



WOOD 100: Strategies for Success



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DESPITE THE ECONOMIC IMPACT of COVID-19, all is not bleak. **Marketing Initiatives** Although slightly more than half the participants in this year's WOOD 100 said they don't anticipate 2020 sales to surpass those of 2019, the vast majority (69%), are anticipating **Business Strategies** "good" or even "excellent" sales for their companies this year. Projections for 2020 are also positive, with 87% of respondents also predicting "good" or "excellent" sales results. **Productivity Enhancements** As with past years, the economy and employee recruitment/retention rank as the top con-**Technology Integration** cerns by North American wood products companies, followed by employee skills and profit margins. More on the WOOD 100 can be found at WoodworkingNetwork.com/WOOD-100. **Product Innovations** 6% Other **Customer Service** 1% Reduced Delivery Times 38% Customer Service 5% Quality Control WOOD Sales Growth for the WOOD Sales growth chart online at 15% New Product Woodworking Development Network.com/ **Factors** contributing WOOD-100 to your company's overall success 3% Marketing Strategies for Success Sponsored by Pollmeier 15% Increased Productivity Lumber & Spruce LVL pollmeier.com 17% Employee Skills 2% 1% 1% Much 5% 3% Terrible 9% 22% 46% Terrible 17% lower 32% Poor Poor 8% Somewhat Much Will exceed 25% Excellent Excellent Neutral lower higher Neutral Profit 2020 Sales 2020 Sales 2021 Sales margins: vs. 2019

projections

*Does not equal 100% due to rounding

55%

Good

expectations

52%

Good

30%

About

the same

Compared to 3 years ago

37%

higher

54%

Will not exceed

Somewhat





Marketing Initiatives

DOORS OPEN for those with good market skills.

Reborn Cabinets, Anaheim, CA — With many homeowners focused on remodeling, sales at the cabinetry manufacturer rose 10.8% in 2019, with projections looking "excellent" for 2020 and 2021, said Anthony Nardo, CFO.

A full service kitchen and bath provider specializing in refacing, Reborn Cabinets manufactures custom cabinets as well cabinet refacing systems.

"We focused our operations team on efficiency, paying attention to metrics in all operational areas such as turn times," Nardo said. "We also **focused our marketing efforts in some expanded areas that will significantly increase our growth** into 2020 and 2021."

Reborn Cabinets has eight locations to service the needs of customers in California, Nevada and Michigan. The company was recently named – for the fourth time – on the Inc. 5000 list of fastest-growing private companies in America.

Top Marketers

Closet America, Landover, MD "Over the last year, Closet America has experienced a significant sales expansion," said Tim Brooks, marketing manager. "That's due to our consistent (and continued) dedication to customer service, as well as **broadened and increased marketing efforts**. All of this has played a key role in the company's continued growth and success." 2019 sales for the home organization specialist grew 4.5%

Duval Fixtures Inc., Jacksonville, FL At the custom cabinetry and millwork shop where sales grew 29.5%, "there is always room for improvements," said Corey Dawson, owner/VP. "We are constantly reviewing our business strategies and brainstorming ways to be better." The focus for fiscal 2019 and 2020, he said, is on: "1. Simplify processes by creating a systematic approach to all facets of the business for consistency and repeatability; 2. Invest in a **formal marketing strategy for increased brand recognition** and awareness; and 3. Intentional focus on quality control, to make sure that our work always represents our company to the highest standard." **Vanguard Furniture,** Conover, NC The residential furniture provider launched a **3D visualization tool** that allows customers and designers to view products in its custom casegoods and furniture from multiple angles prior to ordering.

Showplace Cabinetry, Harrisburg, SD

In 2019 the cabinetry firm launched a **design contest** for sales and design professionals employed by authorized, independentlyowned Showplace dealerships, with entries judged by a national panel of design pros.



Marketing Initiatives Continued....



A KEY COMPONENT, websites help connect with customers and prospects.

