices and options is truly astonishing, so you can express your personal style to perfection. And the staff at (Showroom Name) can make it all easy for you, helping you make good choices every step of the way. So if it looks like staying in your current home is what the future holds, make your current home a nicer place to stay. Get started on a remodel project today, with the help of (Showroom Name).

(Location and contact info)

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Showplace Wood Products  
**RADIO: BEFORE THE PARADE**  
**partial script for local customization**



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The Spring Parade of Homes is coming up (date info). And even though there are no floats or marching bands in this parade, there're still some things you won't want to miss. Like some really lovely Showplace kitchens from (Showroom Name). The Parade of Homes gives you the chance to see how (Showroom Name) can create beautiful and functional Showplace settings, in real spaces, in real homes. So if you've been thinking about a remodel, now is the time to come in to (Showroom Name). After learning about your tastes and dreams, we'll tell you exactly which Parade homes you should go see. We'll also give you an overview of all the choices and options open to you with all-wood Showplace cabinetry. But don't wait – once this parade has passed, you'll have missed a great opportunity. (Location/contact info)

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Showplace Wood Products  
**RADIO: AFTER THE PARADE**  
**partial script for local customization**



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Did you get out to the Parade of Homes the other day? Did you see all the great ideas in every single home? No? Don't worry — it's not too late. If there's a kitchen remodel in your future, your own private Parade of Homes is open to you anytime you want: Just go to ShowplaceWood.com and click on the Gallery link. You'll enter a wonderland of actual homes, all made more lovely and efficient by Showplace cabinetry. An amazing array of styles and decor themes is in this online Gallery, and you're sure to find several just-right ideas. After visiting ShowplaceWood.com, come visit (Showroom Name). We're your exclusive local source for top-quality, all-wood Showplace home cabinetry. In fact, anything you fall in love with at ShowplaceWood.com can be created in your home, by the talented designers at (Showroom Name). They can make the entire process easy, too, helping you every step of the way. (location/contact info)

So don't fret if the parade passed you by. The Gallery is waiting for you, at ShowplaceWood.com.

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Showplace Wood Products  
**RADIO: AFTER THE SHOW**  
**partial script for local customization**



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*(female character voice)*

Did you go to the home improvement show last week? Wasn't that amazing? I came home with a sack full of brochures, a lot of new ideas, and a wish list that's way bigger than my budget. (laughs) But I moved my kitchen remodel to the top of the list after seeing what (Showroom Name) has to offer. The Showplace cabinetry they sell is really beautiful, and well-made too. All the options and choices Showplace offers just blew me away! I know I'd be able to create exactly what I want. (Showroom Name) can really make it easy, too. They'll help me make good decisions right from the start, and work with me from plans to completion. I might even do the master bath at the same time! And did you see those Showplace fireplace surrounds? (laughs) I guess my list is still pretty long. But now I know the right place to start..."

*(male announcer)*

(Showroom Name) is located at (location) etc.

Your Showplace begins here.

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Showplace Wood Products  
**RADIO: OUTSIDE THE BOX**  
**partial script for local customization**



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If you're thinking about improving your home, think outside the box, with the help of (Showroom Name). Yes, we're best known for our lovely Showplace kitchen creations, but we can also help you create so much more. All-wood Showplace cabinetry offers flexible designs for kitchens, baths, home offices, rec rooms, entertainment centers and even designer closets. Showplace has lovely range hoods and dramatic fireplace surrounds. And Showplace even offers made-to-order furniture in a wide array of woods, styles and finishes. (Showroom Name) is your exclusive local source for all this outside-the-box Showplace creativity. Our skilled designers have lots of great ideas for enhancing every room in your home. To get a preview of all that's available, visit [ShowplaceWood.com](http://ShowplaceWood.com) on the web. Better yet, stop in to (Showroom Name) and browse a bit. Your outside-the-box creation begins right here!

(Location/contact info)

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Showplace Wood Products  
**RADIO: THOUGHTS OF SPRING**  
**partial script for local customization**



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Will this long winter ever end? About this time of year, when cabin fever peaks and you're tired of being cooped up at home, how about getting started making that home much nicer? A well-designed kitchen remodel can really make your home more comfortable and efficient. (Showroom Name) is ready to make that happen. We offer the all-wood quality and wide creative selection of Showplace cabinetry. You can learn all about it at [ShowplaceWood.com](http://ShowplaceWood.com). It's a great site that not only highlights all the Showplace offerings, but also walks you through the process in a fun and meaningful way. After getting to know [ShowplaceWood.com](http://ShowplaceWood.com), come in to (Showroom Name) and get to know us. We have the skilled designers to help make your remodel a smooth and enjoyable process. You can see actual Showplace products, and feel the quality of all-wood construction. You'll also learn that a remodel from (Showroom Name) may be more affordable than you think. So make use of these last cold days, and get started planning your Spring remodel now. (location/contact info)

###



Showplace Wood Products

**RADIO: BIG JOB :60**

*VO: Owner or manager of showroom:*

(music under)

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“Kitchen remodeling is a big, complex job.

