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WOOD 100: Strategies for Success

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ORGANIZATION is key in developing a successful marketing strategy.

Closet America, Landover, MD — The large manufacturer of custom closet and home organizational systems continues to find innovative ways of marketing its brand.

“We expanded our sales staff, diversified our marketing approach, and **created a client-centric environment** that puts the needs of our clients first,” noted Tim Brooks, marketing manager.

This year also saw the launch of the **President’s Club for top designers and Closet America University**, a new training facility for designers and installers to expand their expertise.

On the manufacturing side, Closet America continues to invest in technology, including a new Schelling panel saw.

Following a 17.6% growth in 2018, the company projects 2019 sales to be good, and 2020 to be excellent.

Top Marketers

Jim Farris Cabinets, Pasadena, TX
Owner Jim Farris’ strategy was simple and succinct. **“Reaching out to past customers when things were slow,”** he said, helped the high-end cabinetry and furniture design and fabrication firm keep profits and productivity on the path to success, with 2019 and 2020 sales both projected to be good.

Birdie Miller Designs, Stockton, NJ
Sales projections continue to be good for the custom cabinetry, furniture and interior woodworking firm. Owner Birdie Miller said he relies on **social media, phone calls, and customer referrals** to spread the word about his products. Miller is also the creator of the EuroButt faux butt hinge. Sales grew 8.3% in 2018.

Saroyan Hardwoods, Huntington Park, CA
“Marketing the company in new, innovative ways, **bringing in additional experienced personnel,** and organizing the sales force,” have helped the hardwood products manufacturer continue its success, said Jeffrey Saroyan, sales manager. “We sell our premium

products for a variety of commercial, residential, and hospitality projects nationwide.” Equipment purchases, including a flooring line, should help sales grow even more in 2020 for the flooring, moulding, and custom millwork producer.

Timberline Cabinet Doors Inc., Cedar City, UT
The company’s wood doors, drawer fronts, custom mouldings, RTA cabinetry and closet components are made to specification and **“sold to contractors, home builders, and the general public though our easy-to-use **online ordering system and 3D cabinet designer,”**** said Brett Messer, COO. 2018 sales grew 5.7% at the firm, which also focused on creating a team atmosphere, training and upgrading equipment, including a custom Voorwood shape and sand.

Hardwood Floors, Hillsboro, WI
“We look for **customers that have an eye on product quality and timely service** with personal touch,” said Salena Ball, owner of the hardwood flooring and paneling manufacturer. 2018 sales grew 20.0%, with 2019 sales also looking good.



DEVELOP STRATEGIES

which make customers feel like members.

Ethan Allen, Danbury, CT

— The manufacturing and retail home furnishings giant has launched a **Member Program** to enhance customers' experience and provide special benefits.

For an annual membership cost of \$100, Ethan Allen Members receive everyday savings of 20%, plus free shipping and premier in-home delivery.

"The new membership program puts our customers front and center," said Farooq Kathwari, chairman and CEO. "Our members will no longer have to plan projects around short-term sales and promotions; instead, they will enjoy consistent, predictable and attractive everyday savings on products for any room in their home," he added. "This level of value, enhanced by our complimentary design service, creates a customer experience that's second to none."

Top Marketers

A Better Closet, Calera, AL

Sales for the closet and home storage solutions manufacturer grew 27.9% in 2018, and projections are excellent for 2019 and 2020. A key emphasis on customer service, plus **increasing the advertising budget to 6% of its gross sales**, helped spur growth, said Robert K. Duff Sr., owner. New equipment included a Kaeser rotary screw compressor.

URDrawer, Clearwater, FL

"By creating a function on our website customers can **upload an exported file from their kitchen design software** to seamlessly order their drawers and or quotes/orders can be inputted per line item to get exact pricing at that point of time," said Randy Koch, GM. Customers also can track production status. Sales for the dovetail drawer and pullout storage firm grew 47.7% in 2018.

Morantz Custom Cabinetry Inc., Ft. Lauderdale, FL

The firm **markets complete home packages** – cabinetry, closets and custom furniture – to high-end builders and designers of large budget and "snowbird"

clients. "The client has a reliable go-to shop for all their needs and we provide an **integrated plan and budget** that is totally inclusive," said Harold Morantz, president. 2018 sales grew 28.0%.

Loudoun Stairs, Purcellville, VA

The stair and rail maker **improved its social media marketing**, and promoted its new designs, capabilities, on-time delivery and customer service **via all digital platforms**, noted David Cooper, Automation Manager. "We have an overall willingness to accommodate the customer with a quality product, new custom designs, and state-of-the-art machinery," including a new Biesse panel saw.

Country Cabinets, Northfield, MN

"We took time to **educate customers on the investment** they would be making with us and our company. We worked on gaining their trust before asking for any money down," said Mary Mittelstaedt, operations/project manager at the cabinet firm. "We also gave them a **tour of our shop** to show them the quality of work we do, why we do what we do, and why they should go with us."



GOOD EMPLOYEES add power to a firm's success.

Cardinal Fine Cabinetry Corp., London, ON — One of the area's largest millwork producers will soon be even bigger, following an expansion to meet the growing demands of the residential market, said Paul Bilyea, president. "We saw an increase in our talent with the **inclusion of three small bespoke businesses** that formed within our company. This added a great value to the vocabulary of what we do."

In recognition of its efforts and success, Cardinal Fine Cabinetry was named **one of Canada's top growing companies** in The Globe and Mail's 2019 Report on Business, recording a three-year revenue growth of 63%.

"We want to continue [our] success by providing the best possible service and product to our community," Bilyea said.

He credits much of the success to the employees, which include apprentices. Pictured are three of them at the Build-A-Dream event in London.

