

OCTOBER

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2021

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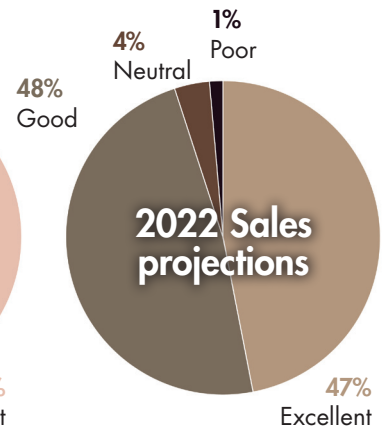
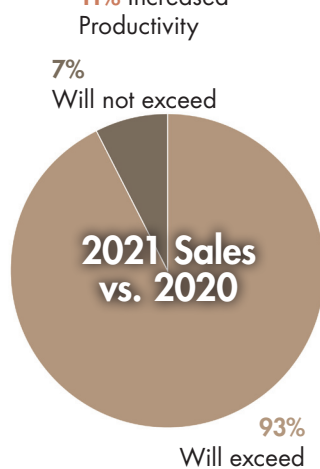
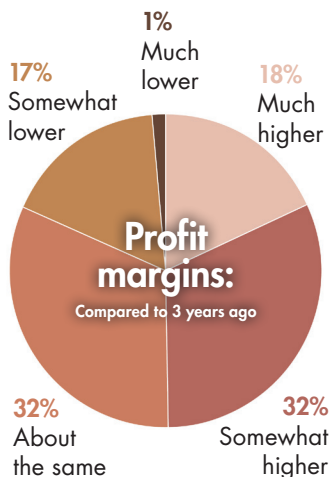
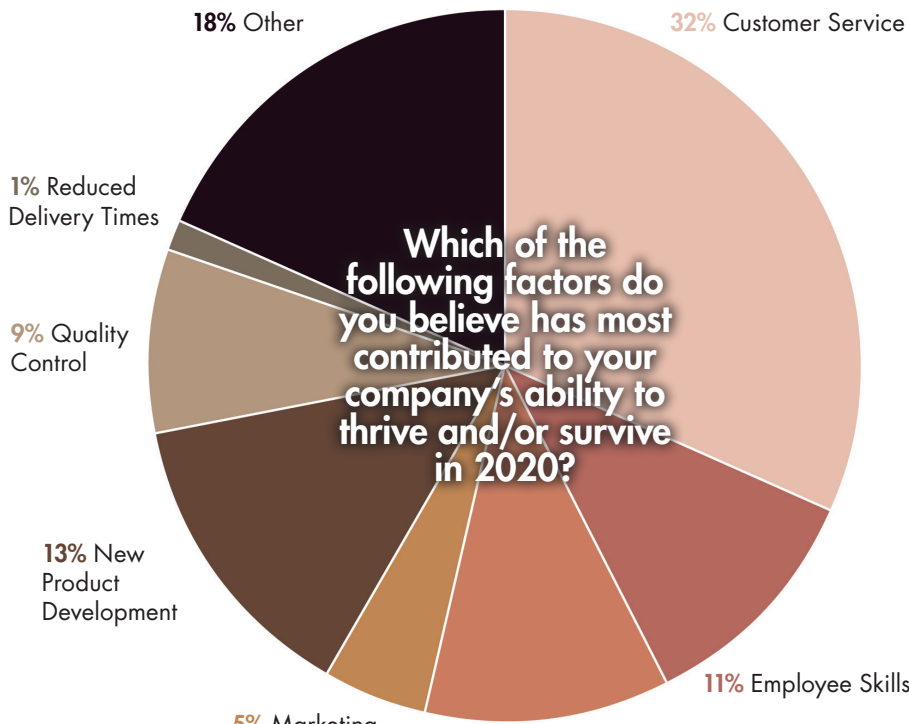
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IT'S AN OPTIMISTIC OUTLOOK for the WOOD 100, with almost all (93%) of the wood products manufacturers anticipating 2021 sales to exceed those of last year. While this is not unexpected after the impact COVID-19 had on 2020 business, it's nice to see that 95% of the WOOD 100 are also bullish on their 2022 sales projections.

As before, the economy and employee recruitment/retention rank among the top 3 concerns by North American companies. Not surprisingly, raw material availability is in the number 2 spot, as manufacturers continue to deal with the impact of COVID on the supply chain. More on the WOOD 100 can be found at WoodworkingNetwork.com/WOOD-100.

- Marketing Initiatives
- Business Strategies
- Productivity Enhancements
- Technology Integration
- Product Innovations
- Customer Service



Sales growth chart online at WoodworkingNetwork.com/WOOD-100

Company	Manufacturer	Product	% Change
1. Bunnell Industries	Englewood, Colo.	Commercial Building Products	40%
2. Bunnell Industries	Englewood, Colo.	Commercial Building Products	35%
3. Bunnell Industries	Englewood, Colo.	Commercial Building Products	35%
4. Bunnell Industries	Englewood, Colo.	Commercial Building Products	35%
5. Bunnell Industries	Englewood, Colo.	Commercial Building Products	35%
6. Bunnell Industries	Englewood, Colo.	Commercial Building Products	35%
7. Bunnell Industries	Englewood, Colo.	Commercial Building Products	35%
8. Bunnell Industries	Englewood, Colo.	Commercial Building Products	35%
9. Bunnell Industries	Englewood, Colo.	Commercial Building Products	35%
10. Bunnell Industries	Englewood, Colo.	Commercial Building Products	35%

WOOD
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AN ORGANIZED STRATEGY is key for effective marketing.

Saint Louis Closet Co., St. Louis, MO — “There were many things Saint Louis Closet Co. did to continue growth and success during COVID and 2020,” said President Jennifer Quinn Williams. The company implemented strict COVID guidelines for employees and customers created a **Virtual Design Consultation** site on its website – and never stopped selling. Sales at the firm rose 16.9%.

Also in 2020, Williams began a monthly giveback program for charity. “This initiative is named **Closets for a Cause**, where a percentage of all sales from each month is donated to a new charity. Despite the pandemic, more than \$50,000 has been given back to 16 nonprofits and counting.” Saint Louis Closet is also an official drop-off site for the Marine Corps Toys for Tots’ program, and hosts an annual toy drive to assist the nonprofit in collecting new, unwrapped toys. In 2020, more than 500 toys were donated.

Top Marketers

Red Star Cabinet Co. Inc., Farmingdale, NY

“Having the ability to manufacture right here in New York has given us **an edge to react to our customers’ requests**. We are able to offer short turnarounds and fill orders faster since most of our competitors import,” said Robert Edelbach, vice president. “During the pandemic we have had to refocus our business but being able to adapt to the changing market is a must for growth.

