



# REVIVE Collection

**Product Offering Overview**



# Genesis by the Numbers



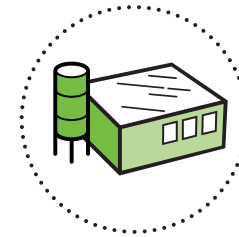
Founded in 2002  
we're a leading supplier  
of RV interiors specializing  
in decorative laminate  
components



**1200+**  
employees



**1.2 MILLION**  
Square feet of  
manufacturing space



**14 PLANTS**  
Across the Midwest  
& East coast





## Our OEM experience benefits your customers



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We've partnered with leading OEMs for 20 years. The same high-quality materials we put into new units are now available for your customers to upfit their used RVs with REVIVE.

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## Our mission

We believe every environment deserves to be elevated.

- Market conditions = declining new unit sales
- Owners more likely to invest in **upfitting & renos or purchasing another used unit** vs buying new
- So, we curated a **DIY-friendly collection** that will **empower owners to transform their coach** based on their own personal style





# Introducing Revive by Genesis

# Revive Kits



## ON-TREND DESIGN

Customers can choose from trending colors or beautifully detailed woodgrains



## EASY APPLICATION

No need for messy painting or costly rip and replace jobs, just peel and stick



## PRO ADHESIVE

Withstands on-the-road conditions and resists bubbling to stick for the long haul



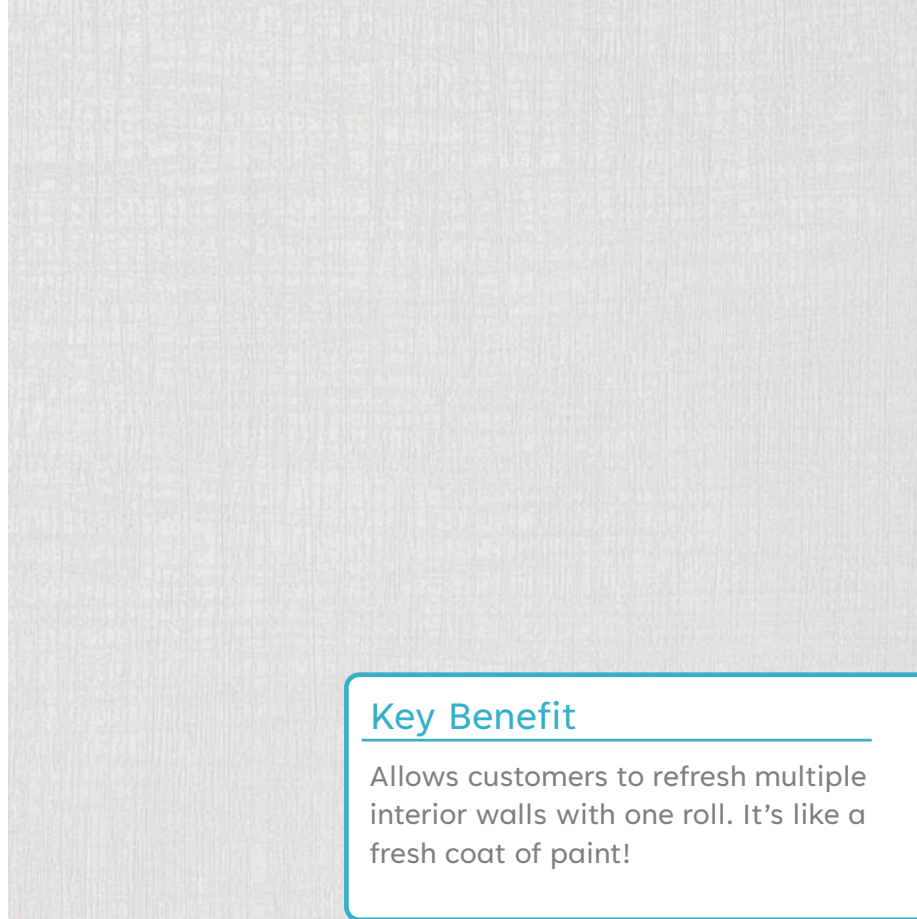
## SAVES TIME & MONEY

No need for messy painting or costly rip and replace jobs

## Wallboard Kit Sizes (2)

24" x 50' Roll (includes a 1.5" x 50')

24" x 100' Roll (includes a 1.5" x 100')



