Welcome to the *Dawn of a New Days Inn*

A complete guide to ordering and implementing the Dawn room package.

Seize the Days

Updated as of June 2020
The Time is Now

When Cecil B. Day opened the first Days Inn on Tybee Island, Georgia, 50 years ago, his vision of creating a “budget luxury” hotel experience for the average American family was simple: offer safe, clean, consistent and affordable accommodations where you were greeted by a friendly face and a warm, welcoming smile.

From those beginnings, Days Inn has grown to become one of the largest, most iconic, most recognizable lodging brands in the world—and our goal is to make sure that 50 years from now, it remains as such. That starts with Dawn—the official and only guestroom design permitted for Days Inn hotels.

Created by renowned design firm TPG Architecture with input from Days Inn owners and the Days Inn Franchise Advisory Committee, Dawn is a fresh guest room design that captures the sunny, bright spirit of our brand, and was created with the goal of helping deliver greater RevPAR and increased efficiencies at hotels coast to coast. It’s a smart, cost-thoughtful concept that meets the financial needs of today’s hoteliers, along with the value required by budget-conscious travelers.

Inside these pages you’ll find everything you need to know to begin implementing Dawn at your hotel today. From an overview of the easy-to-follow, three phase renovation process to key deadlines, estimated order lead times, photos and product dimensions, it’s all included in this guide.

The future of Days Inn has never been brighter and I personally can’t wait to see Dawn come to life at your hotel. Whether you’re starting with Phase One or getting ready to renovate each of your guestrooms to the full Dawn design, thank you for helping us create the “Dawn” of a new Days Inn.

Seize the Days,

Patrick Breen
President, Days Inn

Two Year Deadline:
December 31, 2021

Headboard Wall Imagery & Cumulus Top Cover..................... 04-05
The journey toward Dawn starts here with an early emphasis on high quality, high impact elements.
Three Year Deadline: December 31, 2023

Window Treatment, Paint & Carpet/Luxury Vinyl Tile (LVT) Flooring...06-07
Strategic new elements join the fray as floor to ceiling touches transform the guest experience.

Six Year Deadline: December 31, 2026

Headboard, Nightstand, Desk & Hospitality Center .............................08-09
Modern casegoods, thoughtfully designed and rigorously tested, round out Dawn’s required elements.

Complete the Look

Recommended Dawn-inspired lighting, mirrors, seating and more, help to complete the look.................................10-13

How to Order .................................14-15

Reflected in Brand Standards June 2020 release.
Phase 1 is the start of the Dawn transformation with just two high quality, high impact elements.

The focal point of the Dawn guestroom, our three-piece, Headboard Wall Imagery featuring sun-centric photography of local landmarks and scenic vistas is imagery that will captivate and inspire guests.

“The sun has been part of Days Inn since the very beginning, so it makes sense for it to be the star of the show...”
— Annabella Petriella, Design Manager, Days Inn by Wyndham

**Headboard Wall Imagery**

Spec#: GR-101-ART (King), GR-102-ART (Queen/Queen), GR-103-ART (Double/Double)

**Description**
Printed imagery, stretched on canvas with a foamboard backing. Only one-set required per room type needed.

**Size**
- **King**: includes three (3) 36”W x 36”H panels
- **Queen/Queen**: includes two (2) 36”W x 36”H and (1) 72”W x 36”H panels
- **Double/Double**: includes two (2) 36”W x 36”H and (1) 57”W x 36”H panels

**Lead Time**: 4-6 weeks

Existing Sunburst Artwork is approved to use with Dawn scheme if mounted on wing wall.

**Visit DaysInnImages.com for installation instructions.**

*You may also upload your own sun-inspired imagery to complete a custom order.*

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**Browse your regional wall imagery** at DaysInnImages.com

If you’re interested in replacing your headboard, see page 8 for options.
Gone are the days of dark colors and dated floral patterns. Modern, clean and stain resistant, the Cumulus Top Cover elevates your bedding while adding to the bright and airy feel of Dawn.

**Cumulus Top Cover**

**Color**
White

**Description**
Stain Resistant Finish - 65% Centium Core Technology/35% Cotton

**Size**
King: 108 x 110
Queen/Queen or Double/Double: 93 x 110
(Hem Size: 2" Hem all around)

**Case Pack**
Sold in pack of 24

**Recommended Par Level**
3 Par

**Lead Time**
2-10 days

*Hello Sunshine scarf options are acceptable to use with the Cumulus Top Cover.
Where the Hello Sunshine coverlet is in place, it is acceptable only until December 31, 2023.*

Wash-activated patterning after first wash. Follow instructions on packaging prior to use.
From colorful window treatments and freshly painted walls to flooring options that are as easy to install as they are to maintain, Phase 2 delivers a floor to ceiling transformation.