Brown Wood Inc., Lincolnwood, IL — "If it's made of wood, we can make it," said Kathryn Constantine, vice president at Brown Wood Inc. The company supplies both stock and custom wood components to manufacturers, specializing in products for the kitchen and bath cabinetry and furniture markets. Other areas include OEM components, retail and display fixtures as well as advertising specialties.

The company's sales rose 9.9% in 2019. "We **invested heavily in SEO and in our website**," she said. "Customers need information at the tip of their fingers and require fast response time. Our ability to chat with our customers in real time has been an integral part of our success.

"Connecting prospects with knowledgeable salespeople before the quote process has even begun speeds the process and ensures a more accurate quote."

Top Marketers

McCall Cabinetry & Millwork

Inc., Woodsboro, MD Owner Rick McCall credits the power of the web and social media, specifically "advertising on Google and Facebook," for helping drive sales up 10.5% in 2019. The company manufactures kitchen cabinets, vanities and built-ins, as well as tables, furniture, doors and panel systems, as well as ADA-compliant versions.

La-Z-Boy, Monroe, MI

La-Z-Boy launched its "One Million Thanks" campaign to honor the sacrifices of

frontline healthcare workers throughout the COVID-19 pandemic. By tagging pictures and videos with #OneMillionThanks, the campaign aims to create **an online show of support** for healthcare workers.

Craftsman Specialty Products Inc., Delta, BC

A provider of outsourcing services, the company manufactures a variety of products, including cabinets, dovetail drawer boxes, furniture and building components, as well as large-run cutting board mills, to spec as well as its own designs. "Our **online** **custom cabinet website** has become our largest contributor to our company's success," said Richard Wilson, president. "We have disrupted an industry and will continue to funnel as much of our offerings through the web to provide a unique solution to our industry's biggest challenge – skills shortage."

Elias Woodwork, Winkler, MB The company's **revamped website** is "a key component in our marketing strategies and aligns our digital platform more closely with our future goals and branding," said Jeremy Funk, marketing manager.

Business Strategies





GLOSSY FUTURES await those who plan ahead.

Alvic USA LLC, Auburndale, FL — Demand for high-gloss, European design boards in North America has helped spur Alvic's U.S. expansion, and a sales growth of 5.6% in 2019.

Using proprietary technology, Alvic USA manufactures high quality, high aesthetic, and high performing UV lacquer and TSS panels and components for contemporary commercial and kitchen/bath cabinet spaces, said Kevin McDonald, vice president sales.

"Success is due to a culture of continuous product and process improvement and a commitment to reinvestment to ensure the company is armed with the most advanced technology," he added. In 2019 Alvic added a short cycle press line, lacquering line, two cut-tosize saws connected to a fully automated storage system, single panel JIT storage, and two edgebanding lines at its plant.

Master Plans

Burke Architectural Millwork LLC, Livonia, MI

Michigan's first WBENC Certified Women's Business Enterprise in custom architectural millwork, the "company is community driven to bring awareness to the great careers in millwork manufacturing." CEO Kelly Victor-Burke conceived and worked with the Department of Labor, Urban Institute, Michigan Manufacturers Association, Michigan's Workforce Intelligence Network, Schoolcraft College and sister millwork shops and educators on a new **Registered Apprenticeship**, "Millwork Manufacturing **Specialist**" that is awaiting final DOL approval.

Beech Tree Woodworks, Olympia, WA

Put in place at the custom cabinet maker are "position agreements that were very clear, with job roles and responsibilities," said CEO Nicolas James. "This allowed for **defined roles in tandem with communication protocols** that were clearly established." Sales rose 15.8% in 2019, and the growth trend looks to continue in 2020 and beyond.

Green Grove Design,

Canandaigua, NY President Scott Grove credits employee skills for the custom furniture and architectural millwork/reproductions firm's 27.3% increase in sales in 2019. "We offer a **unique skill set**, along with quality service and creative solutions."

Norm Tessier Cabinets Inc.,

Rancho Cucamonga, CA The custom cabinetry and components manufacturer has worked to optimize its operations and **increase efficiency**. "We have less staff and are working towards finding the right people, but with the limited pool, **using our team to its best advantage** is our main priority," said David Beavers, CEO.