Master Plans

Diplomat Closet Design, West Chester, PA

Sales at the home organization firm grew 3.3% in 2018, with projections "excellent" for 2019 and 2020. "We focused on **team and personal goals, company culture and core values**," said Ryan Lindstadt, president. The firm also revamped its manufacturing facility, including Cabinet Vision software, a Weeke/Homag CNC with offload and labeling, and invested in marketing. "We also invested heavily in our staff and getting the right people on the bus," added Laura Bryan, director of marketing.

Woodhaven Woodworks LLC, Springfield, IL

Owner Todd Scanlan credits his **skilled employees** with helping the custom wood and laminate cabinetry and mouldings producer grow sales 40.3%, with projections also "excellent" for 2019. The company also invested in an SCM moulder and finishing equipment to aid production.

Creative Surfaces, Sioux Falls, SD

The commercial casework, cabinetry fixtures, countertop and signage firm invested in its employees, **adding sales**

staff and engineers. "We are one of the top companies in the United States that manufactures and installs all of our own projects. Everyone that works for us is highly skilled in their trade," said Denise Pins, marketing & sales coordinator.

United Cabinet Works, Sugarcreek, OH

Owner Roy Yoder credits the **hiring of a business coach** to help in marketing, and understanding percentages and profit margins with helping the cabinetry manufacturer's sales grow 66.7% in 2018.



OPPORTUNITIES OPEN for these firms to grow sales.

Genesis Products Inc., Elkhart, IN — “In 2018, Genesis Products made great strides towards focusing on new product development and launches, as well as, major improvements to quality and manufacturing excellence,” said Abbie Thomas, creative manager - Marketing.

2018 sales grew 5.4%. “**Product innovation and overall customer experience led towards growth** in new markets and market share gains,” she added.

Genesis serves a broad range of industries including: cabinet and storage, store fixture, office and education, recreational vehicle, furniture and transportation. It has 9 facilities, with 950,000-plus square feet of production, assembly and warehousing space. “The flexibility and size of these facilities allow us to respond quickly and efficiently to our customers’ manufacturing and supply chain needs.”

Master Plans

Reborn Cabinets, Anaheim, CA

The cabinetry firm’s sales grew significantly. “Even though marketing and customer service are main drivers, we attribute our success to the quality of our team. Culture is very important to us. Of our 10 core values our first two specifically relate to **building a winning team**, and creating the ultimate work environment for that team,” said Anthony Nardo, president. “Everything we do is **metric driven** and we not only share those results but teach our staff how to utilize the information to their advantage.”

Evergreen Cooling Technologies, Winlock, WA

A new **customer acquisition and an expansion** into carbon composites helped grow sales 2.6% at the supplier and fabricator of cooling tower grade lumber, plywood and treating services, said Jeff Padrta, president. The firm also invested in new drill presses and saws.

Hollands Custom Cabinets, El Cajon, CA

Sales at the residential cabinet and commercial casework and millwork firm grew 24.1%. “We continue to **focus on**

the customer’s experience with our company. This means focusing on quality, service and price,” said Jed Richard, president. “Key steps are having great employees (taking care of them), great machinery (reinvestment of capital) and continued focus on productivity. Grow your business, grow your people.”

Maple Landmark Inc., Middlebury, VT

“Our core competency is our ability to efficiently operate in a mixed-model environment with short leads times,” said Mike Rainville, president of the toy and other small wood products firm. A focus on **lean and training** has enabled the firm to increase productivity 12% and add complexity, without adding new hires.

McClung’s Lumber, Salem, VA

New technology, including a Thermwood CNC, helped the architectural millwork firm increase capacity without adding employees, said TJ Stratton, Operations manager. “Combining that with **refining our systems** and the way orders moved through the shop allowed us to cross \$2 million in sales threshold.” 2018 sales rose 16.7%.



SERVING SOLUTIONS is a given for these firms.

Parenti & Raffaelli, Mt. Prospect, IL — Sales are booming for the family owned architectural millwork firm, which focuses on high-end commercial spaces, but also specializes in residential, hospitality and healthcare.

“We manufacture all types of architectural millwork, from simple casework to blueprint matched panel elevations,” said Samantha Gurrola, vice president of Sales. “We pride ourselves in quality without compromise, and excellent customer service.”

She added, “We have a great team in the office, shop, and field. We all **work together and set each other up for success.**” The company recently relocated its facility and upgraded it to be fully air conditioned, with ergonomic workstations. “We also have an excellent project management and shop scheduling system.”

Master Plans

Cal Door & Drawer, Morgan Hill, CA

Hiring outside sales reps while maintaining quality and service contributed to 2018’s 13.6% sales growth, said Edward Rossi, CEO. **Investments** in a Mereen-Johnson milling line and 5-head Biesse sander also aided production of the 8,000-10,000 wood, RTF, and edgebanded doors and drawer boxes shipped daily and nationally. Plans are to add a Flex line edebander and double action panel saw for faster processing.

Frank Chervan Inc., Roanoke, VA

Reduced delivery times helped sales for the contract seating manufacturer grow 9.0%, said Gregory Terrill, president. “We have continued to build upon our **vertically integrated, completely domestic production model.** This is our core competitive advantage,” he said. “We can respond to demanding customer needs because we control the value stream from raw inputs to finished goods.”

Casework Solutions, New Century, KS

“A renewed team culture of shared values

and vision,” helped the cabinetry and countertop firm grow sales 19.0%, said Randy Frey, owner. The company also **redefined key result areas** for all team members, **redefined workflow pipelines** and task processes and focused on “clear and continual communication,” of the core values and goals.