“The combination of these items, alongside the elements of Phase 1, creates a dramatic transformation, reshaping what guests think of when they think Days Inn.”

— Patrick Breen, President, Days Inn by Wyndham

### Window Treatment

**Spec#: GR-401-WT**

**Description**
Traversing Blackout Panels with Solid Traversing Sheer Panels and Painted Wood Cornice

**Color**
Blue or Yellow

**Lead Time**
10-12 weeks

*Window treatments are custom and must be site measured*

### Paint*

**Spec#: PT-01, PT-02, PT-03, PT-04**

**Lead Time:** 1 day

<table>
<thead>
<tr>
<th>Spec#</th>
<th>Paint Description</th>
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<tr>
<td>PT-01</td>
<td>Guestroom, Bathroom and Corridor General Walls</td>
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<tr>
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<td>Eggshell finish</td>
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<td></td>
<td>Sherwin Williams: SW 7043 Worldly Gray</td>
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<tr>
<td></td>
<td>PPG: 1007-2 Swirling Smoke</td>
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<tr>
<td>PT-02</td>
<td>Guestroom, Bathroom and Corridor Ceiling</td>
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<td>Flat finish</td>
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<td>Sherwin Williams: SW 7005 Pure White</td>
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<tr>
<td></td>
<td>PPG: 1025-1 Commercial White</td>
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<tr>
<td>PT-03</td>
<td>Guestroom, Bathroom and Corridor Doors and Trim</td>
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<td>Sherwin Williams: SW 9171 Felted Wool</td>
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<td>PPG: 14-06 Winter Feather</td>
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<tr>
<td>PT-04</td>
<td>Corridor Accent Paint</td>
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<td></td>
<td>PPG: 1151-5 Aqua Blue</td>
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</table>

*See page 13 for Interior Corridor. Bathroom and Corridor paint recommended, not required.

*Reflected in Brand Standards June 2020 release.*
Carpet/Luxury Vinyl Tile (LVT) Flooring*

Spec#: CP-01A, CP-01 B, CP-01A-ALT, CP-01B-ALT, LVT-01, CP-02A, CP-02B, CP-02A-ALT, CP-02B-ALT

Lead Time: Approximately 6 to 8 weeks for Carpet and 1 to 2 weeks for Luxury Vinyl Tile (LVT Flooring)

- CP-01A Guestroom Carpet (Manufacturer A, Blue)
- CP-01A-ALT Guestroom Carpet (Manufacturer A, Yellow)
- CP-01B Guestroom Carpet (Manufacturer B, Blue)
- CP-01B-ALT Guestroom Carpet (Manufacturer B, Yellow)
- CP-02A Corridor Carpet (Manufacturer A, Blue)
- CP-02A-ALT Corridor Carpet (Manufacturer A, Yellow)
- CP-02B Corridor Carpet (Manufacturer B, Blue)
- CP-02B-ALT Corridor Carpet (Manufacturer B, Yellow)
- LVT-01 Guestroom LVT Flooring

*Corridor flooring recommended, not required.
With the core elements of the room complete, Phase 3—the final phase on a hotel’s journey to full compliance with Dawn—focuses on the addition of modern casegoods. Thoughtfully designed and rigorously tested to meet the needs of today’s travelers, each piece is as durable as it is versatile.

Headboard

King Spec #: GR-308-CG, GR-308-ALT-CG
Size: 24”H x 116”W x 1 3/4”D
Queen/Queen or Double/Double
Spec #: GR-309-CG, GR-309-ALT-CG
Size: 24”H x 150”W x 1 3/4”D
Color: Woodlook laminate is standard to match casegood package.
Neutral (ALT) laminate option available for use with existing casegood packages.
Lead Time: 8-12 weeks

Nightstand (Option available with outlets)

King Spec #: GR-306-CG, GR-306-ALT-CG (With Outlets)
Size: 24”H x 26”W x 18”D
Queen/Queen or Double/Double
Size: 24”H x 24”W x 18”D
Lead Time: 8-12 weeks

Reflected in Brand Standards June 2020 release.