Patrick Ind., Elkhart, IN "The **acquisition** of Maple City provides the opportunity for Patrick to capitalize on our existing hardwood door manufacturing expertise and capabilities, increase our RV content per unit, and **expand our footprint** as a premier supplier to the RV market," said Andy Nemeth, president & CEO.





SUCCESSFUL FIRMS are those that go with the flow, and adapt to change.

ConceptWorks Inc., Elkhart Lake, WI — A manufacturer of architectural millwork, point of sales fixtures and tradeshow exhibits, ConceptWorks attributes its success to its "ability to challenge the norms of the industry " and exceed customers' expectations "through innovative thinking and a relentless desire to be the best at what we do all day, every day." The company also credits the hard work and attention to detail of its employees.

"We really pride ourselves on building our team with the right people," said Adam Schneider, president and CEO. "We have **built a pretty robust application and interview process to ensure both a skill and cultural fit**."

ConceptWorks also invested in technology, including Microvellum software, a hinge borer and insertion machine, and an edge borer.

Master Plans

Arizona Western Fixture & Display Inc., Phoenix, AZ

Along with "our attention to detail and customer service when issues arise with clients," the design and manufacturing firm implemented an automatic **inventory system and purchasing system**, said Pamela Narcy, treasurer. The firm, which provides unique and innovative display, exhibits, and architectural woodworking, projects 2020 and 2021 sales to be good.

MK Designs LLC, Honey Brook, PA The maker of custom cabinetry, built-ins and wine cellars "raised prices and cut out unprofitable repeat clients," said Mark King, president. The strategy resulted in a 25.6% increase in 2019 sales, with projections for 2020 also good. "We're currently experiencing record sales and profits despite COVID," he added.

Thelen Cabinets, Farmington, MN President Chad Thelen "implemented additional capital equipment and better vendor relations to further enhance the efficiencies and productivity of our small team to meet tighter deadlines, remain more competitive in our key market and deliver an even higher caliber of product to our end users. These actions and planning have contributed to an overall increase in profits while providing a top tier environment for employees," he said. 2019 sales rose 3.0%

Arauco North America, Atlanta, GA Arauco's acquisition of moulding and millwork producer Prime-Line "further executes on our commitment to create higher value for our customers through **product diversification**, expanded services and supply chain efficiencies," said Pablo Franzini, president.



Master Plans

Architectural Millwork Mfg.

Co., Eugene, OR Sales at the finish millwork and wood paneling firm jumped 34.9%, with Jarold

Stump, vice president, also optimistic for 2020. "We **increased the number of projects bid on and marketing contacts**," he noted. The firm also added a rip line and panel saw to aid in production.

Diplomat Closet Design, West Chester, PA

The home organization firm "with white glove service" attributes its 26.6% growth

in 2019 to its **strong team culture**. "Last year we focused on processes and people. We wanted to make sure we had the right person in the right seat," said Laura Bryan, director of marketing. "We also worked hard to build a strong company culture where every employee is respected and valued and everyone has a voice."

Leeman Architectural

Woodwork, Powder Springs, GA Sales at the architectural millwork, retail fixtures, POP and caseworks firm grew a whopping 61.1%. "We created an executive team and implemented the **EOS program**, changed our sales strategy, and invested in new technology with machinery and software," said Kailey Hawn, marketing coordinator. "From initial prototyping to large-scale production, our expert design engineering and manufacturing capabilities make us a turnkey solution for any project."

Steves & Sons Inc., San Antonio, TX The company broke ground on a **100,000 square-foot addition** to its door manufacturing operation. The expansion is expected to be completed in early 2021.

Business Strategies Continued....

SALES CONTINUE TO CLIMB for these WOOD 100 firms.

Fine Finish Factory Inc., Escondido, CA — Business continues to be steady for this small but strong custom cabinet shop, which recorded a sales increase of 7.8% in 2019.

President John Hagen credits his employees' skills and quality design work for Fine Finish Factory's growth and high ratings in customer satisfaction.