Fusion Wood Products LLC, Elkhart, IN

“We pride ourselves in being an ally to the customer during every phase of production,” said Nate Rhoden, managing member. “We focus on people first by **developing strong relationships** with customers and providing a positive work environment for employees.” The strategy works, as the panel processor and profile wrapper’s sales grew a whopping 413.6%.

Doors and Drawers, Dexter, MI

Sales grew 3.5% for the commercial cabinet and fixtures maker, which recently completed **construction of a 6,000-square-foot warehouse.** “This allowed us more room for actual manufacturing and has greatly increased our efficiency and safety,” said Chuck Manitz, owner.



WRAPPING UP new business is nothing new for these WOOD 100 companies.

Lexington Manufacturing, LLC, Coon Rapids, MN — “We invested in our people and developed a clear vision for them to understand where we are headed,” noted Bill DeWitt, account manager. “We also developed a more **robust strategic planning** process.”

Sales at the architectural door and profile wrapped components specialist grew 8.0% in 2018, and are expected to be even better in 2019 and 2020. Enhancing the company’s value-added machining capabilities are the recent additions of an automated laminating line, automated paint line, automated sanding line, and new panel saw.

Lexington is an OEM supplier to the residential window and architectural and commercial door markets, including offering fire-rated door components for 45, 60 and 90 minute openings.

Master Plans

Classic Millwork and Cabinets Inc., Westmont, IL

The custom commercial millwork firm looks to continue its upward sales growth, with projections good also for the next few years, said Ray Turffs, president. The company **added office and shop staff**, as well as some new equipment, to aid the production of millwork for retail stores, office spaces, restaurants/bars, schools and salons.

R&B Grove Casework Inc., Baltimore, MD

Tony Kordell, project manager & senior

estimator, credits **“Always being on time**, from bidding to submittals/shop drawings, to deliveries and complete installations with zero punch list,” for contributing to the laminated cabinetry, casework and countertop firm’s success. R&B also invested in a **box truck for deliveries** as opposed to contracted delivery service, with a new CNC router and edgbander planned for this year.

Custom Millwork & Display, Inc., South Bend, IN

“We have aligned ourselves with a **network of very good vendors**,

suppliers and other quality millwork shops,” said Jerrel Mead, president. The strategy worked, as 2018 sales grew 35.1% for the providers of architectural millwork to the commercial and educational sector.

El Paso Wood Products, El Paso, TX

The firm’s **diversification** into components continues to pay off, said Francisco Fernandez, vice president. “Currently half of our business is cutting 3/4-inch CDX plywood for furniture frames.” **Hiring** an outside industrial engineer and continuous improvements also spurred the 3.7% growth.



MAKING A CASE for these success strategies.

California Woodworking, Oxnard, CA — Key steps that led to the cabinetry and countertop firm's success in 2018 include **upgrades in the fabrication department and doubling the number of estimators** from one to two, allowing the company to service more customers, said Luke Vickery, president.

California Woodworking also **added a residential cabinetry division** to its portfolio, as well as a showroom to display product offerings.

"In 2019, we are considering the purchase of another CNC machine. We are also considering opening a stone countertop fabrication facility," Vickery said. "We also purchased software that assists our production line with efficiently sorting cabinet parts which has led to increased productivity."

Sales expectations for this year and next are "excellent," he added.

Top Producers

Bella IMC, Huntertown, IN

Sales are booming at Bella, which manufactures cabinets to order from its online customizable ordering system. "There is only one key step you can ever make that leads to success for any business and that is adapting and making the necessary changes to stay ahead of the curve. We **constantly improve our processes in the office and on the manufacturing floor**," said Chad Shelton, president. New technology, including a Morbidelli CNC router, Stefani edgebander and Kaeser compressor, also helped "double our production output," said Grant Weber, director of Operations & Sales.

AB&D Furniture Mfg., Homewood, IL

Sales have been steady for the 30-year-old manufacturer of OEM and branded library and office furniture. **Investments in technology** over the past few years, including CAD/CAM software and an automatic contour edgebander, enabled it to reduce its employee size from 25 to 15. "Now employees hired are for increased production," said Randy Agate, president & owner.

Caseworx, Hudson, NC

Sales at Caseworx grew 43.8% last year, due to "more **efficient communication and streamlined processes**," said John Bostian, GM. Projections for 2019 and 2020 are also very positive for the manufacturer of architectural millwork, plastic laminate cabinetry, laminate and solid surface countertops, and finished wood cabinetry.

TNT Door & Drawer, Covington, GA

The custom cabinet components manufacturer increased productivity through **process improvements in material handling, layout strategies** and other various processes, said Eric Crane, GM. The firm also made "data-driven decisions on capital equipment purchases," including a Doucet rotary door clamp.

Appalachian Wood Products Inc., Clearfield, PA

Winner of a 2019 WMIA Wooden Globe Award, the components firm's improved its production by **investing in technology**, including a DMC widebelt sander and planer-sanders from SCM, a Weinig gang saw system, and Timesavers planer-sanders.



PRODUCTION EFFICIENCIES lead to profit gains.

JB Cutting, Mt. Clemens, MI

— The components manufacturer invested in technology and focused on efficiency improvements to increase productivity and profitability.

“Although we stayed flat and didn’t show growth over 2017, we were more profitable by **focusing on efficiencies and rework**, said Debra Behring, president.

The company’s recent **investments in technology** include nested-based CNC routers, a flipper and buffing station for the press and another five-piece door machine.

Founded in 1995, JB Cutting specializes in 3D laminate and five-piece doors, drawer fronts and accessories for the kitchen, bath, home organization, store fixture, and healthcare furnishing environments.