Creekside Mfg., Brigham City, UT

“The steps we took last year are the steps we

always take,” said CEO Wayne Bailey. “That is not over promising and under delivering, but instead putting out quality products in a timely manner.” Spreading the word on the range of services also helped grow sales 26.6% in 2020. Creekside’s **multiple lines of income** include: making wine racks for sale online; offering custom production services; and providing OEM parts to others.

Palmieri Furniture Ltd., Richmond Hill, ON

Palmieri promotes its “dedication to using the latest technology to bring our valued

customers the highest quality products, on-time delivery, excellent customer service, and **complete customer satisfaction**,” said Chien Hu, U.S. sales manager. Palmieri has been designing and manufacturing furniture for libraries, schools, corporations, and other public spaces for more than 50 years.

Malouf, Logan, CT

The bedding and furniture specialist gained attention with its charitable endeavors. Key is the Malouf Foundation, which raises money to confront child sexual exploitation and **help survivors of human trafficking**.



GIVING BACK displays a company's commitment to the community.

Ashley Furniture Ind., Arcadia, WI — Well-known for its local and national charitable endeavors, the residential furniture giant released its first-ever **Corporate Social Responsibility Report** to shed transparency on its global improvement initiatives.

“Our passion for designing, manufacturing, and selling furniture has propelled us from day one. But it's bigger than just the products we sell – it's how we operate and conduct business responsibly. We do this by supporting our communities, protecting our environment, and investing in our corporate culture,” said Todd Wanek, president and CEO. “Our positive impact is felt around the globe, and we want to continue making a difference for the future.”

The company said it plans to have quarterly updates on new initiatives.

Top Marketers

Studio Zoran, Lincolnwood, IL

The commercial millwork firm was able to **obtain contracts out of town** “to keep the ball rolling,” said Stanley Adams, president. “As a result of hard work and hustle we're a national company now, even though we're a tiny molecule in economy.” The company also does some residential buildouts.

Osborne Wood Products, Toccoa, GA

The wood components maker **relaunched its website**. “This represents the culmination of significant planning and work,” President Leon Osborne noted, “but we believe it offers customers something special.”

M. Bohlke Veneer Corp., Fairfield, OH

The veneer, lumber and wood products producer “kept our workers paid during the pandemic; there were no layoffs or furloughs during the shutdown periods, which helped us restart quickly when business began picking up again,” said Amanda Lemcke, marketing. “We also **focused on profitable,**

repeatable business and clients, and on the residential markets where growth was strong, compared to commercial stagnation.”

Flexsteel, Dubuque, IA

The furniture giant announced a refresh of its brand, including new logo, hangtags and in-store signage, to attract younger customers. “Look for our **brand refresh** to be much more...subtle,” said Sharad Mathur, vice president of marketing. “As we've been developing our new brand guidelines, we've been working closely with dealers across the country, exploring what it takes to attract a younger audience now.”

Gat Creek, Berkeley Springs, WV

The large residential furniture manufacturer has been using social media to **tout its environmental sustainability efforts**. These include using harvested hardwood lumber from nearby mills, thereby minimizing its carbon footprint, and using scrap to heat the facility vs. in the landfill. The company also uses solar panels and high-efficiency LEDs, noted Gat Caperton, president.



A MENU FOR SUCCESS includes, diversification, supply chain management.

Morantz Custom Cabinetry Inc., Lauderdale Lakes, FL — The custom cabinetry manufacturer increased its shop size from 3,600 to 5,400 square feet and upgraded its edgebander “to produce faster and cleaner edges with no hand work,” said Harold Morantz, president.

“We also **diversified our client base** to individual builders and homes due to condo shutdowns during COVID, which allowed us to continue our full production capabilities,” he added.

“We also **searched for new suppliers** with a wider range of products to attract new designers and offered full sets of samples at no charge, which we labeled with our own contact information. This saved time in the design and ordering process with less time needed to visit our showroom.”

Master Plans

Built To Last Inc., Fountain, CO
“We decided **to not back down** when all the people ran around and said ‘the sky is falling,’” said Mark Gilbert, president. The strategy proved to be right as 2020 sales at the commercial millwork firm rose 11.4%. The company, he added, never missed a deadline.

Flairwood, Norton Shores, MI
President Wayne Baxter credits the company’s team of employees for its success. “We **work and act as a team**. Additionally, the **diversity in our customer base** allows us to handle the ups and downs of the economy.” Flairwood produces storage solutions for commercial construction, healthcare, education and furniture industries. A new edgebander and horizontal CNC are also aiding production.

Burke Architectural Millwork, Livonia, MI
Forced to close for two months during the pandemic, “during the closure, we made the decision to **pivot to making custom Plexiglas PPE barriers**; reworked our financial forecasting eliminating any expense not essential and

kept in contact with our clients closely,” said Kelly Victor-Burke, majority owner & CEO. “Fortunately, we were able to bring back all employees once we were allowed to re-open.” BAM specializes in commercial and high-end residential millwork, cabinetry and furniture.

Wood Inc., Edmonton, AB
“After 13 years as a high-end millwork business, we **re-branded the company** in 2019 to become a cabinet door and component manufacturing leader,” said Andrew Hibbs, president. “As we are now supplying to cabinet companies across Canada, we were able to grow throughout the pandemic.” Wood Inc.’s doors include 5-piece TFL and utilize laser edgebanding.

Norwalk Furniture, Norwalk, OH
The custom upholstered furniture manufacturer has entered into an agreement to **transition to an employee stock ownership program (ESOP)**, effective Sept. 1, 2021. The company has 275 full-time employees at the 440,000-square-foot facility. The company will continue to be led by its current management team.



AN EFFECTIVE PLAN ensures WOOD 100 firm finishes first.

DVUV, Cleveland, OH — “With the pandemic we tried to stay relevant and top of mind for our customers. Letting them know we were open for business, and using our strong customer relationships to maintain those lines of communication,” said Rebecca Lonczak, marketing manager.

“With the supply chain and import challenges we focused on the fact that our company is U.S. based and vertically integrated, giving us the ability to control our processes and products to ensure quality and performance.”

DVUV provides UV-cured powder coating for MDF. The company specializes in custom powder coated components for the retail, cabinetry, hospitality, healthcare, educational and office furniture industries. In addition to finishing DVUV CNC machines to customer specifications and ships the finished components directly to them.

Master Plans

Cunningham Furniture Ind. LLC, DBA The Woodland Mills, Glensville, PA

Sales at the pine bookcase and wine rack maker grew a whopping 91.2%. “Everybody needed either a bookcase for their new home office, or a wine rack to organize their new stockpile of wine,” said Jerry Cunningham, owner. The unprecedented demand also led to supply chain and labor issues. “Online recruiting was going nowhere, so I recruited from a local furniture factory auction, and also an old fashioned yard sign which landed two great team members.”

