

# Williamsburg®

AUTHENTICITY AND QUALITY SINCE 1936

*A newsletter published by the Colonial Williamsburg Foundation for its Licensed Manufacturers and Williamsburg Shops*

## Baker: Aggressive Marketers



**T**he strength of Baker Furniture in the marketplace is undisputed. This strength can be attributed to the skilled hands of the craftsmen who create the high-quality furniture *and* the company's aggressive marketing approach. High-impact advertising campaigns, retail distributors, and seventeen showrooms nationwide provide tremendous exposure for their products and an exciting future for the Williamsburg® Furniture line.

When asked about the possibilities he sees, Rod Kreitzer, president and chief executive officer of Baker Furni-

ture, replied, "We want to create a sense of continuity by continuing to produce key pieces previously produced by Kittinger—wood as well as upholstery—but we also want to add new life to the program. After spending considerable time in the Foundation's archives, we have discovered some outstanding pieces never before reproduced." He continued, "We are also interested in adding more variety to the overall program by introducing other woods, such as walnut and satinwood. In the past, mahogany has been used primarily."

Colonial Williamsburg and Baker plan to introduce the start of their collaboration this spring at the High Point market. "We're making a major effort to put our best foot forward with the

Williamsburg line. We want dealers to get just as enthusiastic as we are about the program," Kreitzer said. He concluded by saying, "We are excited to be part of the Williamsburg Reproductions Program. It was a great honor for Baker to be chosen as a licensee."

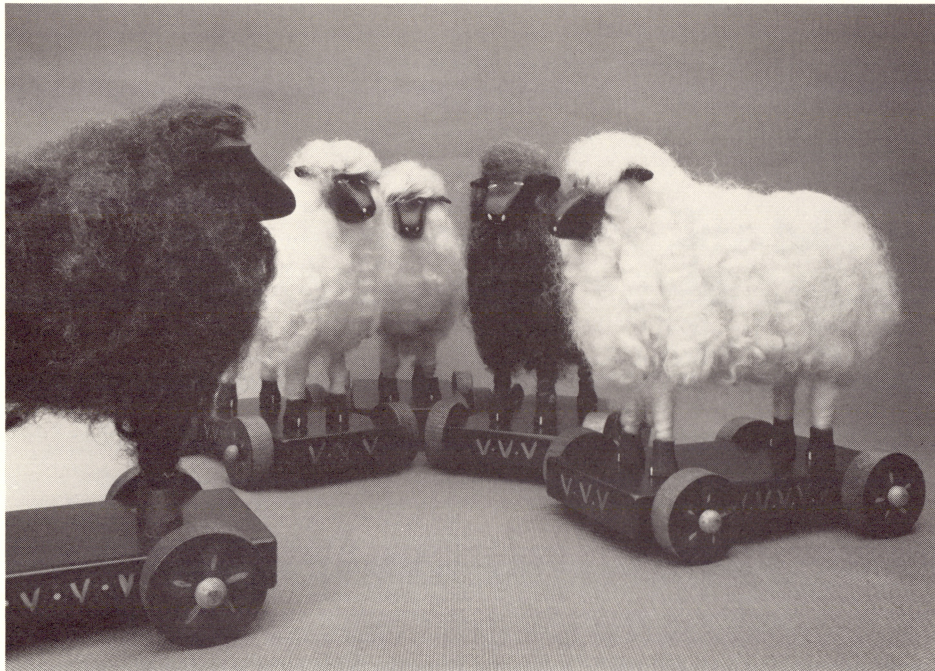
## Building a Strong Marketing Plan

A consortium has been formed to create greater awareness of Williamsburg® Architectural Products. A group of seven licensed manufacturers have been meeting to discuss group marketing efforts, and while in Williamsburg several representatives met with Colonial Williamsburg sales staff to share

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*Previously produced by Kittinger, this CW-174 sofa is now under consideration by Baker for inclusion in the Williamsburg Furniture line.*



Lamb Pull Toys: Signed, dated, numbered, and named, the perceived focus shifts from hand-crafted "toys" to "collectibles." (Shown left to right: Karl, Sophia, Georgette, Wolfgang, and Denise.)

## The Value of "Extras"

Perception is everything. How our customers perceive our products should be of great concern to us. How do we meet and, most importantly, *exceed* their expectations of our products?