“Casegoods represent a significant investment for any hotel, which is why in designing this collection, it was paramount that each piece be commercially tested to withstand the daily needs of hotel owners and their guests. Elevating the collection is its aesthetic. With subtle pops of yellow and blue, guests will always know they’re at a Days Inn.”

— Stephanie Kendrick, Vice President of Operations, Days Inn by Wyndham
Dresser
Spec #: GR-303-CG
Size: 36”H x 48”W x 22”D
Lead Time: 8-12 weeks

Hospitality Center
Credenza
Spec #: GR-303-CG
Size: 36”H x 48”W x 22”D

Dresser
Spec #: GR-303-ALT-CG
Size: 36”H x 48”W x 22”D
Lead Time: 8-12 weeks

Desk
Spec #: GR-304-CG
Size: 30”H x 42”W x 19”D
Lead Time: 8-12 weeks

Compliance Deadline: December 31, 2026

#700.04.13, #700.04.14, #700.04.15, #700.04.16

Dresser to be used where refrigerators are housed in other cabinetry or closet area.
Need to replace an element in your room that’s not part of the previous phases? Perhaps you need to upgrade your lighting, mirrors or seating? These additional elements, while not required, are designed to blend seamlessly when installed as part of any phase of Dawn. Better still, they’re cost effective, are approved for use under brand standards and share the same quality, durability and versatility found in required Dawn elements.

**Complete the Look**

**Additional Casegood Options**

**TV Panel Spec #:** GR-311-CG  **Size:** 30”H x 48”W x 3”D

**Activity Table Spec #:** GR-312-CG  **Size:** 36” D x 30” H

**Luggage Bench Spec #:** GR-305-CG  **Size:** 18”H x 42”W x 18”D

**Closet Wall Panel Spec #:** GR-301-CG  **Size:** 60”H x 42” W

**Ironing Board Panel Spec #:** GR-302-CG  **Size:** 74”H x 19”W

*Iron caddy to be provided and installed by owner.

**Lead Time:** 8-12 weeks

**Seating**

**Desk/Task Chair Spec #:**
GR-201A-SG (Grey),
GR-201B-SG (Yellow)

**Lounge Chair Spec #:**
GR-202A-SG (Blue),
GR-202B-SG (Yellow)

**Full Sleeper Sofa**
(for Suites only) **Spec #:**
GR-203A-SG (Blue),
GR-203B-SG (Yellow)

**Lead Time:** 10-12 weeks
RECOMMENDED TO MEET BRAND STANDARD #700.04.04 & 700.04.08

12 Lighting

Nightstand Lamp
- King Spec #: GR-502-LT
- Queen/Queen or Double/Double Spec #: GR-505-LT

Sconce Option
- King Spec #: GR-502-ALT-LT
- Queen/Queen or Double/Double Spec #: GR-505-ALT-LT

Flush Mount Ceiling Fixture Spec #: GR-503-LT

Desk Lamp Spec #: GR-504-LT

Floor Lamp Spec #: GR-501-LT

Lead Time: Up to 12 weeks if not in stock

13 Mirrors

Round Desk Mirror
- Spec #: GR-801-MR
- Size: 36” Diameter

Full Length Mirror
- Spec #: GR-802-MR
- Size: 20”W x 60”H
- Lead Time: 8-12 weeks
Complete the Look

**Beautyrest® Hospitality Sutherland Euro Top mattresses meet the minimum requirement to meet Brand Standard #700.03.06.**

**Better:**
Trevor™ Plush, Trevor™ Euro Top

**Best:**
Cape Breton™ Plush, Cape Breton™ Pillow Top

**King Platform Bed Base**
Spec #: GR-601-BD

**Queen Platform Bed Base**
Spec #: GR-602-BD

**Material:** 100% steel

(ADA Bed Base Options Available)

**Retainer Lip**
Keeps mattress secure and avoids unwanted sliding.

**9 Heavy Duty Steel Legs**
Ensure sturdiness and stability. Rubber leg tips prevent slipping, skidding, and damage to floor surfaces.

**Complete Closure**
With 4 side panels helps prevent bed bugs & unwanted access underneath the mattress.

To order, see supplier contact information on page 15.
WynRest®

Expertly crafted for strength and comfort, these blended cotton rich sheets provide superior durability and value. WynRest® is designed for strength and comfort. These cotton rich sheets deliver value to meet your hotel’s needs.

REQUIRED TO MEET BRAND STANDARD #700.03.02

Contact a Full-Service Procurement Provider on page 15 for assistance incorporating Dawn into guest bathrooms, corridors and public spaces.
How to Order

Please follow the steps below to get started on your Dawn guestroom transformation.