Lexington Mfg. Inc., Brainerd, MN

Delivering reliable performance and customer service during the pandemic, “Lexington applied well-orchestrated business contingency plans and safety precautions to keep the facilities operational,” said David Claypool, director of sales. The OEM millwork, window and door components maker increased sales by 4.7% while building new customer relationships.

M and J Woodcrafts Ltd., Delta, BC

“We have been extremely busy, so we did everything we could to secure supply of sheet

goods and 3DL film. We also increased manpower and invested in new machinery,” including a third CNC router, said Meagan Williams, managing director. Sales at the cabinet door firm rose 14.6%. “We have had to work lots of overtime to keep up with demand and our associates have been ready and willing to step up when ever needed.”

Patrick Industries, Elkhart, IN

The RV components giant acquired two companies this year. The total sits at 25-plus acquisitions since the spree began in 2014.



Photo: Steve Hall © Hall + Merrick Photographers.

SALES ARE CLIMBING for manufacturers in the WOOD 100.

ConceptWorks Inc., Elkhart Lake, WI — The company manufactures architectural millwork, point of sale fixtures, exhibits, camper van upfitting, and fiberglass structures,

“We have a very **diverse mix of customers** and are constantly embracing new opportunities. This diversity, coupled with a healthy backlog enabled a record sales year in 2020,” said Adam Schneider, president & CEO.

Schneider also credited his team of employees with keeping the company on track. “Our **company culture** embraces an ‘**improvise, adapt, and overcome**’ mentality. 2020 required us to live that motto,” he said.

“With change comes opportunity. The nimble and adaptive team that we’ve compiled enables us to clear hurdles without losing our stride.”

Master Plans

Commercial Caseworks LLC, Burton, MI

Following a banner 2019, the commercial cabinetry and caseworks firm “took the profits and **paid down a great deal of debt**,” said Scott Morris, co-owner. “PPP grant money also made a big difference.” The company, which manufactures medical and education, cabinets/casework as well as display cases also invested in new equipment including a laminate press.

Willingham Sash and Door Co., Macon, GA

“We **focused on our specialties** regarding historic restoration,” said Manuel Becerra, estimator/project manager. The company is a custom door, window and moulding provider specializing in historic restoration.

Howard Miller Co., Zeeland, MI

“The **commitment, experience, and craftsmanship of our associates** throughout the organization were significant factors in our success,” said Michael Wallace, executive VP. “We also were generally **successful in securing raw materials** necessary for ongoing

production.” The company manufactures fine wood furniture including clocks, curio cabinets, TV consoles, casegoods, contract furniture, and upholstered furniture.

Lewis Cabinet Specialties Group, Thatcher, UT

During the pandemic, “we had to **adapt on the fly** to the changing guidelines and CDC recommendations,” said Matt Garrett, COO. “Our team handled it very well. **Every person stepped up** to fill in for people when they were in quarantine throughout the year, even setting a record month at the same time we had multiple people in key positions out with COVID. Through our team’s efforts, we were able to have a record-setting year in 2020,” with the cabinetry firm recording 12.4% growth. It also upgraded to a Heesemann 4-head sander and new Homag CNC router.

Hickory Chair, Hickory, NC

“I am thrilled to be part of the Hickory Chair family as we boldly seize each day making **one-of-a-kind** wood and upholstered furniture to order for our loyal network of interior designers, to-the-trade showrooms and high-end retail stores,” said Alex Shuford III, president.



A SMART BUSINESS PLAN is key to ensuring a company's success and longevity.

The Corsi Group Inc., Indianapolis, IN — The custom residential cabinetry manufacturer attributes its 48 years of success to its **customer service**, noted Patrick Corsi, chairman & CEO. Along with operation in Indianapolis, the group has facilities in West Virginia, plus **authorized representatives and dealers across the United States.**

The Corsi Group, which also includes Greenfield Cabinetry and Sitrine Cabinetry, is among the largest cabinetry manufacturers in North America. Last month it was announced ownership of The Corsi Group, had been transferred from founder Pat Corsi to Mark Earl. Corsi will serve as an advisor to The Corsi Group during the transition.

Photo: Greenfield Cabinetry in a two-toned transitional design. Kitchen design by Jill Warren Design, Oak Park, IL. Photography by Michael Alan Kaskel.

Master Plans

Hardwood Floors of Hillsboro LLC, Hillsboro, WI

"We were **deemed essential workers**, which enabled us to keep running in the early days of COVID," said Salena Ball, co-owner of the unfinished hardwood flooring firm. "We never slowed production, but **increased production** as much as we could." The result: a 17.1% rise in sales for 2020.

Michiana Laminated Products Inc., Howe, IN

The custom millwork and component manufacturer "**downsized its operation,**

retained key employees, and looked to **improve key manufacturing processes**

to become more efficient with manufacturing core products," said Matt Sutter, owner. This included the purchase of an IMA Novimat Compact L12, upgrades to the Doucet return conveyor, and improvements with the cutting operation. Products include commercial cabinets, work surfaces, engineering plastic parts, retail components, and drawer boxes.

North American Plywood Corp., Parsippany, NJ

The plywood and panel component

manufacturer was able to **maintain large inventories for fast turn-around** of parts, said Donald Kuser, GM. The firm also invested in two drawer side blank machines to aid production. 2021 projections are excellent.

Woodgrain Millwork, Fruitland, ID

One of the largest millwork operations in the world continues to get bigger with **multiple expansions** this year, including two in Virginia and another in Georgia. With locations throughout the United States and Chile, Woodgrain is vertically integrated, allowing it to oversee each step of the supply chain.



SUCCESSFUL FIRMS are those that adapt to market conditions.

Reborn Cabinets, Anaheim, CA — The cabinetry manufacturer recorded another year of sales growth, as homeowners remain focused on remodeling projects during the COVID-19 pandemic.

Posting a 5.5% increase in sales for 2020, the kitchen and bathroom cabinetry manufacturer has an emphasis on cabinet refacing direct to consumer.

CFO Anthony Nardo said that Reborn Cabinets focused “on driving our top line revenue while controlling expenses. We also contribute a significant amount of resources toward the training and development of our teams.”

2021 plans call for the company to also invest in vehicles, and additional equipment related to finishing, CNC, and assembly.

Master Plans

Vintage Millworks Inc., Nashville, TN

“We have **short team meetings every morning** to allow the employees to voice their concerns on the product and productivity and to let [everyone] know what has to be completed that day to meet the schedules that have been established for the month,” explained James Dunn, owner. At the custom architectural millwork operation, sales grew 14.3% in 2020.