Top Producers

Millwork 360, Tampa, FL

“From 2017 to 2018 we increased our sales 30% by drawing more out of our existing customer base, expanding into the Caribbean market, and **re-configuring our production layout and lean processes** to increase output and efficiencies,” said Jamie Burge, CFO. To aid productivity and maintain its 7-10 day lead times on custom moulding, Millwork 360 added a Weinig Powermat 700 moulder, its fourth moulder. “Another key capex investment is our **Factory Finishing Facility**, which allows us to do all pre-finishing in-house. The majority of our doors are sent out pre-finished as a result, which adds 20% of revenue to our top-line door revenue.” Millwork 360 also saw its fiberglass door line grow in sales.

Lifetime Design Corp., Deer Park, NY

“In 2018 Lifetime Design made the strategic decision to implement Lockdowel **hidden fasteners** for our cabinetry. Not only did this allow easier transportation to the jobs, it saved us a considerable amount on labor,” said James Romanelli, president. “Because we were able to hire people with little or

no experience and train them to assemble cabinetry, it has been easier for us to hire and has allowed us to be more **aggressive with our bidding** — and win more jobs.” The company is also able to **meet tight schedules**, and increase gross sales. 2018 sales for the commercial woodworking and architectural millwork firm grew 22.9%.

Rynone Mfg. Corp., Sayre, PA

Along with the addition of several new CNCs, President Richard Rynone credits a **“continued concentration on lean manufacturing principles**, product development, quality and excellent customer service,” with spurring the cabinet, casegoods and countertop manufacturer’s continued success. Sales for the multi-million dollar firm grew 2.9%.

Victor Robbins Group LLC, Hainesport, NJ

The architectural woodwork firm focused on hiring personnel, **lean manufacturing progress** through the implementation of multiple hand tool and supply stations, as well as company-wide improvements including finishing and software, said Robert Schultz, sales. 2018 sales grew 11.8%.



A CLEAR FOCUS is key to moving forward on the path to success.

Plato Woodwork, Plato, MN

— With more than a century under its belt, the custom frame and frameless cabinetry firm continues to be successful in today's residential marketplace.

Contributing to Plato's success has been a **"focus on our true strengths,** focus on key accounts, retention of employees and capital investments," said Karl Pinske, president.

Among the **technology investments** by the company last year were a **CNC router, moulder, and finishing equipment.** Additional purchases in 2019, including straight edge and contour edgebanders, return conveyors, case clamps and solvent recovery systems, should increase Plato's productivity and profitability even more, Pinske said.

2018 fiscal sales grew 8.9%, and the cabinetry manufacturer expects 2019 figures will exceed that number, with 2020 also projected to be a good year.

Top Producers

Cabinet Solutions, Brantford, ON

Sales grew 66.7% for the casegoods supplier to custom millwork firms, with 2019 and 2020 projections also looking good. "New ownership **invested in software and streamlined the information flow** to existing high-quality machinery," noted Drew Neven, GM. New technology includes the 2018 purchase of Microvellum software, and an SNX contour bander in 2019.

Bernhard Woodwork Ltd., Northbrook, IL

President Mark Bernhard credits employee

skills and new technology for the architectural woodwork and retail fixturing firm's continued success. The firm installed a complete SCM manufacturing system "to **streamline basic cabinet manufacturing for speed and price,**" including CNC router, boring/doweling system and edgebander, as well as a case clamp and wrapper in 2018, with a sander and veneer press on tap for 2019.

Family Woodworks, Piketon, OH

"**Upgrading equipment** (including a planer, jointer and gang rip saw) allowed me to be **more efficient and increase**

production, along with maintaining a high quality product," said George Barlow, owner. The firm makes white oak picture framing and custom trophy bases for sale to art dealers and galleries, plus retail. 2018 sales grew 23.2%

Heritage Woodworks, Suffolk, VA

"We worked on **standardizing and improving processes,** which correlated to more consistent productivity and quality," said Daniel Hooper, CEO. The custom cabinetry firm also invested in new technology, including a door machine and edgebander 2018 sales grew 30.1%.



FIRMS CLAMP tight to these winning strategies.

Elias Woodwork, Winkler, MB — “Product development according to market trends and then the ability to increase productivity were key to our growth last year,” said Jeremy Funk, executive vice president - Sales & Marketing. “We also **added more automation and expanded the workforce** in key areas to satisfy customer expectations of product selection and quick turnaround times.” 2018 sales grew 17.7%.

Elias’ products are used in a variety of industries, including new kitchen and bath cabinets, refacing, commercial and residential millwork, renovations, and RVs. Elias manufactures cabinet doors, mouldings, dovetail drawer boxes, curved doors and components, refacing material, RTA cabinets and wood accessories. The company also produces thermofoil and DLV doors and accessories at the 375,000-plus-square-foot facilities.

Top Producers

Dartmouth Woodworks, Waltham, MA

The custom casework and millwork shop’s sales grew 33.3%, with 2019 and 2020 projections also “excellent,” said Ari Monias, shop manager. He noted the company “recognized areas that needed to be developed and is always open to ideas.” To aid productivity the company purchased a Homag **widebelt sander** last year, with 2019 purchases including an **edgebander and vertical CNC**.

Nations Cabinetry, San Antonio, TX

“We were able to grow sales revenue by 6% through a focused approach to delivery, quality and team engagement,” said JW Coody, CEO of the cabinetry firm. “We constantly look for ways to **add value in to our product streams** by embracing innovation.” Technology purchased in 2018 includes a Holz-Her hybrid edgebander Koch drill/dowel, and Dynma fully automatic case clamp.