Quality of product cannot be ignored when discussing customers' expectations, and we should feel confident about quality. The *Williamsburg* brand signifies quality and reflects the never-ending commitment of all of us—Colonial Williamsburg, licensed manufacturers, and *Williamsburg Shops*—to maintain our high standards.

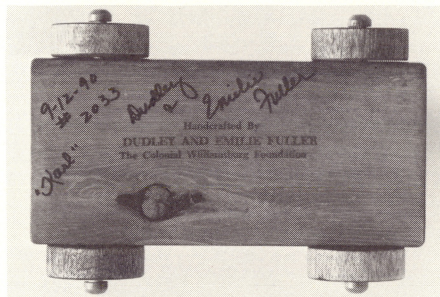
Beyond quality, one of the ways we can increase customers' perceptions and expectations of our products is to look at little ways—"extras"—that add value to our products.

Here are a few examples:

- Product tags are an "extra"—providing customers with information about the historical significance of the items they have purchased.
- Virginia Metalcrafters includes a taper candle with the small spike candlestick—a convenience for the customer that increases the perceived

value of the purchase.

- Wooden Products of Virginia has begun to sign, date, and number all their wooden toys—increasing customers' perceptions of the toys as *collectibles*. The sheep pull toys, which for some time have each been lovingly named by the person who applied the real lamb's wool, will now have the name painted on. Each toy has become more special.



- Kirk Stieff includes the recipe for oyster dressing with the reproduction pewter dressing spoon—a small but "extra" gesture.
- Schumacher's wallpaper collection books include information about the design sources for each wallpaper and assist customers by coordinating wallpaper patterns and colorways.

These "extras" add value to already exceptional products. There are certainly other examples already in use; but, more to the point, there are examples we have yet to discover and implement.

## Williamsburg® Wallpaper—New Collection Available to Contract Market

The introduction of a vinyl wall covering book from Schumacher allows us to target the contract wallpaper market for the first time. The book will be used by specifiers in the commercial building industry for such things as hospitality, health care, and contract residential projects. Response should be positive; the vinyl wall coverings look exactly like their paper counterparts, but the vinyl coverings wear longer and are easy to clean.

Gail Burger, product manager overseeing this exciting new project, eagerly predicts that the ever-popular Tavern Check, Bruton Damask, and Shir O' Shakkar designs will be popular selections in this new market. She said, "The difficult job of selecting wall coverings for high-traffic or kitchen and bath areas becomes easier now. Designers can now capture the look of *Williamsburg Wallpaper* with the added durability of vinyl coverings."

The interpretive designs are not intended to be reproductions of period wallpapers but are intended to capture, for today's interiors, the artful embellishments so fashionable in the decorative arts in the eighteenth century. The collection has textured patterns, geometrics, florals, and small whimsical prints.

There are 23 wall patterns and 5 coordinating decorative borders, but the variety of colorways gives designers 121 choices. The collection of Williamsburg/Schumacher resources continues to grow with this fine edition, which is planned to have a three-year life.

## Williamsburg® Candles Developed with Shops in Mind

At the request of many *Williamsburg Shops* for candles, three styles are now available. Group product manager Kris Fischer notes that the development of candle options is an example of the Shops through Shops Management and the Product Management office. "We appreciate hearing about the opportunities or concerns of our network of Shops. Listening and responding to the feedback we receive will only help strengthen our entire program."

The candles now available to Shops are:

- reproduction hand-dipped pure bayberry and pure beeswax candles gift boxed in a labeled brown Historic Area box
- interpretive ivory taper candles made of paraffin and attractively packaged especially for Colonial Williamsburg with an engraving of an



*Ray Martin, manager of Wholesale Sales for Colonial Williamsburg, reports that Shops have responded favorably to these candle options. Orders were first placed at the Shops' meeting this past May and reorders have followed.*

eighteenth-century candlemaking scene.

Candles are available through Colonial Williamsburg Wholesale.

## Treasured Textiles

The 1991 Engagement Calendar "Treasured Textiles" is an exciting com-

bination of beauty and historical interest. The textiles featured are part of a major personal collection of Mrs. Cora Ginsburg of New York. According to Linda Baumgarten, curator of textiles, over a thirty-five-year period Mrs. Ginsburg chose "objects that were unusual, rare, and—most important of all—beautiful.