The company works with a network of contractors and design firms for projects. Its specialty is high-end veneer work utilizing mitered joints. "We've been honing those skills," Hagen said. "At the start it took a lot of repetition, but we have come up with ways to do it in a timely fashion," with standard machines at the 2,000-square-foot shop, including an Altendorf sliding table saw.

Hagen and his team also handle the installation of projects.

Business Strategies Continued....



A GOOD FRAMEWORK is key for sustained growth.

St. Croix Wood Components, Luck, WI — Customer diversification and diverse product offerings are two ingredients in the component manufacturer's success. There's more.

"We **invested in the company culture and employee engagement**: recruiting, hiring and training for key positions," noted Justin Briski, director of Sales and Dimensional Products.

The company also instituted system and process improvements to increase its quality, speed and accuracy, and recently expanded to accommodate a larger rip saw line, and new Leadermac moulder.

St. Croix Wood Components serves the cabinet, furniture, and commercial fixture markets. Products include: cut-tosize blanks, edge glued panels, dovetailed drawers and drawer fronts, face frames and cabinet parts, mouldings, panel products and flooring.

Master Plans

Acacia, Porter, TX

"As a team, we have little fear of failure because the acceptance of our own responsibility is high," said Will Fuller, president of the highend commercial millwork furnishings and furniture maker. "We understand our assignments and what success looks like. We know that any and all needed support to reach a goal is readily available. We watch the backs of our teammates and thus understand that we are unlikely to get very far down a lesser path before someone in a caring way suggests a trajectory or method reset. For us, this brings about real freedom to experiment, grow and make big happen."

Elipticon Wood Products Inc., Little Chute. WI

Sales at the architectural millwork firm grew 6.7%. "By concentrating on operational efforts we have **streamlined the business operations** and have an additional location next door," said Patricia Heckner, co-president. "The employee skills continue to help Elipticon grow. Along with being **100% employee owned**, we are driven to succeed."

Morantz Custom Cabinetry

Inc., Lauderdale Lakes, FL "We moved to a 50% bigger facility, invested in a new Brandt Ambition edgebander and have increased our builder and designer relationships with full home packages," said Tzvi Morantz, president. "We also built a larger showroom and as new products and samples come onto the market, our vendors know to bring us several sets of samples so that I can give these to my builders and designers for their own showrooms." 2019 sales grew 19.2%.

Shaver Innovations LLC,

Greensboro, NC

Owner Larry Shaver, attributes the cabinetry firm's 11.1% sales growth to "staying the course with high-quality raw materials, high-end hardware and **not being afraid to charge for what we can do**. We deliver what our customers expect."

Viewrail, Goshen, IN

The custom floating stairs, railing systems and stair components maker announced plans to **double its footprint and invest more than \$12 million** to increase production.



Business Strategies Continued....



THERE'S NO SITTING STILL for successful firms.

Malouf, Logan, UT — Bedding specialist Malouf expanded its product range with its acquisition of home furnishings producer Salt Flat. The acquisition added furniture manufacturing capabilities of more than 500 initial SKUs across six categories: living room, dining room, bedroom, outdoor, storage and office.

"In the past, people have known us as a bedding company, but over the last year, we've added bedroom furniture to our lineup," said Mike Douglas, vice president of sales. "These line extensions have been well received, and when we had the opportunity to acquire Salt Flat, it made perfect sense. We're excited to build this brand and offer Salt Flat products to our partners."

In the short span since acquiring the firm, Malouf has already debuted new products at High Point.

Master Plans

Bareville Woodcraft Co., Leola, PA

CEO & GM Edward Oberholtzer credits the companies partners for its success. "The **retention of good help, and the experience that they bring** to work is key," he said. The company supplies solid wood steam bent furniture components, serving primarily the chair and furniture industry. The company recently added a warehouse forklift and Cameron gang ripsaw system.

Lexington Manufacturing,

LLC, Minneapolis, MN "Lexington's success is attributed to delivering consistently on quality, performance and customer service," said David Claypool, director of sales. "Significant to delivering on these attributes and rapid growth is Lexington's **commitment to EOS** for coordinating and execution at all departmental levels on the company's strategic initiatives." The component firm supplies the window, door, furniture and millwork industries.