**Key Benefit**  
Allows customers to refresh multiple interior walls with one roll. It's like a fresh coat of paint!



### LINEN COLLECTION



Crisp Linen



Organic Linen

### SPECIALTY COLLECTION



Whitewash Planked Wood



Silver Prism



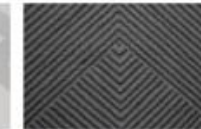
Oatmeal Linen



Geo Linen



Gray Crossway



Charcoal Diamond



Sketch Linen



Structured Linen

### Linen Collection

- Crisp Linen
- Oatmeal Linen
- Sketch Linen
- Organic Linen
- Geo Linen
- Structured Linen

### Specialty

- Whitewashed Plank
- Gray Crossway
- Silver Prism
- Charcoal Diamond

# Revive Kits

The cabinet color palette was intentionally designed to give customers a range of woodgrain and smooth options, from light to dark woodgrains to bold colors like Green Oak and Midnight Blue.

## Key Benefit

Only offering that allows customers to refresh multiple cabinet and woodgrain surfaces. Enables reno without rip and replace.



## Cabinet Kit Sizes

18"x75' (includes a 6"x75')  
Kit comes with a 3" putty knife



### Wood Collection

Alpine Ash  
Green Oak  
Blonde Walnut  
Birch Bark

### Smooth Collection

Designer White  
Stone Grey  
Midnight Blue  
Matte Black





# Backsplash



## RV READY

Lightweight and designed to match the standard countertop-to-cabinet height



## EASY TO INSTALL

Install with adhesive tape or bonding agent – no grout or thinset needed

## Designs (8)

White Picket

Grey Marble Picket

Coastal Blue Picket

White Subway

Olive Clay Picket

Wooden Oak Hexagon

Aged Stone

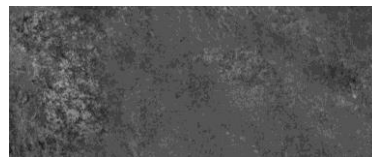
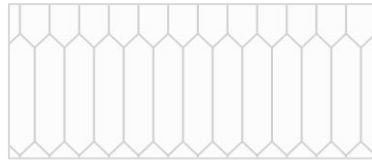
Toasted Marshmallow

Revive Adhesive Tape sold separately

## Sizes (2)

18”H x 24”L

18”H x 48”L



## Key Benefit

Larger, light-weight panels printed with 3-D embedment technology to offer premium look and feel of real tile.





# Hardware

## Styles (6 Pulls, 2 Knobs)

### Pulls

Tahoe Collection  
Arches Collection  
Rainier Collection  
Acadia Collection  
Sequoia Collection  
Sedona Collection

### Knobs

Round  
Square

## Colors (4)

Matte Black, Gold Satin,  
Antique Bronze, Polished Chrome

## Sizes

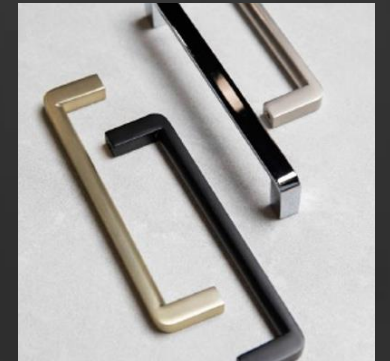
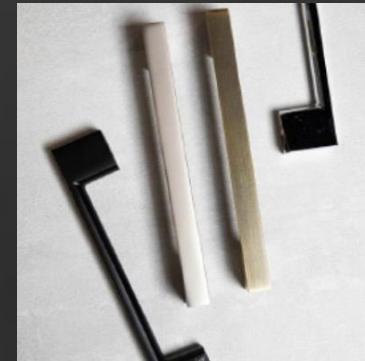
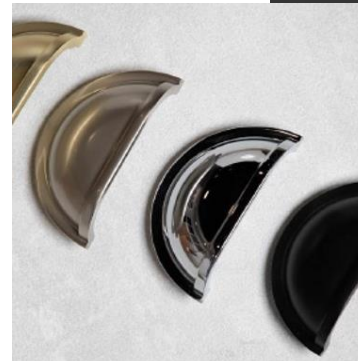
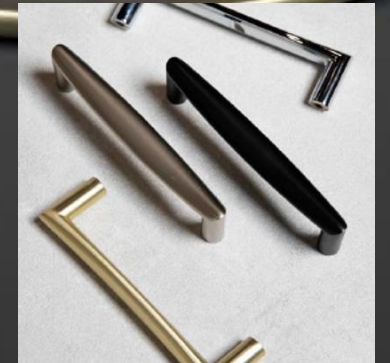
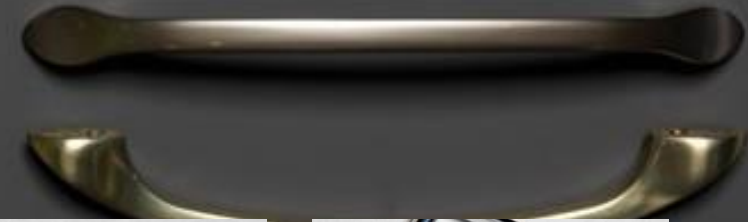
Variable standard lengths  
Pulls, QTY 10  
Knobs, QTY 10

These selections have been thoughtfully curated with 2 sets of screws to accommodate different door thicknesses.