"In 1988–89 she lent a major portion of her private collection to the DeWitt Wallace Decorative Arts Gallery at Colonial Williamsburg for a special exhibition, 'Treasured Textiles.' Visitors were delighted by the superb quality of the objects shown. Mrs. Ginsburg has subsequently decided that Colonial Williamsburg is the best home for many of her Treasured Textiles—a place where they will be preserved, enjoyed, and studied by many generations to follow. She has therefore generously arranged to donate them to the Foundation.

"Photographed by Hans E. Lorenz, the featured textiles detailed here demonstrate the best of the collection—and indeed the best of the period. Included are fine woven silks once used to make spectacular women's gowns, delicate needlework trimming for men's as well as women's clothes, and colorful accessories. These textiles speak to us of elegance, of craftsmanship, and of harmonious, of craftmanship."



Available in hard- or spiral-bound books, the 1991 Engagement Calendar has 52 color and 10 "mini" black and white illustrations. An introduction was written by Linda Baumgarten, curator of textiles for the Foundation.

## A Warm Welcome to Faribault Woolen Mill Co.

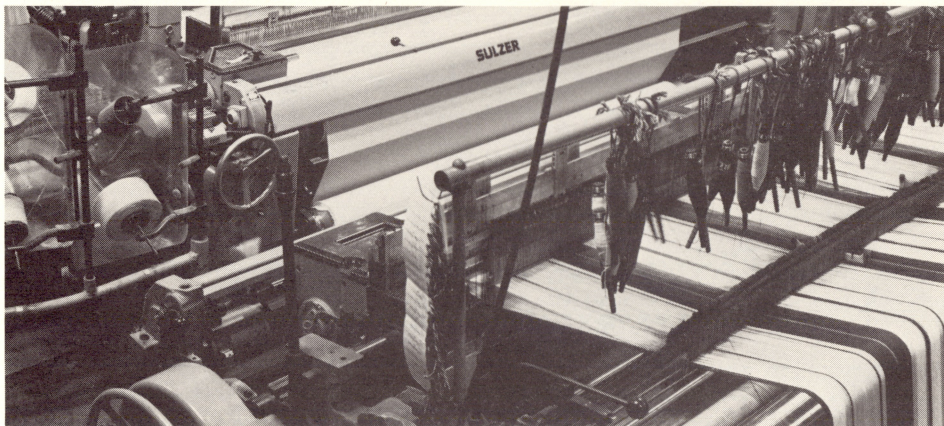
Our newest licensed manufacturer is located outside of Minneapolis, Minnesota, in a town named Faribault. This privately owned company began back in 1865 and is the largest manufacturer of woolen blankets in the country today. Unlike many of their competitors, all of Faribault's yarn is produced in their own on-site mill.

Quality wool blankets made in America at an affordable price represent the company well with major retailers. Faribault also has the capability of producing hand-loomed blankets with the recent acquisition of Three Weavers, a Houston-based company.

Initial plans are being made to reproduce two blankets of a variety of original wool blankets in the Colonial Williamsburg collection. The two 100% woolen blankets will be offered in five sizes (twin, full, queen, king, and throw) in a variety of colorways.

Product manager Gail Burger said, "Faribault is the only major player

involved in the wool blanket industry that produces blankets similar to our eighteenth-century document blankets. This, combined with their great concern with quality, makes Faribault a welcome addition to our list of fine licensed manufacturers. Their excellent distribution will also please Williamsburg Shops."



This particular Sulzer loom at Faribault has four-color capability although other looms produce blankets with up to eight colors. State-of-the-art technology in spinning and weaving machines keeps this 125-year-old company successful.

## Mottahedeh Promotes Williamsburg® Porcelain

Mottahedeh & Co. has placed a one-third-page, full-color ad in the October issue of *House Beautiful*. The well-placed ad features some of the Exotic Bird porcelain products developed from the Chelsea bird plates in the Foundation's collection. "Available nationwide at Williamsburg Shops," the ad copy prompts readers to call the Williamsburg Shops Management office for the location of the nearest Shop. Jess Behringer, director of Williamsburg Shops, reports that in just the first two weeks of circulation the magazine ad yielded thirty calls.



Located adjacent to the magazine's masthead, these Mottahedeh products receive prime exposure to 950,000 *House Beautiful* readers. The ad also appears in the autumn 1990 issue of the Colonial Williamsburg Journal, circulated to about 80,000.

## Pierce Dunn: Building Other Teams

With the smooth transition and sale of Kirk Stieff completed, Pierce Dunn departed the company this October. Dunn joined the Baltimore-based manufacturer in 1980 and served as president from 1984.