Svoboda Ind., Kewaunee, WI President/owner Mike Bloniarz credits his employees skills with helping the custom wood products manufacturer stay on course and "**adjust from losing one** of our biggest accounts."

Page Woodworking Inc.,

Grand Rapids, MI

The cabinetry and specialty woodworking firm moved into a **24,000-squarefoot facility with state-of-the-art equipment** from Stiles Machinery and Hocker dust extraction. "It was obvious in early 2019 that we were going to need a larger space if we were going to increase sales and improve quality and delivery. "Even when the country was starting to shut down due to COVID-19 concerns, we were able to work with our local agencies and key suppliers to provide 100% on time deliveries to our clients," added Adam Page, president. 2019 sales grew 21.1%.

Woodworking Designers

Inc., Boca Raton, FL President Antonio Marin credits the cabinet firm's "**attention to detail** in the manufacturing process, a great team, and excellent customer service," for its 7.9% sales growth.



Business Strategies Continued....



COMMUNICATION is essential to a firm's success.

Steelcase, Grand Rapids, MI — The contract furniture giant was named a 2020 honoree of The Civic 50, an initiative of Points of Light. Steelcase's 2019 endeavors included work with: LEADeres, a leadership program serving the LatinX community; ReDI School, a non-profit that breaks down barriers to opportunities for refugees; and Public Thread, a woman-owned and operated business that created a model for how to care for people and the environment.

"At Steelcase, we believe business can be a force for good and, **by leveraging our scale and resources around the globe, we can make a real difference** in the communities where we live and work," said Kim Dabbs, director of social innovation at Steelcase. "This recognition honors our commitment to helping others reach their full potential."

Master Plans

USA Millwork, Manassas, VA In 2019 the architectural millwork conglomerate got even bigger, with the **acquisition** of Mission Bell, an architectural millwork manufacturer based in California. The USA Millwork portfolio also includes Cabinets by Design (Georgia), Freelance Millwork (Colorado), IBS Millwork (Virginia), Mission Bell (California) and O'Keefe Millwork (Wisconsin), with a combined manufacturing footprint of nearly 400,000 square feet.

M. Bohlke Veneer Corp., Fairfield, OH

The veneer, lumber and wood products producer "**streamlined communication across departments** and upped our marketing game," said Amanda Lemcke, marketing associate. The company, which recently invested in a Kuper veneer slicer, projects good sales for 2020 and 2021.

Fellowes Brands, Itasca, IL The company announced a **new division**, Fellowes Contract Interiors, unifying three brands to serve the industry: Trendway, ESI and AeraMax Professional. "Bringing together these great organizations under the Fellowes Contract Interiors division allows us to **leverage each other's capabilities**, **while strengthening our market position**. It also allows us to take our partnership with our dealers to the next level as we provide new growth opportunities for their business," said Mark Rhoades, president of Fellowes Contract Interiors.

Olon Ind., Georgetown, ON

With the component company's ramping up of its new Purdeco panel division, Sylvain Duchesne, vice president of sales & marketing, said, "We are no longer limited by offering individual components to the woodworking industry – **we can now provide a full program**: door and accessory mouldings, center panels, slab doors and casegood panels all in the same color and material."

Wellborn Cabinet, Ashland, AL

The cabinetry manufacturer completed the construction of a 105,000-square-foot rough mill lumber processing facility located on-site at the Ashland, Alabama plant. The company says the addition allows Wellborn to effectively double the capacity of its current rough milling process.



Productivity Enhancements



PROFITS RISE at firms receptive to technology.

Case Systems, Midland, MI — The company manufactures architectural laminate casework for institutional, healthcare and commercial markets. It also offers metal fabrication, for specialty products like athletic lockers, instrument storage, and science tables with wood and metal components.

"Case Systems has made considerable **investment in employee training for operational efficiency**, safety, and customer service," said Nina Neuschuetz, marketing manager. "In addition we have **expanded capabilities** for custom solutions to answer unusual requests from our clients. New software implementations also help speed up project management."