## Key Benefit

Puts residential-trending styles at your customers fingertips. Encourage customers to compare the look and feel with a traditional RV handle.





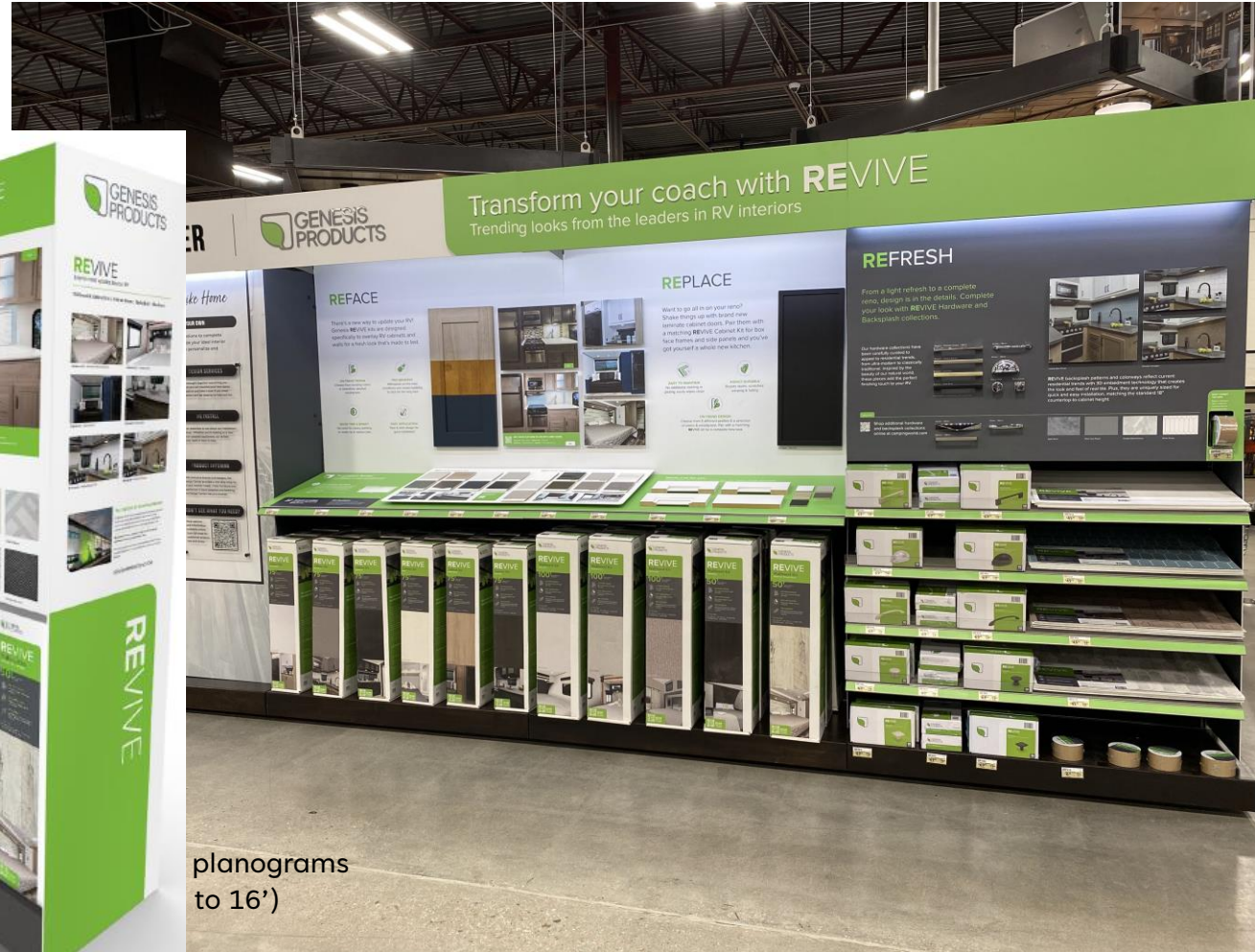
# Retail Support



Retail-ready packaging including how-to instructions



Associate training



planograms to 16')