On the recent acquisition of Kirk Stieff by Lenox and Brown-Forman, Dunn said, "I have the highest regard for both organizations. Both are well-run, successful companies, operated with a lot of integrity. Decisions are based on long-term commitments. Kirk Stieff is in very good hands." James E. Solomon succeeds Dunn as president.

Charles Driscoll, director of product management for Colonial Williamsburg, had this to say about Dunn: "Pierce continued the tradition of the Stieff family by providing strong support for the Williamsburg Reproductions Program, and he served as a vital member of the Board of Williamsburg Museum Reproductions, Inc."

Reflecting on his years with Kirk Stieff, Dunn said, "My ties and associations with Williamsburg have been extraordinarily pleasurable, both personally and professionally, and I hope to continue those ties as Pierce Dunn, citizen."

Dunn's future plans entail doing what he enjoys most—building small, diverse companies, both as investor and chief executive.

When asked what he is most proud of accomplishing, Dunn considered a moment and then thoughtfully replied, "Building a team at Kirk Stieff—at all levels." We wish Pierce Dunn one long winning season.

## New Exhibit Dispels Myth About Colonial Craftsmanship

A new exhibition, "Virginia Furniture, 1680-1820," at the DeWitt Wallace Decorative Arts Gallery dispels a widely held belief about American furniture of the colonial period.

Furniture and paintings in the exhibition offer evidence that superior style and craftsmanship were available in largely rural eighteenth-century Virginia despite the lack of a major population center such as Boston, New York, or Philadelphia.

"Recent discoveries demonstrate that eighteenth-century furniture made in Virginia's small urban centers could be just as sophisticated in design and construction as furniture manufactured in major urban centers of the northeast," said Ronald Hurst, curator of furniture at Colonial Williamsburg.

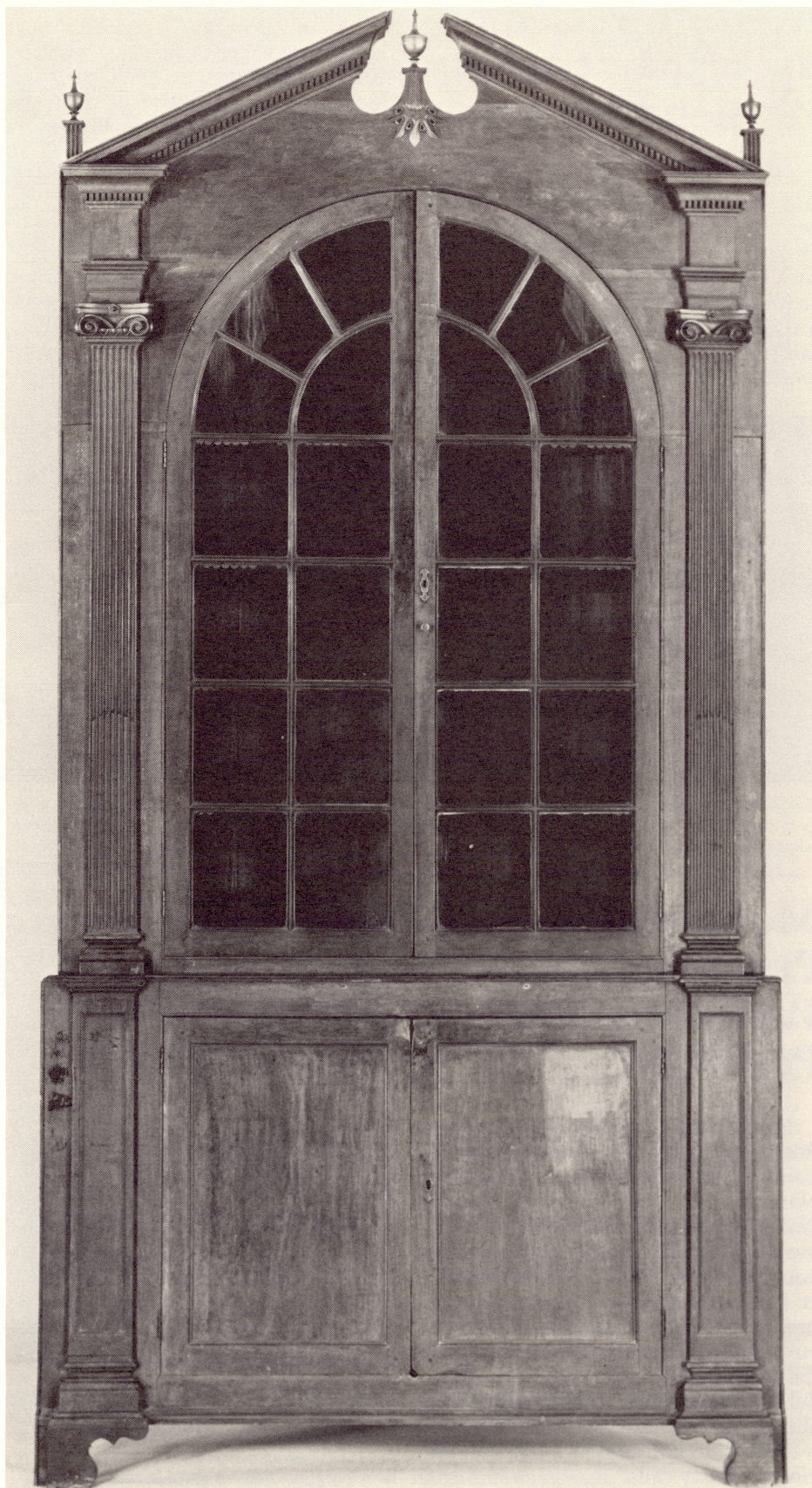
The objects are arranged in four regional and chronological groupings that mirror their geographic and cultural origins.