Precision Wood Products, Inc., Camden, OH

The manufacturer of wood door and drawer fronts and specialty products

upgraded its finishing and sanding operation, invested in equipment including an automatic chop saw, and made upgrades to shipping and packaging to reduce damage, said John Herig, regional sales manager. “We maintained a 10-day lead time and kept deliveries consistent.”

The Closet Works, Inc., Montgomeryville, PA

A lean manufacturing/Kaizen advocate, “We are **continually exploring new technologies, systems and methodologies** to improve our customer experience as well as our employee experience,” said David Cutler, president. 2018 sales for the manufacturer of custom organizing systems grew 10.4%.

S&S Woodcraft, Cold Lake, AB
Custom cabinetry and millwork firm’s sales grew 27.6%. “Our major focuses included, **standardization, automation and improvement of flow** within our facility,” said Christopher Savic, director. The company has seen a substantial reduction in inventory, shortened lead times, improved tracking and scheduling and a reduction of errors and defects.



TECHNOLOGY HELPS these firms finish first.

Conestoga Wood Specialties, East Earl, PA — Recent investments in new technology, including a **state-of-the-art flatline finishing line** and edgebanders, have helped the company improve productivity and increase profits.

“Consistency and dependability have been the main factors to our company’s success for the past two-plus decades,” said Jeffery Eichenseer, director of Marketing & Product Development. “It’s our quality, our on-time complete delivery, our willingness to stand behind our products, the accuracy of our literature and our willingness to continually seek out what is new and provide it to our customers.”

Conestoga manufactures doors plus a wide array of cabinetry components, including wood, MDF, Decorative Laminate Veneers (DLV) and Thermally Textured Surfaces (TTS/TFL). Priming, painting and staining services are also offered.

Tech Heads

Pinelli Universal, Atlanta, GA

A manufacturer of millwork products for the 2-step distributor market of the U.S., the company invested recently in **new cut and rip lines** to improve production. “We offer a high-quality product with highly mixed loads and deliver in shorter delivery times,” said Andres Sosa, sales director. Sales at the multi-million dollar firm grew 4.2%.

Our Country Home Enterprises Inc., Harlan, IN

To help further speed production and reduce delivery times, “We built a **30,000-square-foot robotic cutting**

facility adding 4 CNC machines, a robotic beam saw, and a laser bander, with other automatic support machines,” said Thom Blake. Also added was a membrane press. Planned for 2019 is a CNC upgrade for plant 1, wood grinders and robotic material handlers. Sales grew 3.7% for the store fixtures and props manufacturer.

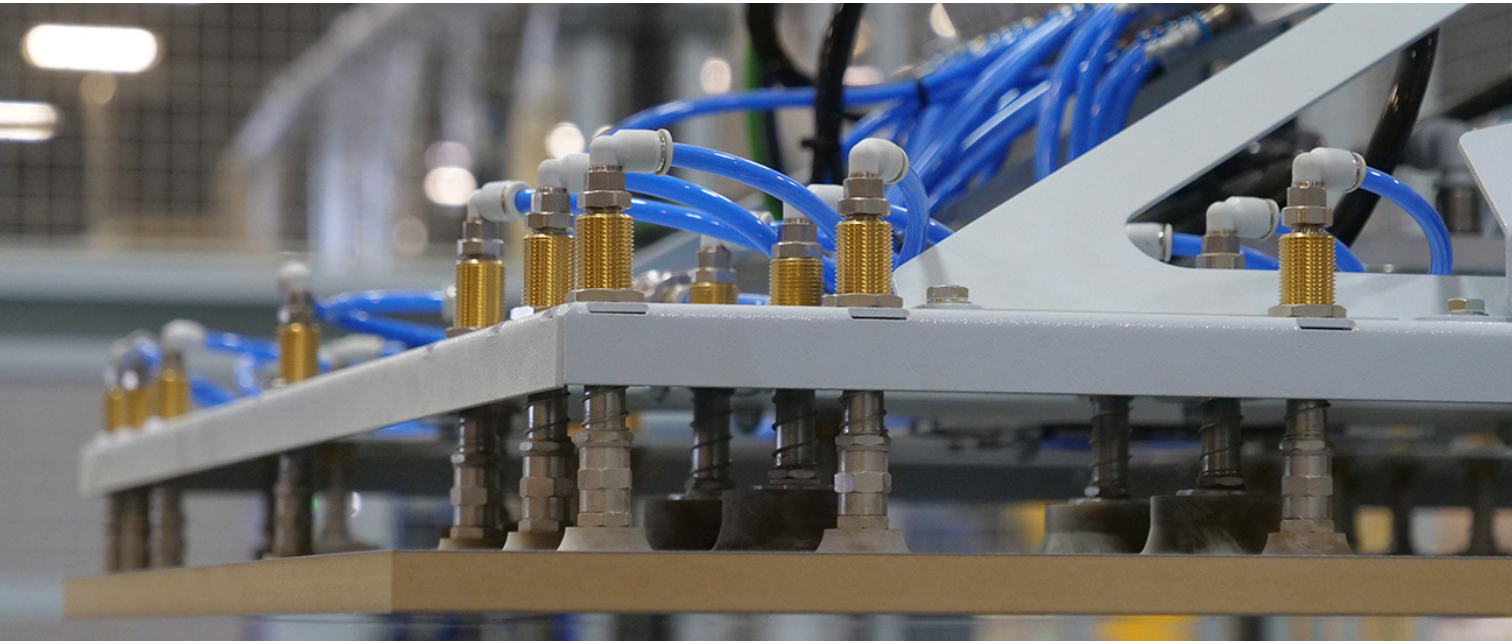
PT Signature Cabinetry LLC, Lebanon, MO

Sales projections are “excellent” for the custom residential and commercial cabinet and closets firm. Along with customer service, Owner Abe Penner cited the purchase in

2018 of a **CNC router, automated edgebander and straightline rip saw**, for helping productivity and quality. 2019 purchases include a RazorGage **automatic saw system**.

