



VERTICALLY  
INTEGRATED  
PROJECTS

Vertically Integrated Projects

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Snowwhite Hospitality buys Vertically  
Integrated Projects FFE and renames  
the entire company Vertically  
Integrated Projects.



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APRIL 2019

# Snowwhite History

Founded in 1985 by Dipak Kapadia, Snowwhite Textiles supplied fresh white linens and towels to hotels and motels in the Chicago area. Through the years the company offered more and more supply items and some hotel furniture so the company changed its name to Snowwhite Textiles and Furnishings. The company continued its transition in 2008 when it added an interior design service and started working on Upper Midscale hotels. Mr. Kapadia retired in 2017 when he sold the company to Blackford Capital and Greg Kadens came into the business as the CEO.

# Acquisition

The company recently completed the acquisition of Vertically Integrated Projects FFE (VIP). VIP was started in 2017 by Jeremy and Nicole Gould, longtime hospitality FFE industry veterans. Jeremy has joined the combined entity as a partner and Senior Vice President of Sales and Nicole has joined the company as a partner and Vice President of Design and Project Management.

Since the day they bought Snowwhite Hospitality, our partners at Blackford Capital have encouraged us to find the best people in the industry and to bring them into the company. We feel we've accomplished that with Jeremy and Nicole. There are not two more experienced, talented and accomplished people in the hospitality FFE industry and we are very fortunate that they've chosen to partner with us. We also admired the integrated processes they put in place at their company and knew that we could benefit from implementing their approach at Snowwhite.

# Integration

The combined enterprise has been renamed Vertically Integrated Projects. This decision reflects the company's focus on providing a best in class client experience and turnkey solutions. From sourcing products to award winning interior design services to procurement, project management and logistics, the company's mission is to simplify the construction and renovation process for our clients.

# Goodnight Snowwhite

It is with some sadness that we say goodbye to the Snowwhite brand. Dick Kapadia and the Snowwhite company were innovators in the industry and we have every intention of keeping that spirit alive in our new company. The bottom line is that relationships are critically important in this industry and we will always value the relationships that have gotten us to this point and will continue to work hard every day to deserve our customers trust.



INTRODUCING

# Vertically Integrated Projects (VIP)

# What Does Vertically Integrated Mean?

Vertically Integrated means that we've set up our processes, our product strategy and our client support solution in a vertical, start to finish manner. This approach provides our clients with a seamless experience, enabling them to get best in class, turnkey interior design to procurement, project management and delivery logistics project services all from one company.

Our ultimate goal is to make FFE projects simple, seamless and successful for our clients.



### Speed

Highly responsive to a clients needs



### Accuracy

No errors or oversights



### Friendliness

Helpful, thoughtful and easy to work with



### Expertise

We're a knowledgeable and trusted advisor



### Resourcefulness

Find the right and best solution for our clients

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The VIP Experience – A SAFER solution for our Clients.

Each project gets a full service team:

- Sales Consultant
- Project Manager
- Interior Designer
- Logistics Coordinator

Our Team Solution leads to successful projects and a good experience for our clients.

# Product Solutions that save our clients money.



Solutions for products typically sourced through a GC. Millwork, tub surrounds, shower doors, cabinetry.



Worldwide and direct reach. Our sourcing efforts extend to factories worldwide.



Consolidated sourcing - we package multiple projects together to secure better pricing.



Team approach to supporting our client



Added 4 Project Managers and 3 Designers



Opening a design center in Raleigh, NC



Award winning, highly experienced designer now leading our design function



Additional purchasing volume helps us deliver better pricing to our clients



Now offer items traditionally provided by GC's to our product offering

How is Vertically Integrated Projects different than Snowwhite?