Glen Armand Furniture Inc., Alexandria, LA

The custom furniture manufacturer **retooled** in 2020 to **manufacture face masks** during the pandemic, said Glen Armand, president. With things getting back on track, projections for 2021 and 2022 sales are “excellent.” The company also plans to purchase a sanding station and power tools to aid production.

Valendrawers Inc., Lexington, NC

The B2B supplier of custom drawer and door components concentrated on **employee retention and recruitment and managing raw material inventories** “to ensure

consistent availability for 100% complete and on time shipments,” said Jeff Raymond, VP of sales. The company also invested in new saws and an edgebander.

BGD Companies Inc., Minneapolis, MN

The custom manufacturer of furniture for malls, restaurants, casinos and hospitality applications spent the year “**focused on controlling costs** to meet the reduced work load due to COVID-19 pandemic,” said Dennis M. Diaz, president & CEO. “We were successful accomplishing our goal to survive in 2020 as an ongoing business,” he added. “We are ready [to meet] the demand and **service the new business opportunities** ahead.”

Mark Richey Woodworking, Newburyport, MA

The architectural woodworker was certified as a Minority and Women-Owned Business Enterprise (**M/WBE**) by the New York City Department of Small Business Services (SBS) in 2020. It also held a double celebration in 2021: the 40th anniversary of Mark Richey, and the 50th anniversary of its Vermont-based WallGoldfinger Furniture division.



COLLABORATION is key.

USA Millwork, Duluth, GA — The architectural woodwork firm has streamlined operations across its five facilities, enabling it to collaborate on projects.

Completed May 2021, the two-year project involved developing a **unified Microvellum library** that could support USAM's facilities, their production methods, and the construction standards required for each of the millwork markets served, said Jacob Edmond, VP of Engineering. USAM also worked with Microvellum to develop a **custom plugin to allow users to access and check projects in or out of the server.**

"Moving the manufacturing of a given job to another of our facilities based on capacity is significantly more efficient now. In the past what would have required starting over in Microvellum with new products, specification groups and different libraries, now can be as simple as changing a single option for Manufacturing Location, and then processing to the new site's machines."

Top Producers

Closest City Ltd., Harleysville, PA

The home organization firm saw sales rise in 2020. "We made **investments in equipment that increased our capacity 30%**," said Eric Wheary, president. One, a Barbaric warehouse manager, saved the firm \$1500 a week in labor, reduced damage of material and reclaimed 20% of occupied floor space. "We also added a new panel saw and integrated it and a nested router with the Barbaric to automate queuing of material and auto loading of machines."

Elipticon Wood Products Inc., Little Chute, WI

The architectural millworker's 2020 sales grew 12.4%. "**Teamwork, cross training, company culture, and a new pricing structure, were all contributing factors in our success in 2020,**" said Dan Ajango, GM. "Teamwork and **dedication top the list,**" added Patricia Heckner, co-president. The firm also added to its finishing capabilities.

Chandler Cabinet, Pilot Point, TX

The residential custom cabinet manufacturer built a state-of-the-art facility, **moving 11 locations into one.** "Adding new

machinery, automation, and bringing all our employees under one roof made us much more efficient," said Josh Chandler, CEO, and sales rose 3.6%. Purchases included a CNC router, sanding and finishing equipment.

LivingArt Kitchens, Toronto, ON

LivingArt manufactures European-quality cabinetry for large multi-unit residential projects. It's unique in the North American project cabinetry business, VP Zafar Sodikjonov said, with a proprietary system for "Hi.Rise" projects production, installation and service. LivingArt has a **capacity of 900 kitchens per week,** and 300,000-square-feet of production space.

Genesis Products, Goshen, IN

"The key to our success is our people's **ability to adapt** and accept the continuous changes in supply and impacts from COVID," said Scott Flom, marketing manager. The firm, which saw sales grow 17.8%, also **invested in equipment** and plant upgrades to support customers' growing business. Genesis provides lamination, panel processing, profile wrapping, and contract assembly for OEM customers in the kitchen & bath, RV, office, education, and home products industries.



AUTOMATION helps energize these WOOD 100 facilities.

Millwork on 31st, Charlotte, NC — The architectural millwork and casework firm uses automation to build its team as well as boost productivity. The strategy is a successful one.

Since acquiring the company in 2018, Tony Everett and his wife Kathy have embarked on an aggressive automation program. They invested about a million dollars and fully automated the cutting operations. Recent purchases include a Biesse Winstore robotic material handling system, Rover CNC routers, and a Biesse edgebander.

“We kept every employee that we could employ during the crisis,” said Tony Everett, president. “It has paid off as we are bouncing back and will surpass the 2019 numbers this year.”

Despite the amount of automation, the company remains custom. I like the term **high-volume, high-speed, job shop**,” he said.

Top Producers

Bubugao Stairfloor Manufacture Inc., Toronto, ON

Sales at the wood stair and accessories firm grew 43.8% in 2020. Manager Shoubiao Hu cited staff training to improve quality, **improvements to the production process, reducing the intermediate process**, shortening the manufacturing time, and improving employee benefits as some of the actions taken.

Crown Point Cabinetry, Claremont, NH

The cabinetry manufacturer invested in several

pieces of **CNC machinery to improve productivity**, leading to a sales growth of 12.2%. “My entire team worked diligently to keep deliveries on schedule when it would have been easier to delay deliveries due to the challenges,” said Brian Stowell, president. “We had three projects that were 7-14 days delayed due to material shortages. That was out of \$16.5 million dollars in orders.”

Sean’s Cabinetry LLC, Cokato, MN

Sales at the custom cabinet manufacturer rose a whopping 77.3%. Owner Sean Gleesing credits hiring “great people when COVID

hit and everyone was laying people off.” At the company, they also **invested in more tools per workstation**, which also saved time on the shop floor.

Diversified Fixture, Lakewood, NJ

“We **adapted to run** even more efficiently than during normal times and we focused on clients and projects that were still up and running during the pandemic as well as keeping up on bidding and pricing of future projects so that we had a **pipeline of projects** for when things began to open back up,” said Phil Vitillo, VP of the custom cabinetry, fixtures and millwork firm.



THERE'S NO SLEEPING ON THE JOB for these WOOD 100 firms.

Witmer Furniture, Abbotsford, WI — Sales grew 16.7% in 2020, aided in part by new technology, including a moulder, saws and CNC machinery.

“We invested in new equipment and factory layout to provide a safe, yet effective work environment,” said Kevin Schlinkmann, president.

The manufacturer of solid wood bedroom furniture is not done, as plans call to invest in additional CNC technology, as well as a new moulder, finishing equipment, and air compressor in 2021. Sales projections for this year and next are “excellent,” he added.