EFC Kitchens Inc., Concord, ON

A manufacturer of high-end kitchen cabinetry and vanities for the custom housing market, the company focused on **increasing productivity** and customer services, a successful strategy that has led to sales growth, said Nick Amiri, CEO. Investments in new technology, including a Biesse **CNC router**, also helped improve production.



GRABBING TIGHT to technology aids productivity.

Premier EuroCase, Denver, CO

— The full-service panel processor is the first in the U.S. with two Homag HPS 320 flexTec robotic saws. It recently added the KAL 370 profiLine, which communicates with the saw to automatically feed pieces for laser edgebanding. Premier EuroCase specializes in lamination, components, store fixtures and cut-to-size doors.

“Our **autonomous production line** goes from inventory to finished components without any human interaction necessary. This **increased efficiency** facilitated a 50% reduction in lead time in 2019 - from 10 days to 5,” said Jill Rosenberger, marketing manager.

“We **also expanded** our Reflekt high-gloss and UltraMatte acrylic **collections** by adding blue and sage colors to both. This prepared us for the blue and green trends happening in 2019. We also added metallics to the UltraMatte line.”

Tech Heads

Deas Millwork, Semmes, AL

“We have invested in technology and equipment that helps us be more efficient,” said Zach Deas, president. “With a very tight labor market these investments have paid off.” Sales grew over 100% for the architectural casework and millwork manufacturer. Aiding its production are the 2018 purchases of a flatline **finishing system**, IR curing, and project management **software**, and in 2019, **solid wood processing** equipment.

Eco Relics, Jacksonville, FL

Sales grew 20.0% for the producer of river tables, farm tables, barn doors and custom furniture. The vertically integrated company “invested heavily to **start a sawmill, dry kiln and milling** operation. We also invested heavily in more equipment for our custom wood shop,” said Michael Murphy, CEO. “The majority of our products are made from the urban reclaimed hardwoods we process, from log to finished products.”

Foggy Bottom Woodworks, Muscoda, WI

The cabinetry, millwork and prefinishing

company posted a sales gain of 8.4%, with growth prospects “excellent” for 2019 and 2020, said Rick Tisdale, owner. Helping to improve productivity, and profitability was the move to a **larger location and the investment in technology**, including a new edgebander.

Hollywood Cabinets, Shelby Township, MI

The residential kitchen and bath cabinetry manufacturer looks to improve efficiency and productivity with investments this year in technology, including a **CNC dovetailer and 3-head sander**, said Tony Pacella, vice president. The company’s products are targeted for the new construction and remodeling markets. Hollywood also offers cabinetry for commercial businesses, as well as home offices and entertainment centers.

H&H Architectural Woodwork, College Point, NY

The custom cabinet fabricator and millwork producer added a **CNC router** to the shop to improve the production process and enhance quality control, said Patrick Ho, CEO.



NEW PRODUCTS open doors to more business.

Decore-ative Specialties, Monrovia, CA — The company was awarded Patent No. 9,845,637 for its invention of the Elk Grove Design, a **unique 3-piece, custom cabinet door and drawer front**, that is CNC routed and pressed with 3D laminate.

“Appearing to be 5-piece construction, these components are produced by a patent protected process offering custom inside profiles, raised or recessed panels, and custom size frame widths,” noted Joel Boyles, vice president. The cabinet doors and drawer fronts are complemented with a collection of mouldings and accessories.

Decore-ative Specialties provides custom cabinet components to the kitchen, bath, closet, garage, office, remodeling, and refacing industries. Product offerings include: RTA cabinets, doors, drawer fronts, drawer boxes, mouldings, accessories, finishing and hardware. Products are manufactured in wood, plywood, 3D laminate, melamine, and aluminum.

Hot Products

Stevens Industries Inc., Teutopolis, IL
“We focused on bringing our **products to new markets**, extending geographically and expanding end user markets,” said Amanda Emmerich, marketing coordinator & social media manager. The company specializes in highly detailed architectural millwork and casework, including **embossed in registration panels**, coordinating surfaces and products.

Scane Custom Cabinets, Brea, CA
Sales at the custom cabinet firm grew 7.7%. Among the key steps, “We began producing

high gloss acrylic cabinets in addition to our normal finish types. The high gloss material allowed us to try new techniques with our edgebanding machine.” Cross-training on the edgebander “has made us more versatile and better equipped to handle the growing demand for high gloss acrylic cabinetry,” said Zach Scane, designer/operations manager.

W.W. Wood Products, Dexter, MO
“We have put an emphasis on **reacting quick to market trends** so that our product is always fresh,” said Kenneth Carmode, VP sales & marketing at the made-

to-order cabinetry firm. “Additionally, quality is of the utmost importance as consumer expectations are at all-time highs.” The strategy worked, as sales grew 9.5% in 2018, and look good for 2019.

Rosehill Wine Cellars Inc., Mississauga, ON

“Staying current with the latest trends in this industry,” helped the custom wine cellar producer grow sales 6.6%, noted Gary LaRose, president. “We’re also **producing unique designs** to showcase our skill set.”



FIRMS PRESS AHEAD to develop new products.

Northern Contours, St. Paul, MN — The cabinet and commercial components manufacturer serves the kitchen and bath, home organization, refacing and contract furniture markets, with products including wood veneer, 3D laminates, acrylic, FENIX NTM and 5-piece doors. 2018 sales grew 14.0%.