# Digital Asset Support



Photography package for each product includes material swatch, roll & accessory limbo, lifestyle image and flat lay inspiratio







# Marketing Support

**Fall in love** with your RV again.

Reface walls with **REVIVE** wallboard kits by Genesis

[SHOP NOW](#)

**AFTER**

**Fall in love** with your RV again.

Reface walls and cabinets with **REVIVE** kits by Genesis — [SHOP NOW](#)

**Fall in love** with your RV again.

Reface walls and cabinets with **REVIVE** by Genesis

[SHOP NOW](#)

**Fall in love** with your RV again.

Reface walls and cabinets with **REVIVE** by Genesis

[SHOP NOW](#)

**AFTER**

- Co-marketing assets for social or paid media
- Show support

There's a new way to **update your RV!**

Reface walls with **REVIVE** by Genesis [SHOP NOW](#)

There's a new way to **update your RV!**

Reface walls with **REVIVE** by Genesis [SHOP NOW](#)

**AFTER**



# Three Ways to Sell

**1**

## **Direct to Consumer**

Sell Revive to consumers as a DIY product

**2**

## **D2C+ Service**

Sell Revive to consumers and install for them

**3**

## **Direct to Service - Upfit for Resale**

Order direct to your service bays  
to upfit used RV inventory

Eliminates long wait times  
for replacement or repairs from OEMs

Increase margin and move inventory faster





# RV FLIPPING



*BEFORE*



*AFTER*







# Product Mix Options



# REVIVE Collection

## Minimum

### 1 Cabinet Kits

- Blonde Walnut

### 3 Wallboard Kits (x2 sizes)

- Crisp Linen\* 100, 50
- Oatmeal Linen\* 100, 50
- Sketch Linen\* 100, 50

### 3 Backsplash (18 x 24)

- Grey Marble Picket
- Coastal Blue Picket
- Wooden Oak Hex

### 5 Hardware (x4 colors)

- Sequoia (x4)
- Rainier (x4)
- Square Knob (x4)
- Round Knob (x4)