Operating in a state-of-the-art manufacturing facility, Witmer’s products are sold at more than 100 retail furniture outlets throughout the United States. It also builds product for commercial projects, libraries, assisted living centers and more.

Top Producers

Coastal Carolina Wood Products, Summerville, SC

“We increased our unfinished inventory significantly to reduce lead-times and focused on our direct-to-consumer sales efforts,” said Josh McGrath, GM. “This allowed us to service customers who suddenly found themselves home-bound with an abnormally high amount of free time. The results proved very successful,” with sales growing 2.4%. The firm makes prefinished stair treads, risers, and components and provides contract UV finishing.

S&S Signature Millworks Inc., Loomis, CA

2020 sales at the cabinetry and millwork firm rose 7.5%. “We continually move towards more automation, allowing us to do more work with fewer employees,” said Chad Stephens, president. This year the company purchased a MB Robatech sander and Cefla Prima finishing machine.

Counter-Form LLC, Marshfield, WI

GM Mark Giannunzio cited Counter-Form’s “capital investments in process and automation with the addition of our custom high-speed laminate forming

line; workflow modifications to accommodate CDC best practices for the health and safety of all employees; improved productivity and output; investments in personnel and expanding our sales and marketing departments as well as manufacturing and installation,” for contributing to the company’s rise in sales. The postform and custom laminate countertop and panel producer specializes in multi-unit and commercial applications.

Valley Custom Door, De Pere, WI

The cabinet door, drawer and component manufacturer saw sales rise in 2020. Aiding the growth were capital investments in automation, order management and process flow, said Colten Geurts, sales manager. Investments were also made in personnel. Equipment purchases for solid wood production included an SCM CNC router and Homag tenoner.

Stanley Chair, Tampa, FL

The upholstered furniture manufacturer invested in technology, including woodworking and material handling equipment, as part of its efforts to improve productivity, said Randy Osiason, VP.



BEING THE SOLUTIONS PROVIDER is nothing new for these WOOD 100 firms.

Crossgrain Cabinets & Remodeling LLC, Washington, MO — The custom cabinetry manufacturer has a new facility, and recently invested in additional equipment “to be able to fabricate anything my clients desire,” said Matt Weber, owner and fabricator.

Business has been good, as the company recorded a 32.5% sales growth in 2020 with projections for 2021 also good.

“Nothing leaves my cabinetmaking facility without **meticulous quality control and complete transparency with the client** to ensure everything is made exactly to their needs, on time and within budget parameters,” Weber said. Crossgrain produces cabinetry for entire kitchens, bathrooms and built-ins.

Tech Heads

CabParts Inc., Grand Junction, CO
“CabParts has made some **major investments in equipment**, including a new [Schelling] saw and [Barbaric] inventory system,” said Shauna Fox, business manager. The added productivity resulted in a sales rise for 2020, with 2021 also looking good for the producer of high-quality custom cabinet and closet components.

W. W. Wood Products Inc., Dudley, MO
“Working through a pandemic and still thriving was a result of focusing on the health and well-being of our employees. They are the reason we continued our historical growth and surpassed expectations,” said Kenneth Carmode, VP sales & marketing. The cabinetry firm also invested in technology, including **CNC routers and an automated finishing line**. 2020 sales grew 8.4%.

Closet America, Landover, MD
The closets and home organization systems manufacturer added a second Biesse nested router near the end of 2020. “The **investment effectively increased overall capacity and output**, improved

our workflow, and eliminated large backlogs,” said Tim Brooks, marketing director. “With one purchase, we have lean improvements across the board, ultimately allowing us to continue to meet our demand and deliver a high-quality product, on time, to our customers.” The company also “adapted to the climate and focused on customer experience more than ever.”

Wellborn Cabinet, Ashland, AL
The cabinetry manufacturer completed the construction of a 105,000-square foot **rough mill lumber processing facility** at the Ashland, Alabama, plant in 2020. This addition has allowed Wellborn Cabinet to effectively double the capacity of its current rough milling process.

Washington Woodworking Co., Landover, MD
The architectural woodwork firm invested heavily in **new technology** from Biesse, including automated storage and retrieval, CNC router, CNC dowel machine, panel saw and edgebander. “The key to our success has and always will be our relationships with architects and general contractors” added Fankie Jordan, president.



SOLID PROFITS are ahead for the WOOD 100.

MacDonald & Owen Lumber Co., West Salem, WI — 2020 sales rose 21.2% as the company improved its productivity and profitability. A kiln dried hardwood lumber manufacturer, MacDonald & Owen also manufactures wood components out of its St. Croix Wood Components facility in Luck, Wisconsin.

“We have been intentionally developing our employees and training all in the **Lean process of 5S,**” said Kristine Wilson, continuous improvement coordinator. “Additionally, our employees have the opportunity to earn a **monthly bonus** if we reach a certain sales/production target as well as a quality target.”

She added, “Investing in our people, (by developing employee’s skills and rewarding their valued efforts) has led to more efficient processes and ultimately increased profit.”

Investments in equipment are also on the docket, including new kilns, chop line, rip saw, and new forklifts.

Tech Heads

Artisan Custom Closets, Marietta, GA

Sales at the custom closets and storage systems manufacturer rose 2.1%. “We continued to work. We did not shut down last year; we followed recommended guidelines and kept our doors open,” said Lisa Carlquist, president. The company invested in a Homag Weeke **CNC router** to aid production, as well as four additional installation vans.

Burns Wood Products, Hudson, NC

The company purchased a **5-axis router** to aid the production of its curved plywood

products, which include chairs, tables, cabinetry and more. With the increased productivity, President David Burns projects sales growth for 2021 and 2022.

Schlabach Wood Design, Baltic, OH

2020 sales at the custom cabinetry firm rose 12.3%, with 2021 projections also excellent. “We began to rally around our mission statement: ‘We create functional and beautiful home environments with a three-part approach. We run towards hard work, not away from it; we select quality,

durable materials; we utilize technology and craftsmanship in harmony,’” said Michael Schlabach, VP sales & marketing. To aid productivity, the company purchased a **machine to cut miter-bead doors** for assembly, and a paint-mixer station.

Olde Saratoga Millwork, Landover, MD

To attract new business during the pandemic, the cabinetry manufacturer added a closets line. Part of the process involved incorporating the Lamello Cabineo **fastening system** into Cabinet Vision, said co-owner Keith Kreppein.



THE RIGHT TEAM sets you apart from competitors.

Premier Builders Inc., Georgetown, MA — Sales at the award-winning Premier Builders rose in 2020, due in part to the company's manufacturing prowess, commitment to quality and customer service.

"We continue to reinforce our current relationships with designers, architects, past clients," added Kenneth Kumph, president.