“Our manufacturing expertise resides in membrane pressing, miter folding, laminating and edgebanding, machining and routing, and 5-piece door assembly,” said Melissa Sjerven, marketing director.

In 2018 Northern Contours acquired Nubold Industries in London, Ontario. “This added another manufacturing facility, with capability in **membrane pressing and 5-piece door assembly**. We also continued our successful approach to product innovation with key **product introductions, focusing on latest advancements in EIR and smart matte** technology.”

Hot Products

The Wood Cycle of Wisconsin, Oregon, WI

The “Tree to Table” author works with area arborists for trees, which he then mills and kiln dries. “From this wood we make almost anything,” said Paul Morrison, president. “Our top area of work is large live-edge dining and conference tables and other furniture, but **our business model is more broadly ‘find a good client and make whatever they need in wood.’**” 2018 sales grew 11.8%.

Thomas James Cabinetry, Bracebridge, ON

Developing a **new line of outdoor kitchens**, hiring employees and taking the lead in sales and marketing has kept Darragh Hughes, partner/owner, busy. Sales grew 50% for the indoor and outdoor kitchens and custom furniture firm.

Wetimber, SA de CV, Mexico City, Mexico

Sales grew 25.0% for the maker of wood facades and exteriors, doors and windows, as well as accent pieces for interiors. “Utilizing **‘value engineering’, we are able to deliver superior products**

at a reduced cost,” said Craig Caughlan, co-director. Primary woods used include accoya, white oak and cedar from sustainable growths.

Fine Creations Works in Wood LLC, Farmingdale, NY

“We specialize in architectural millwork, cabinetry and components, as well as **CNC contract and specialty work and new product development**,” said Michael Lohnes, owner. The company’s success also comes from “combining longtime woodworking experience from valued employees and modern technology and machinery,” he added.

Osborne Wood Products, Toccoa, GA

Celebrating its 40th anniversary, the components maker supplies the cabinetry, remodeling and furniture markets. New products include those that **mix media, such as acrylic or steel with wood**. “We have come a long way since we started the business, and I look forward to building on our tradition of innovation and excellence for years to come,” said CEO Leon Osborne.



THESE FIRMS AIM HIGH when it comes to service.

Mystic Scenic Studios Inc., Norwood, MA — There's no such thing as a "standard" job for this custom fabricator of commercial interiors, restaurants, retail, broadcast TV sets, museums, trade show and corporate theater, and theatrical scenery.

"Nothing happens without first having a great crew, which has been a focus, coupled with looking for opportunities to maximize productivity via improving our CNC manufacturing capabilities," said Jim Fitzgerald, CEO. "We deliver high-quality products on time, every time, so everyone has to keep their eyes on servicing our clients as best we can. Lastly, being **selective about which clients we work with** has been a big factor in driving sales."

Sales grew 17.7%, as the company invested in finishing, panel processing and solid wood machinery, including: an edgebander, additional CNC routers, SawStop saws and an additional shaper.

Service Specialists

Kountry Wood Products LLC, Nappanee, IN

The kitchen cabinetry and solid wood furniture manufacturer's strategy is simple: **"Ship on time, ship orders complete, no back orders, have good quality, and with a fair price,"** said Ola Yoder, CEO. The addition of a new finish line will aid productivity, and help grow sales.

Advanced Woodwork Inc., Palm Desert, CA

The manufacturer of high-end custom cabinetry and millwork credits customer

service for helping spur sales 31.3%. "Having **qualified, key personnel** that are detailed in their work and easy to work with have made all the difference in the world. From our draftsmen, to our bookkeeper, to our project coordinators and installers, we keep the line of communication open," said Philip Nikolich, owner. The firm also purchased a building to expand operations.

Suber Custom Shutters, Bainbridge, GA

Sales continue to rise for the family-owned custom wood shutters firm, and projections

for 2019 and 2020 are also "excellent." Mitch Suber, owner/manager, credits their customer service strategy of "Honoring our customers needs, **providing solutions and delivering** products that meet their expectations, on time and at the price quoted."

Woodworkx, Fort Pierce, FL

The maker of solid wood and MDF cabinet doors and drawer fronts, in Shaker and 5-piece, credits customer service for its success. "Excellent **quality, on time,** and customer care," noted Victor Monteon, production manager.



HARD WORK pays off for these WOOD 100 firms.

Panel Processing Inc., Alpena, MI — Custom flat panel fabrication has been Panel Processing's specialty for more than 45 years. The company serves a variety of markets with its fabrication abilities, "and the list continues to grow as we expand our experience and capabilities," said Stacy LaFleche, national marketing manager.

The company's success, she said, "has been a **combined effort of our customer service department** pushing themselves along with our **engineering and manufacturing departments** working together to increase efficiency and effectiveness."

Panel Processing recently added a TFL line at its Oregon facility to facilitate service and delivery to West Coast customers. "Additionally it provided us an opportunity to introduce a new product line for 2019," LaFleche added.

Service Specialists

Atelier Boistek Inc., Montreal, QC

Sales for the manufacturer of cabinetry, architectural millwork and other custom woodworking projects grew 6.0% and look to be even better in 2019 and 2020, said Jean-Francois Asselin, president. Crediting the company's customer service, Asselin said, "I'm **always available** for my customers." The recent addition of an edgebander and dust control system will aid productivity.

Duval Fixtures Inc., Jacksonville, FL

Owner Corey Dawson credits the company's customer **service, along with a concerted sales effort**, for helping spur the custom commercial cabinet and architectural millwork producer's sales growth of 17.7%. Projections for 2019 and 2020 sales are also "excellent" for the company. Aiding production is a new CNC router.