1. Define your needs.
   Are you looking to do all Dawn Phase requirements at one-time?
   If so please move on to step 2 - Full-service Procurement Provider.
   
   Do you want to fulfill Dawn Phase 1 only or acquire smaller quantity orders from all Dawn phases?
   If so please move on to step 2 - Limited-service Procurement Provider.

2. Understand your options.
   Dawn elements are available to purchase only from an approved Procurement Provider to meet Brand Standards. There are two types of Procurement Providers available to purchase from: full-service and limited-service.

   **Full-service Procurement Providers** provide design and project management services for large orders or renovation/conversion projects as well as the ability to fulfill orders on individual items for partial Dawn orders. Full-service Procurement Providers offer will lead the ordering process from multiple manufacturers, assist with design needs and manage the project from start to finish including tracking deliveries, providing status updates and may assist with installation.

   **Limited-service Procurement Providers** provide smaller quantities of items to fulfill brand requirements or for replacement items. They do provide consolidated invoicing and delivery service but cannot manage large renovation/conversion projects or large quantity orders. Additionally these providers do not provide design services or installation assistance.

3. Decide on a budget.
   Reach out to 2-3 Procurement Providers who best meet your need for quotes. Compare quotes and contact Procurement Providers to discuss product pricing.

4. Approve your quote.
   Confirm with the Procurement Provider of your choice and determine credit terms so that your order can be placed in a timely manner.

Products purchased through a non-approved Procurement Provider or manufactured by a non-approved supplier will not be approved for use in a Days Inn® guestroom. Invoices could be requested at any time during a quality inspection.
Full-service Procurement Providers:

1. American Hotel Register Company
   (800) 523-5686
   www.americanchotel.com
   www.americanchotel.com/interior-design

2. Boston Trade International
   vikasp@bostontradeintl.com
   www.bostontradeintl.com

3. Contract Partners of North America (CPNA)
   (800) 567-9917
   info@cpnainc.com
   www.cpnainc.com

4. Guest Supply
   (800) 642-9086
   ffe_projects@guestsupply.com
   www.guestsupply.com

5. Hospitality Furnishings & Design (HFD)
   (877) 452-217
   info@hfdcorp.com
   www.hfdcorp.com

Hotel Depot Services (HDS)
(908) 222-9383 ext. 4109
ami@hoteldeports.com
www.hoteldeports.com

Innvision Hospitality
(888) 465-0711 ext. 2075
wyndhamleads@innvision.net
www.innvision.net

Vertically Integrated Projects
(800) 858-6565
wyndham@vipffe.com
www.vipffe.com

Valiant Products Corporation
(800) 347-2727 ext. 375
mwooten@valiantproducts.com
www.valiantproducts.com

Limited-service Procurement Providers:

1. HD Supply Hospitality Solutions
   (800) 431-3000
   customercare@hdsupply.com
   www.hdsupplysolutions.com

2. AMTEX
   (800) 650-3360
   sales@myamtex.com
   www.myamtex.com

3. AVM Enterprises, Inc.
   (800) 284-3096
   orders@govam.com
   www.govam.com

4. Champion Supply Co.
   (405) 681-5551
   www.championok.com

5. Pacific Lodging Supply
   (800) 537-7915
   sales@pactex.com
   www.pactex.com

Wayfair Professional
(844) 261-7772
wyndham@wayfair.com
www.wayfair.com/wyndham

For Mattress Sets/Bed Base:

- Beautyrest® Hospitality (Formerly Simmons® Hospitality)
- Mattress Sets/Bed Bases
  (800) 935-4702
  Mike Kelley
  mike@freemankelley.com
  www.simmonshospitality.com

- SleepNest
  Bed Bases
  Akbar Shah
  (909) 301-0500
  sales@sleepnestbeds.com
  SleepNestBed.com

For Paint:

- PPG Paints
  Marty Greenwell
  Marty.greenwell@ppg.com
  www.ppgpaints.com

- Sherwin-Williams
  Kevin Behm
  kevin.c.behm@sherwin.com
  Matthew Wessel
  Matthew.M.Wessel@sherwin.com
  www.sherwin-williams.com

For Financial Lending Assistance:

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For additional guestroom items visit WHRSourcing.com to view a complete supplier directory.
Visit DaysInnDawn.com for all the latest information.

Questions? Contact Strategic.Sourcing@wyndham.com

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Current as of April 2020, subject to change. Check your Brand Standards for the latest information.