Premier Builders is a residential custom home builder and remodeler with an Architectural Millwork division. Inside the 10,000-square-foot shop, the company produces high-end custom cabinetry and millwork for residential and commercial interiors. It recently upgraded its edgebander and installed a face-frame cabinet line incorporating RazorGage, Omga and Hoffmann equipment. Plans call to add a widebelt sander and upgrade the dust collection in 2021.

Tech Heads

JB Cutting Inc., Mt. Clemens, MI

"We were able to utilize all pieces of equipment and manpower available. Some post pandemic purchases also helped increase productivity," said Debra Behring, president. JB Cutting automated both membrane presses with flippers and buffers and invested in machinery upgrades. 2020 sales rose 21.5% for the component manufacturer, which specializes in membrane pressed products for the home organization, healthcare and kitchen industries. Also manufactured are five-piece doors and cabinetry.

Fetzer Architectural Woodwork, Salt Lake City, UT

The architectural woodwork firm utilizes Mastercam API technology to reduce programming time, said David Musser, senior programmer. In one project, for example, "CNC programming time was reduced by 75 to 90 percent. That really opened the door to looking to other areas that we could expand into."

Vision Kitchen & Bath, Tampa, FL

"We continue to add machines, software, and technologies to improve our production,"

said Jimmy Le, operations manager. "We think of our company as a technology company that happens to make cabinets. We enable other small companies or even a one-man shop to compete for any major projects. They can leverage the technologies we have invested in our factory and act as their remote manufacturer." 2020 sales rose 3.3%.

Gator Millworks, Denham Springs, LA

The company specializes in architectural millwork for commercial and residential projects, including large-scale projects throughout the Southeast region. Gator recently opened a 72,000-square-foot facility which utilizes a large amount of Stiles/Homag CNC technology, along with lean manufacturing techniques, to produce high-end products.

Rembos, Brantford, ON

The remanufacturer of wood products plans to invest \$5.5 million to boost production by 50%, increase efficiencies, develop new products and enter new markets. Rembos makes specialty trim, wall studs, fencing, and pallet and truss components.



TECHNOLOGY helps keep productivity and profits cooking.

Coppes Napanee, Nappanee, IN — A manufacturer of cabinetry for the kitchen and other rooms, the company successfully combines the traditional woodworking techniques and craftsmanship developed over its 145-year history with new technology. 2020 sales rose 12.0%.

Recent investments in technology include a Thermwood Cut Center, Newport Mini Moulder, Homag planer/sander and several TigerStops for the existing equipment.

“We are not just another high production assembly line. Our employees have the skills to bring concepts into reality which gives both the customer and the employee a story to tell and product they are proud of,” said Wesley Mast, president.

“We focus on building spaces where family and friends create and share lifelong memories,” Mast added. “We accomplished this by adhering to a legacy of quality, precision and innovation.”

Tech Heads

Northway Industries Inc., Middleburg, PA

The contract manufacturer improved productivity with investments in **CNC technology and a laser edgebander.**

The company also was able to react to changing conditions and increase its customer focus, said Elwyn Peachey, president. Among the products produced in the 100,000-plus square foot state-of-the-art facility are cabinetry, casework, retail fixtures and components.

Eurowood Cabinets, Omaha, NE After investing in cutting, nesting, and

material handling equipment, the custom cabinetry and casework firm stayed the course in 2020. “Thank goodness we did, as when the market went the opposite way in demand, we were ready,” said Tyler Paskach, VP. “We had our full staff plus the increased automation to be able to handle additional output.” Sales grew 5.3%.

La-Z-Boy, Monroe, MI

La-Z-Boy said it will invest more than \$30 million over two years to **upgrade its manufacturing plant** in Neosho, Missouri. The 550,000 square-foot plant

makes reclining motion furniture. “The scope of the project includes various upgrades and renovations throughout the upholstery plant, a new medical clinic for employees and their families, and a new parts distribution center,” the company said in a statement.

McCreary Modern, Newton, NC

The upholstered furniture firm said it will begin constructing a \$6 million 80,000-square-foot sewing plant and move all sewing operations to the new facility upon completion in 2022. McCreary also announced plans to **expand its framing and woodworking plant.**



SALES KEEP COOKING with the addition of new products.

Olon Industries, Georgetown, ON — “A focus on new product development, including trend analysis, product testing, evaluation, and implementing quality standards all led to the company’s overall success on launching new product collections,” said Ingrid Mancini, marketing manager.

“This, coupled with employee drive and determination led to positive results.”

Olon designs and manufactures an extensive range of integrated wood components for the North American furniture and cabinet manufacturing industries. “From paper saturation to decorative overlays, from edgebanding to drawer sides to panels and profile wrapped mouldings, we have the synergistic component solutions that meet the needs of today’s customers,” Mancini added.

Hot Products

EcoDomo LLC, Gaithersburg, MD
2020 sales rose 11.1%. “We saw an influx of residential projects due to the pandemic. With this in mind, we put a **strong focus on our cabinetry program**,” said Eric Rosenthal, operations manager. The company manufactures leathers and integrates them into millwork and cabinetry, flooring, wall panels, “and any other product with wood.”

Designs For Living LLC, Brentwood, MD
President Pat Roberts cites the development of “**new products for new markets**,”

quality and service, as the driving factors in the company’s success. Designs for Living produces floor and table lamps for residential and contract markets, as well as custom furniture and cabinetry. Aiding production was the addition of a widebelt sander.

The Closet Works, Montgomeryville, PA
The company designs, manufactures and installs custom closets, organization and furniture systems for residential and commercial settings. “Our experienced design staff can create beautiful, highly functional, ergonomic

and **unique solutions for almost any space**,” said David Cutler, president. Closet Works also prides itself with providing the best possible customer experience and meeting or exceeding expectations.”

Trillium Pacific Millwork Inc., Hubbard, OR
“We made a **significant pivot from commercial interior work to consumer goods**,” noted Mike Lipke, president & CEO. Along with edge glued panels, the firm specializes in decorative hardwood CLT panels, butcher block tabletops and countertops.



CUSTOMER SERVICE

strategies help rack up the sales for these WOOD 100 firms.

Kitchens and Closets by DEA, Tempe, AZ — “This past year has been a tidal wave of growth and it’s been a lot of extra work keeping our customer service where we want it,” said Eric Marshall, owner of the closet and kitchen remodeling firm. The company was successful in its endeavor, with 2020 sales showing a 19.8% increase.

“**Communication is key,**” Marshall added. “Just tell your customers the truth and it keeps them happy knowing what’s going on. It’s important! We have been able to keep online customer complaints to zero just by speaking to them about where things are at.”

And although supplies have been hard to get, “**keeping relationships with our suppliers**” has helped the situation, Marshall added.