The exhibition of forty objects and twenty paintings, all produced in Virginia between the late seventeenth and early nineteenth centuries, constitutes a tangible record of artistic work that demonstrates both the migration of skilled craftsmen during the period and the ethnic origins of Virginia's eighteenth-century population.

The exhibit continues through 1993.

*A special note: Baker Furniture is considering developing several of the pieces featured in this exhibit.*

*The intermingling of British and German cultures is evident in this corner cupboard, built in Winchester, Virginia, about 1795. It towers nearly two feet over similar English furniture of the period.*



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information about their companies' products.

The manufacturers represented and the products that will be part of the program are

- Focal Point, Inc.—cornice moldings and chair rails
- The Martin Senour Co.—interior and exterior paint colors
- Morgan Products Ltd.—doors and mantels
- F. Schumacher & Co.—wall coverings
- Summitville Tiles, Inc.—decorative tiles
- Virginia Metalcrafters, Inc.—lighting fixtures and brass hardware
- Walpole Woodworkers—fences and gates

More information will be shared as plans develop.

## Summitville Tiles: Setting New Directions

In their 1989 brochure Summitville Tiles described having "a tradition of vision, of value, quality, innovation, and old-fashioned craftsmanship. Traditions of another time." These high standards led Summitville to become one of our newest licensed manufacturers.

The company, located in Summitville, Ohio, began in 1912 and manufactures a wide variety of tiles as well as related products for setting and grouting. Summitville's total approach to explore, innovate, and research has led to the development of new setting and grouting products.

We welcome Summitville to our prestigious group of manufacturers and look forward to their first new products with us. Product manager Sara Flanary is working with Summitville's vice chairman and director of Sales and Marketing, Peter Johnson, Jr., to produce several series of decorative tiles. The first series of colorful tiles interpret Macaroni prints in the Foundation's collection. Series to come will incorporate blue and white decoration from delft tiles and other ceramics with animal, landscape, and floral themes.



Owners Doug and Carolyn Gomez of **Mastercraft Interiors** in Alexandria, Virginia, recently played host to four members of the Products Review Committee. The members visited the store to learn how furniture is sold at retail, comparing quality, authenticity, and price of competing lines of furniture and other traditional decorative accessories.

### We'd Like to Hear from You!



What are *you* interested in reading more about? Do you have any inspirational success stories you'd like to share? Have you tackled a problem and found a solution? Let's open a "trialogue" to new ideas! Write: Pam Simpson, Colonial Williamsburg Foundation, P. O. Box C, Williamsburg, VA 23187.

### Licensed Manufacturers . . .

If your sales representatives would benefit from receiving this quarterly newsletter, please send their names and addresses to Sally W. Barnes, Colonial Williamsburg Foundation, P. O. Box C, Williamsburg, VA 23187. Please also include the name of the person whom we may contact annually to update the list.

## Catalog "Overruns" Available to Shops

Shops interested in obtaining copies of the 1990 Fall/Winter mail order catalog "overruns" should contact Shirley Epperly in the Williamsburg Shops Management office.

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