\*=Best Seller

## Cabinet Kit

### WOOD COLLECTION



Blonde Walnut

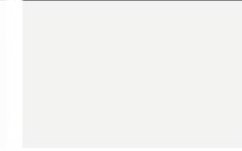


Birch

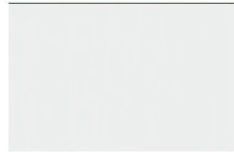
### SMOOTH COLLECTION



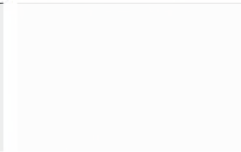
Designer White



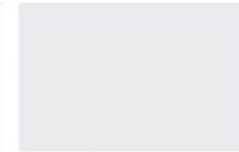
Stone Gray



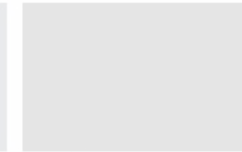
Green Oak



White



Midnight Blue



Matte Black

## Wallboard Kit

### LINEN COLLECTION



Crisp Linen

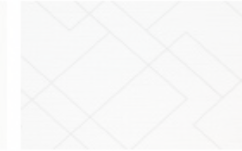


Organic Linen

### SPECIALTY COLLECTION



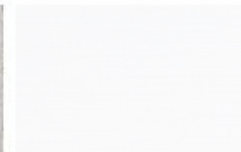
Whitewash Planked Wood



Silver Prism



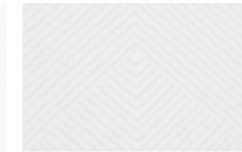
Oatmeal Linen



Geo Linen



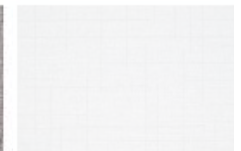
Grey Concrete



Charcoal Diamond



Sketch Linen



Structured Linen

## Hardware

### FINISHES



Antique Bronze



Satin Gold



Matte Black



Polished Chrome

### COLLECTIONS



Avalon



Sequoia



Rainier



Square Knob



Round Knob

### FINISHES



Avalon

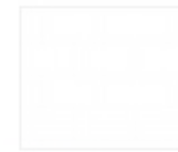


Sequoia



Tahoe

## Backsplash



Subway Tile



Grey Marble Picket



Coastal Blue Picket



Wooden Oak Hexagon

### FINISHES



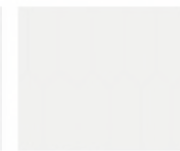
White Picket



Toasted Marshmallow



Aged Stone



Oliver Clay Picket



# REVIVE Collection

## Cabinet Kit

### WOOD COLLECTION

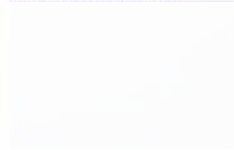


Blonde Walnut

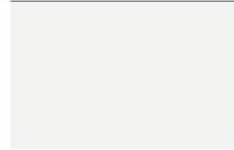


Birch

### SMOOTH COLLECTION



Designer White



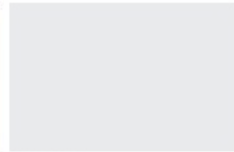
Stone Gray



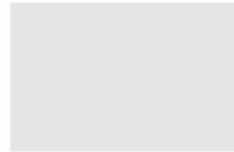
Green Oak



Alpine Ash



Midnight Blue



Matte Black

## Wallboard Kit

### LINEN COLLECTION



Crisp Linen

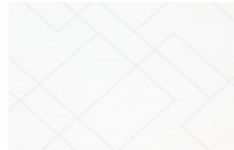


Organic Linen

### SPECIALTY COLLECTION



Whitewash Planked Wood



Silver Prism



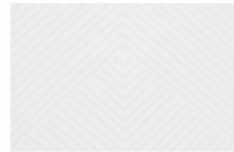
Oatmeal Linen



Geo Linen



Gray Crossway



Charcoal Diamond



Sketch Linen



Structured Linen

## Hardware

### FINISHES



Antique Bronze



Satin Gold



Matte Black



Polished Chrome

### COLLECTIONS



Sequoia



Tahoe



Dairier



Square Knob



Round Knob

### FINISHES



Acacia

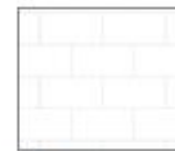


Sequoia



Tahoe

## Backsplash



Subway Tile



Gray Marble Picket



Coastal Blue Picket



Wooden Oak Hexagon

### FINISHES



White Picket



Toasted Marshmallow



Aged Stone



Olive Clay Picket

### Recommended

#### 4 Cabinet Kits

- Blonde Walnut
- Birch
- Green Oak
- Alpine Ash

#### 6 Wallboard Kits (x2 sizes)

- Crisp Linen\* 100, 50
- Oatmeal Linen\* 100, 50
- Sketch Linen\* 100, 50
- Structured Linen (NEW)
- Geo Linen (NEW)
- Whitewash Planked\*

#### 4 Backsplash (18 x 24)

- Subway Tile
- Grey Marble Picket
- Coastal Blue Picket
- Wooden Oak Hex

#### 5 Hardware (x4 colors)

- Sequoia (x4)
- Tahoe (x4)
- Square Knob (x4)
- Round Knob (x4)
- Tahoe (x4)

\*=Best Seller





# REVIVE Collection

## Cabinet Kit

### WOOD COLLECTION



Blonde Walnut



Birch

### SMOOTH COLLECTION



Designer White



Stone Gray



Green Oak



Alpine Ash



Midnight Blue



Matte Black

## Wallboard Kit

### LINEN COLLECTION



Crisp Linen



Organic Linen

### SPECIALTY COLLECTION



Whitewash Planked Wood



Silver Prism



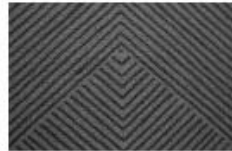
Oatmeal Linen



Geo Linen



Gray Crossway



Charcoal Diamond



Sketch Linen



Structured Linen

## Hardware

### FINISHES



Antique Bronze



Satin Gold



Matte Black



Polished Chrome

### COLLECTIONS



Archer

Sequoia



Dutier

Square Knob

Round Knob

### INSPIRED

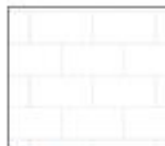


Acadia

Sedona

Tahoe

## Backsplash



Subway Tile



Gray Marble Picket



Coastal Blue Picket



Wooden Oak Hexagon

### INSPIRED



White Picket



Toasted Marshmallow



Aged Stone



Olive Clay Picket

Full Collection

8 Cabinet Kits

10 Wallboard Kits (x2 sizes)  
100', 50'

8 Backsplash (x2 sizes)  
18 x 24, 18 x 48

8 Hardware (x4 colors)



**Thank you**