Service Specialists

Showplace Cabinetry, Harrisburg, SD

“We have been able to keep the doors open despite constant struggles with COVID-19,” said Bill Allen, president & CEO of the semi-custom cabinetry manufacturer. “We have had to increase lead times and prices, but we have **worked closely with our customers,** been honest and upfront in setting expectations and **followed through on commitments** we made to our customers and our employees.” 2020 sales rose 9.0%.

Long Island Closet Design, Bohemia, NY

The company guarantees “**100% customer satisfaction,**” says Mike Muller, owner. 2020’s sales growth of 16.7% proves it. The company has a 5,000-square-foot facility and designs, fabricates and installs custom closets, Murphy beds, and home office units.

Cabinet Designs of Central Florida, Rockledge, FL

“Great customer service **combined with a quality product delivered on time,**” helped the custom cabinet

shop stay the course during the pandemic, said Daniel Scott, owner. The company’s capabilities include screen-to-machine CNC capabilities, as well as custom door, moulding, and millwork; it uses Cabinet Vision design software.

Deas Millwork, Semmes, AL

“We had a tremendous backlog when the pandemic began so we started preparing early,” said Zach Deas, president of the architectural millwork firm. “As we saw our pipeline not filling in at the normal rate, we **used our backlog to bridge the slowdown.** Now it seems to have worked; our backlog is building again, and our commercial work is picking back up.” Deas also automated its wood processing.

Doors and Drawers, Dexter, MI

“As a custom manufacturer, we are **able to pivot quickly,**” said Chuck Manitz, owner. “Several of our hospitals completely shut down construction projects which allowed us to provide resources to other markets quickly and with a high level of quality and timeliness.” The custom commercial cabinet shop saw sales rise despite the pandemic.



DELIVERING ON EXPECTATIONS is the hallmark of successful firms.

Bella IMC, *Huntertown, IN* — The cabinet company’s flexibility and capabilities enabled it to successfully navigate the increased supply and demand from home renovations and purchases during the COVID-19 pandemic.

“Our process allowed us to keep up with orders that would take most shops 6-8 weeks to complete; **we had them done in 3-4 weeks** from ordering to ship date,” said Courtney Hogue, marketing/sales director. Maintaining higher than normal inventory of often used materials also aided the company in meeting demand and keeping lead times low.

Bella’s online ordering system and easy design tool makes it easy for professionals or DIYers to select and install the custom “Innovative Modern Cabinetry” (IMC). “Our innovative cabinets use the Lockdowel channel lock system to snap together seamlessly and without any glue or other materials,” Hogue said.

Service Specialists

Diplomat Closet Design, *West Chester, PA*

“Over communication” was key, said Ryan Lindstadt, president of the custom closets, garage, home offices, pantries and kitchens manufacturer, which saw sales rise 14.4%. “We continued to focus on our customer service through the tougher months – **constant communication** with our team of employees, as well as customers,” he said. “No one knew what the future was going to bring, so we scaled down and made sure everyone was safe, then did the best we could getting through our backlog, dealing

with supply chain issues and making sure our customers were aware of any changes.”

The Taney Corp., *Taneytown, MD*

“**Quick delivery and personal attention to detail**,” helped spur sales at the wood stair and stair components manufacturer to rise 5.3% in 2020, said Eric Glass, chairman.

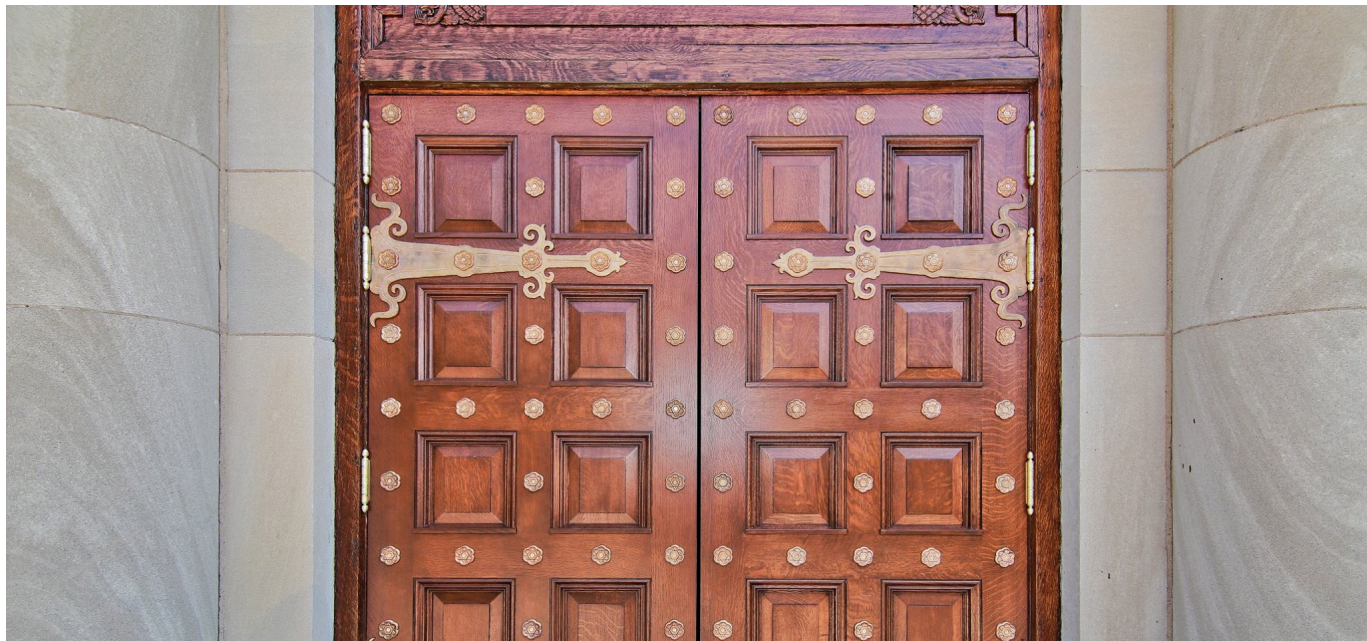
Diversified Wood Products, *Jeffersonville, IN*

“If you can dream it, we can make it,” said Tim Griffin, president. Formerly Hi Tech Veneer,

the wood products maker has been serving the architectural and aircraft segments for 23 years. “Our story continues as we **constantly develop our expertise** and craftsmanship to meet a discerning market,” he added.”

MAC Cabinets LLC, *Tyler, TX*

The custom cabinetry and furniture manufacturer’s **ability to adapt to changing trends** helped increase sales 3.1% in 2020, said Michael Coffey, owner. The company also invested in new equipment, including a widebelt sander, and outsourced cabinet doors.



DOORS OPEN to new business, as a result of good customer service.