There are so many variables, so many decisions to make,  
and it all has to be done on a budget.

But in the end, you want it to be a creation you can really take pride in  
- a Showplace...

I’m \_\_\_\_\_ (Name) \_\_\_\_\_, manager of \_\_\_\_\_ (Showroom Name) \_\_\_\_\_  
in \_\_\_\_\_ (TownName) \_\_\_\_\_.

It’s my job to help you through all that complexity,  
help you learn about all your options and  
make good choices at every step of the way.

With our selection of Showplace cabinetry , I’m confident I can give you  
a product with lasting quality that is a true expression of who you are.

We have so many choices in styles, woods, finishes, and enhancements  
that I know we can create something that is uniquely your own.

And with Showplace cabinetry, true custom options  
are always open to solve special design problems.

Call me, \_\_\_\_\_ (Your Name) \_\_\_\_\_, and let’s get started on your Showplace.”

MALE ANNOUNCER:

“Call \_\_\_\_\_ (phone) \_\_\_\_\_ . That’s \_\_\_\_\_ (phone) \_\_\_\_\_ .

\_\_\_\_\_ (Showroom Name) \_\_\_\_\_ – located at \_\_\_\_\_ (address) \_\_\_\_\_ .”

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Showplace Wood Products

**RADIO: INVESTMENT :30**

*VO: Owner or manager of showroom or announcer:*

(music under)

“If you’re like most people, your home is your most important investment.

We can help you enhance the value of that investment at \_\_\_\_\_ (Showroom Name)\_\_\_\_\_.

A new kitchen adds value to any home – both in day-to-day use, and at resale time.

And with Showplace cabinetry from \_\_\_\_\_ (Showroom Name)\_\_\_\_\_ ,

that new kitchen will be a creation of lasting beauty that is a true expression of your unique personal style. Stop in soon to see all the lovely options open to you with Showplace cabinetry.

\_\_\_\_\_ (Showroom Name)\_\_\_\_\_ , located at \_\_\_\_\_ (address)\_\_\_\_\_ .

Call \_\_\_\_\_ (phone)\_\_\_\_\_ .

And get started on enhancing the value of your home today.”

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Showplace Wood Products

**RADIO: UNIQUE :30**

*VO: Owner or manager of showroom or announcer:*

(music under)

“There’s no one quite like you. You have your own distinctive style; your own unique flair.

Let your home express that unique style with a cabinetry creation

from \_\_\_\_\_ (Showroom Name)\_\_\_\_\_ . With the wide selection of styles, woods,

finishes and accents from Showplace cabinetry, you can craft a new kitchen or bath that is uniquely your own. And with the exceptional value of Showplace cabinetry, you can do it all on down-to-earth budgets.

Stop in soon to see all the lovely options open to you at.

\_\_\_\_\_ (Showroom Name)\_\_\_\_\_ , located at \_\_\_\_\_ (address)\_\_\_\_\_ .

Call \_\_\_\_\_ (phone)\_\_\_\_\_ .

And get started on your own unique expression today.”

###



Showplace Wood Products

**RADIO: UNIQUE :60**

*VO: Owner or manager of showroom:*

(music under)

“There’s no one quite like you. You have your own distinctive style; your own unique flair. Let your home express that unique style with a cabinetry creation from \_\_\_\_\_ (Showroom Name)\_\_\_\_\_ .

I’m \_\_\_\_\_ (Your Name)\_\_\_\_\_, \_\_\_\_\_ (Your Title)\_\_\_\_\_ of \_\_\_\_\_ (Showroom Name)\_\_\_\_\_ in \_\_\_\_\_ (Town Name)\_\_\_\_\_ .

Let us introduce you to the wide selection of styles, woods, finishes and accents from Showplace cabinetry. With so many creative options open to you, you can craft a new kitchen or bath that is uniquely your own.

Showplace cabinetry offers a versatile range of woods, and a selection of design styles to complement any theme.

Showplace also offers a vast palette of finishes, including the expressive, hand-wiped Showplace glazed finishes.

Top off your creation with enhancements like moldings, valances, corbels, fluting and carvings. Add efficiency and ease to your design with well-engineered Showplace storage solutions. And with the exceptional value of Showplace cabinetry, you can do it all on down-to-earth budgets. Stop in soon to see all the lovely options open to you. \_\_\_\_\_ (Showroom Name)\_\_\_\_\_ ,

located at \_\_\_\_\_ (address)\_\_\_\_\_ .

Call \_\_\_\_\_ (phone)\_\_\_\_\_ .

And get started on your own unique expression today.”

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Showplace Wood Products

**RADIO: CABINETS THAT FITS :30**

VO: Owner or manager of showroom or announcer:

(music under)

“At \_\_\_\_\_ (Showroom Name) \_\_\_\_\_, we offer fine home cabinetry *that fits*:

~Fits your style, with the many creative options of Showplace cabinetry...

~Fits your space, with flexible Showplace custom options...

~Fits your lifestyle, with a versatile selection of Showplace convenience accessories...

~And most importantly...fits your budget, with outstanding Showplace value.