Recent investments include Homag EdgeTeq banders, a Homag DrillTeq Dowel CNC, Parker Ionics Q-FLO powdercoat booths, and more panel saws.

Top Producers

Advantage Architectural Woodwork, Colby, KS

"This past year our company worked heavily on our lean manufacturing principles. We increased our efficiency on each project in the production process by adding new equipment and more space to our shop. We added an automated saw to cut down on time spent measuring and cutting parts. The assembly tables and crane allows for one employee to assemble the large window and door units that normally would require 3-4 people. This has resulted in a lower cost of production and minimized operator fatigue while still maintaining a high quality product free from defect," said Shawna Holloway. Sales grew 8.5% at the firm, which specializes in energy-efficient European wood window and door systems.

Richard Rose Culinary,

Sturgeon Bay, WI Sales rose 47.2% for the small manufacturer of hardwood cutting boards, stove top covers, kitchen products and restaurant tabletops. The company invested in equipment to increase production, including an **RF gluer and wide belt** sander, said Rich Odea, owner. JB Cutting Inc., Mt. Clemens, MI At the components manufacturer, which specializes in 3DL and five-piece doors as well as custom components, "We hired a vice president of Operations that led the company to record profitability," said Debra Behring, president. JB also invested in a flipping and buffing station for its membrane press and a sander for its Shaker doors. A second buffing station for an existing press was added this year.

Doors & Drawers, Dexter, MI Sales at the commercial cabinetry firm grew 3.3%. "The addition of a 6,000 sf shipping and receiving department allowed us to **reconfigure our manufacturing work areas**," said Chuck Manitz, owner. "Productivity and efficiency goals were achieved." The purchase of a panel saw brought the **panel layup in-house**.

Homestead Cabinet, Hyrum, UT Business continues to be good for the custom cabinet firm. Eliminating bottleneck areas has been key, and "the ordering software has made a huge impact," said Johan Herrera, HR manager. A beam saw and PUR edgebander were also added.



Productivity Enhancements Continued....



TECH IMPROVEMENTS keep production cooking.

Cole Wagner Cabinetry, Rochester Hills, MI — "At CWC we strive to build good relationships with not only our clients but with each designer, builder and sub-contractor we work with, which positively impacts our business and our ability to grow and thrive," said Cole Wagner, president of the custom cabinetry and furniture firm.

"Another key component to our success is **updating the cabinetry software** we use to aid in building and design and this is something we invest in each year. We have also have taken steps in the past year to **increase productivity and maintain efficiency** by adhering to project timelines without compromising quality. All of this has resulted in the ability to gain new clients and projects which ultimately helps the continued growth of our company."

In 2019 CWC revamped its website and social media presence. Purchase of a new CNC was planned for 2020.

Top Producers

Woodcrafters Inc., Marion, IA Sales grew 18.0% at the commercial casework and millwork firm. "Our focus has remained on maintaining a lean environment with the ability to react rapidly to customers' needs as well as a shifting market," said Dan Sanderson, vice president. The purchase of a Biesse Rover CNC and Winstore, he added, "provides us the flexibility necessary for our production needs while keeping our overhead low. At any point, we are able to see our current material counts and, of those materials, what has been reserved for future work orders."

Foggy Bottom Woodworks, Muscoda, WI

With plans to take stain and finish matching in-house, the custom cabinetry and millwork firm in 2019 "**expanded our finishing area and added equipment** to increase throughput," said Rick Tisdale, managing member. The increased focus on efficiency helped 2019 sales rise 7.6%.

Antique & Modern Cabinets

Inc., Jacksonville, FL The custom cabinetry and architectural wall panel producer invested in **new** equipment, including a CNC router, V-groover for solid surface fabrication, and an edgebander. The firm also **expanded** its production facility and focused on training employees in other departments, said Ben Patterson, vice president.

Ashley Furniture, Arcadia, WI

The furniture giant announced plans to invest \$22 million and **expand manufacturing** at plants in Verona and Saltillo, Mississippi. The company will upgrade the facilities and add equipment and jobs. Completion is projected for spring 2021.