Miller's Millwork Inc., Aurora, IL — The custom woodworking business is small but mighty. A one-man shop, Miller's Millwork specializes in custom cabinetry and furniture, lathe turning, laminate cabinets and countertops, acrylic countertops, and the restoration of vintage doors and windows. It also installs all products manufactured.

"The greatest step that led to success, I feel, is the ability to **take on projects most local shops would not consider** or don't have ability to produce," said Michael Miller, president.

Miller also credits his parents and the shop where he apprenticed "with a group of gentlemen whom were extremely talented and willing to teach their vast knowledge of woodworking," for giving him the experience, skills and talent to succeed.

Service Specialists

Twin Oaks Custom Cabinets, Neosho, MO

The custom residential and commercial cabinetry firm prides itself on delivering value, quality and customer service, serving a four-state area. "We always **strive for a wonderful experience** for our customer," said Doug Addy, director of business administration. 2020 sales rose 19.5%

A Better Closet, Alabaster, AL

The custom home storage solutions manufacturer "**provides 5-star service** from the first phone call when working with our clients. This compels them to **share and refer our company** to their friends and neighbors," said Robert Duff, owner. In 2020, the company also upgraded its Cabinet Vision software to S2M capabilities, which simplified the manufacturing process. Sales rose 1.8%.

McClung Lumber Co. Inc., Salem, VA

"We installed health and safety measures to ensure we had minimal impacts from COVID on production," said Ryan Millard, co-president. "We **emphasized customer service to our top**

customers to ensure we served them well despite shutdowns, economic uncertainty, supply issues and staffing fluctuations. 2020 sales at the wood mouldings and components manufacturer rose 8.3%.

Mill-Rite Woodworking Co. Inc., Pinellas Park, FL

"We thrive on **delivering a quality product in a timely manner** – as we always have," said Gregg Marrocco, business development. The manufacturer of custom architectural millwork and stone countertops specializes in high-end commercial buildings and stadium projects.

Wood Specialties, Omaha, NE

"We continued to take care of clients' needs and never compromised our commitment to quality and customer service," said Cameron Young, owner & VP at the custom cabinetry and furniture firm. "Our **drafting, 3D modeling, and photo-realistic rendering capabilities** are well above and beyond what we see from others in the industry. Our cutting edge CNC technology and programming abilities allow us to achieve the highest level of quality and customization in the Midwest."

	Company	Headquarters	Product	% Change
Under \$1 Million	Cunningham Furniture, DBA The Woodland Mills	Glenville, PA	Furniture & Wine Racks	91.2%
	Sean's Cabinetry LLC	Cokato, MN	Cabinetry	77.3%
	Crossgrain Cabinets & Remodeling, LLC	Washington, MO	Custom Cabinetry	32.5%
	Creekside Mfg.	Brigham City, UT	Wine Racks & Custom Products	26.6%
	Kitchens and Closets by DEA	Tempe, AZ	Closets, Cabinetry & Home Organization	19.8%
	Coppes Napanee	Nappanee, IN	Cabinetry	12.0%
	Built to Last Inc.	Fountain, CO	Commercial Millwork	11.4%
	A Better Closet	Alabaster, AL	Closets & Home Organization	1.8%
\$1 Million - \$5 Million	Bubgao Stairfloor Manufacture	Toronto, ON	Staircases & Millwork	43.8%
	Long Island Closet Design	Bohemia, NY	Closets & Home Organization	16.7%
	Diplomat Closet Design	West Chester, PA	Closets & Home Organization	14.4%
	Vintage Millworks Inc.	Nashville, TN	Architectural Millwork	14.3%
	McClung Lumber Co.	Salem, VA	Mouldings & Components	8.3%
	S&S Signature Millworks, Inc.	Loomis, CA	Cabinetry & Millwork	7.5%
	Eurowood Cabinets Inc.	Omaha, NE	Cabinetry & Casework	5.3%
	Vision Kitchen & Bath	Tampa, FL	Cabinetry	3.3%
	MAC Cabinets LLC	Tyler, TX	Cabinetry	3.1%
	Coastal Carolina Wood Products	Summerville, SC	Stairs & Stair Parts	2.4%
	CabParts Inc.	Grand Junction, CO	Cabinetry & Closets	1.4%
\$5 - \$10 Million	Closet City Ltd.	Harleysville, PA	Closets & Home Organization	0.9%
	Premier Builders Inc.	Georgetown, MA	Architectural Millwork, Home Builder	0.3%
	JB Cutting Inc.	Mt. Clemens, MI	Components/Home Organization, Healthcare & Cabinetry	21.5%
	Hardwood Floors of Hillsboro LLC	Hillsboro, WI	Flooring	17.1%
	Saint Louis Closet Co.	St. Louis, MO	Closets & Home Organization	16.9%
	M and J Woodcrafts Ltd.	Delta, BC	Components/Cabinet	14.6%
	Elipticon Wood Products Inc.	Little Chute, WI	Architectural Millwork	12.4%
	EcoDomo LLC	Gaithersburg, MD	Leather/Wood Cabinetry, Millwork, Flooring, Furniture	11.1%
	Doors and Drawers	Dexter, MI	Cabinetry	1.6%
	Over \$10 Million	MacDonald & Owen Lumber	West Salem, WI	Lumber & Components
Twin Oaks Custom Cabinets		Neosho, MO	Custom Cabinetry	19.5%
Genesis Products Inc.		Elkhart, IN	Components/Cabinet, Closets, Retail, RV & Furniture	17.8%
Witmer Furniture		Abbotsford, WI	Furniture/Bedroom	16.7%
Lewis Cabinet Specialties Group		Thatcher, UT	Cabinetry	12.4%
Ashley Furniture		Arcadia, WI	Furniture	12.3%
Schlabach Wood Design		Baltic, OH	Custom Cabinetry	12.3%
Crown Point Cabinetry		Claremont, NH	Custom Cabinetry	12.2%
Showplace Cabinetry		Harrisburg, SD	Cabinetry	9.0%
W.W. Wood Products		Dudley, MO	Cabinetry	8.4%
Closet America		Landover, MD	Closets & Home Organization	7.5%
Reborn Cabinets		Anaheim, CA	Cabinetry	5.5%
The Taney Corp.		Taneytown, MD	Stairs & Stair Parts	5.3%
Lexington Manufacturing Inc.		Minneapolis, MN	OEM Components/Window, Door & Millwork	4.7%
Chandler Cabinet Inc.		Pilot Point, TX	Custom Cabinetry	3.6%
Artisan Custom Closets		Marietta, GA	Closets & Home Organization	2.1%
Counter-Form LLC	Marshfield, WI	Countertops & Panels	0.7%	
Valley Custom Door	DePere, WI	Cabinetry Components	0.7%	