Miller Cabinetry & Furniture LLC, Grabill, IN

Providing **quality woodworking at an affordable price** sounds like a simple strategy, but it's been a successful one for the custom kitchen and bath

cabinetry and furniture producer, said Stephen Miller, owner. Sales grew 4.4% in 2018, and projections for 2019 are excellent, with 2020 expectations also good. Recent equipment purchases include a Timesavers sander.

St. Croix Valley Hardwoods, Inc., Luck, WI

Excellent customer service, including "the ability to **assist customers with outdated materials**," and **fast, on-time delivery** services have helped the hardwood components maker grow sales 14.6%, said Julie Erickson, operations manager. The move to a new, state-of-the-art building, plus the purchase of a Leadermac moulder and drawer box assembly equipment, will also aid efforts for the maker of dovetailed drawers, mouldings, edge glued panels.

Bubugao Stairfloor Manufacture, Scarborough, ON

Soubiao Hu attributes the company's ability to provide quality products, online ordering, and good customer service with helping the custom stair and flooring manufacturer's sales grow 37.5%.



GOOD SERVICE sets the table for success.

Yoder Lumber Co., Millersburg, OH — Yoder Lumber is a third-generation family-owned manufacturer of quality Appalachian hardwood products. The company has three modern sawmills, extensive drying operations, an automated grading/sorting line, and the capabilities to produce a wide range of components, said Jack Morton, sales & marketing manager.

“Yoder Lumber’s **attention to detail** is unmatched. We always put our customers first and go above and beyond to ensure we exceed their expectations,” he said.

In addition to offering customized S4S, mouldings and dimensional hardwood furniture components, Yoder excels in producing custom architectural wood solutions for retail and restaurant environments. The company also offers live edge slabs for purchase.

Service Specialists

Chic Carpentry Co., Richmond Hill (Toronto), ON

The custom cabinet manufacturer “doesn’t produce a crazy amount of cabinets yearly like other cabinet shops, but we try our best to **make our cabinets as unique as possible, because our clients are unique**,” said Alex Khosravian, owner. He credits the 48.9% sales growth to “being honest with clients, having the best customer service (based on clients’ feedback), and being responsible.”

Continental Woodcraft, Worcester, MA

Sales grew 16.7% for the architectural millwork and caseworks firm, due in part to **being proactive, having good quality control** and excellent customer service, said Glen Martin, vice president. The company also invested in a CNC panel saw to improve productivity.

Kitchens and Closets by DEA, Gilbert, AZ

Owner Eric Marshall credits “**hard work and long hours** getting our customers happy,” with helping the closet and home organization firm grow sales 74.9% in

2018. DEA provides products for the master bedroom, kids playroom, pantry, garage, laundry and other areas the home. It also designs and installs Murphy bed systems.

True Cut Cabinetry, Vaughan, ON

“We do our best to **stick to our word**, as simple as it may sound,” said John Fiore, project manager. “Whether is be with lead times or pricing, nobody likes to be hit with delays or increased costs. We take pride in being able to **complete a job within the timeframe and price** that we quote at the start of the project.” He added, “We also try not to specialize in only kitchens, or only retail stores. Broadening our scope of work leads to less slow periods throughout the year.”

Twin Oaks Cabinets, Neosho, MO

Good customer service is critical to success, and “**Making the customer feel like #1**,” is one of the strategies Doug Addy, administration director, said is used by the custom residential cabinetry and light commercial cabinets producer. “We also say and live by ‘Cabinetry crafted to become your family’s fondest memories.’” The firm also invested in case clamps, shapers and sanders to improve productivity.



MOLDING A SERVICE strategy can help achieve customer satisfaction.

Woodgrain, Fruitland, ID — A fully integrated wood home building materials company, Woodgrain has three sawmills that feed into the core of the business: millwork, wood doors and wood windows, with locations throughout the United States and Chile.

“We are a **vertically integrated company which allows us to control quality and customers’ expectations**,” said Tanner Dame, marketing manager.

“We have focused on getting closer to the customer, looking for ways to offer help and support without being asked for it in advance. We want to be a resource that they can rely upon,” he added.

Along with mill acquisitions last year, “This year we acquired a small trucking company which had three tracks and trails,” Dane noted. “Along with that, we acquired a silo to collect sawdust at our Fruitland facility.”

Service Specialists

Keystone Wood Specialties, Lancaster, PA

The cabinet components manufacturer has unveiled **Instant Pricing**, which enables cabinetmakers, remodelers and contractors, to submit a quote request or an order and receive pricing in less than 30 seconds, “any day, anytime, anywhere.” The pricing is created through a webOE system accessed on Keystone’s main website.

Bernie’s Furniture & Cabinetry, Madison Heights, VA

The custom furniture and cabinetry firm’s

sales grew 18.7%, and look to be even better in 2019 and 2020. “We’re **custom building to their satisfaction**,” said Bernard Campbell, principal. He adds that when customers say they can buy factory-built products cheaper, “I would realize they were not shopping for quality.”

Premium Woods LLC, Lincoln, NE

Sales for the laminate and wood caseworks manufacturer grew 7.7% in 2018, and President Bob Long expects 2019 and 2020 will be even better. The company credits its customer service, “**creating systems and**

following them,” with helping spur sales. Aiding productivity in the shop are the purchases of a Gannomat case clamp, and a drawer box clamp.

Randy’s Cabinets and Woodworks, Grand Rapids, MN

Owner Randy Niewind credits great customer service, “and we **will always go above and beyond**,” with helping the cabinet firm’s sales grow 3.1%, with greater sales expected in 2019 and 2020. Aiding the effort are the recent purchases of a paint booth, automatic fences and CNC equipment.