Whether it's a bath or kitchen, a remodeling project or new construction, stop in and talk over your plans with one of the \_\_\_\_\_ (Showroom Name) \_\_\_\_\_ designers.

\_\_\_\_\_ (Showroom Name) \_\_\_\_\_, located at \_\_\_\_\_ (address) \_\_\_\_\_ .

Call \_\_\_\_\_ (phone) \_\_\_\_\_ .

We create cabinetry *that fits*.” ###

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Showplace Wood Products

**RADIO: FULL SERVICE :30**

VO: Owner or manager of showroom or announcer:

(music under)

“At \_\_\_\_\_ (Showroom Name) \_\_\_\_\_, we take the hassles out of creating a new kitchen or bath in your home. We begin with the wide selection and lasting value of fine Showplace cabinetry. Then our designers go to work, creating a plan that you can preview and refine. And

\_\_\_\_\_ (Showroom Name) \_\_\_\_\_ will handle all the important details for you, providing counter tops, plumbing fixtures (list other offerings) as well as coordinating and managing the entire project. \_\_\_\_\_ (Showroom Name) \_\_\_\_\_ is your full service remodeling

resource. Stop in soon and talk over your plans with one of our talented designers.

\_\_\_\_\_ (Showroom Name) \_\_\_\_\_, located at \_\_\_\_\_ (address) \_\_\_\_\_ .

Call \_\_\_\_\_ (phone) \_\_\_\_\_ .

Let us take the hassle out of your project.”

###



Showplace Wood Products

**RADIO: FULL SERVICE :60**

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*VO: Owner or manager of showroom or announcer:*

(music under)

“At \_\_\_\_\_ (Showroom Name) \_\_\_\_\_, we take the hassles out of creating a new kitchen or bath in your home. We begin with the wide selection and lasting value of fine Showplace cabinetry. Showplace offers a full spectrum of woods, designs, finishes and enhancements, so your creative horizons are wide open.

Then our designers go to work, measuring your space, learning about your needs, and creating a plan that you can preview and refine.

They’ll work with you to make sure your new creation is an expression of your unique style, tastes and lifestyle. Once your plan is perfect down

to the last detail, \_\_\_\_\_ (Showroom Name) \_\_\_\_\_ will handle all the important details for you. We offer laminate, solid surface and granite counter tops; a wide range of plumbing fixtures; some really bright lighting ideas, ceramic tile, and \_\_\_\_\_ (other offerings) \_\_\_\_\_.

When all the details are finalized, \_\_\_\_\_ (Showroom Name) \_\_\_\_\_ will coordinate and manage the entire project. You see, \_\_\_\_\_ (Showroom Name) \_\_\_\_\_ is your full service remodeling resource. Stop in soon and talk over your plans with one of our talented designers.

\_\_\_\_\_ (Showroom Name) \_\_\_\_\_, located at \_\_\_\_\_ (address) \_\_\_\_\_.

Call \_\_\_\_\_ (phone) \_\_\_\_\_.

Let us take the hassle out of your project.”

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Showplace Wood Products

**RADIO: SURPRISING VALUE :30**

*VO: Owner or manager of showroom or announcer:*

(music under)

“It used to be that if you wanted something more than the limited choices of run-of-the-mill cabinetry, you had to pay out-of-this-world prices.

*Not anymore.* Today, Showplace cabinetry from \_\_\_\_\_ (Showroom Name) \_\_\_\_\_

offers impressive creative options on down-to-earth budgets. Showplace offers a wide selection of styles and woods, and the expressive Showplace glazed finishes bring true hand crafting within reach. Add in all the Showplace creative and convenience enhancements, and you have an impressive value. Stop in soon and talk over

your plans with one of our designers. \_\_\_\_\_ (Showroom Name) \_\_\_\_\_ ,

located at \_\_\_\_\_ (address) \_\_\_\_\_. Call \_\_\_\_\_ (phone) \_\_\_\_\_ .

You may be surprised at how affordable your dreams are.”

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Showplace Wood Products

**RADIO: HOLIDAY / SUMMER :30**

*VO: Owner or manager of showroom or announcer:*

*Run during summer months (holiday music under)*

“Here in mid summer you probably aren’t thinking about the holidays.

But if you want to remodel your kitchen for holiday entertaining, the time to begin is now.

At \_\_\_\_\_ (Showroom Name) \_\_\_\_\_ , we can help you get started right.

Our designers will work with you to create a plan that is uniquely you.

And with top-quality Showplace cabinetry from \_\_\_\_\_ (Showroom Name) \_\_\_\_\_ ,

you’ll have extensive creative options on down-to-earth budgets.

Once all the details are ironed out, turn the job over to \_\_\_\_\_ (Showroom Name) \_\_\_\_\_

and we’ll manage the entire project for you. Stop in soon and talk over your plans

with one of our designers. \_\_\_\_\_ (Showroom Name) \_\_\_\_\_ ,

located at \_\_\_\_\_ (address) \_\_\_\_\_. Call \_\_\_\_\_ (phone) \_\_\_\_\_ .

And get started on a wonderful new kitchen for the holidays.”

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