Productivity Enhancements Continued....



OPPORTUNITIES OPEN with optimized production.

Stevens Industries Inc., Teutopolis, IL — "We focused on bringing our products to new markets, extending geographically and expanding end user markets," said Amanda Emmerich Shamhart, marketing coordinator.

Along with **reduced delivery times**, the company optimized its production process, including **investments in additional cutting and edgebanding** equipment and **automated assembly** equipment. It also added **250,000 square feet of manufacturing space**. 2020 plans call for adding technology to further increase the company's efficiency.

Stevens manufactures commercial casework and millwork, primarily for educational and medical facilities, and is a TFL panel laminator/supplier for other manufacturers. It is also a private label contract manufacturer, and has contract programs with national customers.

Top Producers

ROOMI Group, Houston, TX The architectural millwork and casework firm invested \$7.5 million, including "a new facility four times the size of our previous operations," said Faisal Hussain, president. Along with upgrading the office space, "we purchased a new line of equipment in all industrial departments. The outcome was a overwhelming sense of pride within each of the hard working people of ROOMI." At the new 400,000 sf plant, ROOMI has five nested CNC machining centers, six edgebanders, and eight UV finishing chambers Additionally, ROOMI invested in ERP and EMR dashboards. "Essentially, ROOMI is an IT Firm, that also manufactures high end woodwork." Sales grew 18.1%.

Eurowood Cabinets Inc., Omaha. NE

Sales at the high-end custom cabinetry, casework and millwork firm rose 6.7%. "We **invested in the latest technologies**, including new equipment and improved software, with an emphasis on improving data flow in all areas of the company," said Tyler Paskach, vice president of operations.

AWM Group, Miami, FL

Sales at the architectural woodwork and casework firm grew 13.3%. In addition to **investing in technology**, including an SCM CNC router, "we expanded the estimating department, including the implementation of **software to manage RFPs** and took a hard look at all the steps necessary to manage the client, from the initial contact to the contract award," said Juan Geymonat, CEO.

Schilling Schu Industries, Random Lake, VVI

kanaom Lake, v

2019 sales at the furniture and fixture firm rose 48.6%. "We completely **revamped** our engineering and production methods, embraced a **Lean Enterprise culture** and made terrific gains to safety, quality, delivery and productivity," said Paul Golden, CEO. New products were also launched.

Studio Zoran, Lincolnwood, IL President Stanley Adams attributes the commercial millwork manufacturer's 20.4% sales growth in 2019 to **quality control,** client relationships and the **addition of equipment**, including Festool tools, to aid production.



Productivity Enhancements Continued....



PRODUCTION EFFICIENCY leads to profit gains.

CabParts Inc., Grand Junction, CO — "CabParts believes in **ongoing improvement** and we are always looking for ways to be more efficient," said Shauna Fox, business manager.

The company has been manufacturing custom cabinet boxes and closet parts for more than 30 years. All components are precision machined to meet customer specifications for easy assembly and are used in residential and commercial applications.

Aiding production was the purchase this year of an **automated saw and storage syste**m.

"Shipping quality products to our customers is our main focus and we strive to provide adequate knowledge and excellent customer service to our customers," Fox added.

Sales projections for the firm continue to be good for this year and next.

Top Producers

Vision Kitchen & Bath, Tampa, FL Sales rose 57.1% for the cabinetry and closet systems provider. "Factors in our success stem from the investment in our employees skills and our desire to see them grow and be successful as our business continues to grow. Also, our continuous desire to gather feedback that leads to the improvement of our production process," said Melanie Carter, vice president of sales. The firm invested heavily in panel processing technology, sanders and moulders. Credit is also given to Allmoxy software. "Our investment in these products not only allows for efficiency today, but it allows our team to prepare for future growth."

Central Millwork LLC, Dallas, TX The millwork and caseworks manufacturer **expanded the estimating and design teams, training and mentoring** programs, said Eric Thornton, president. 2020 plans include a new edgebander.

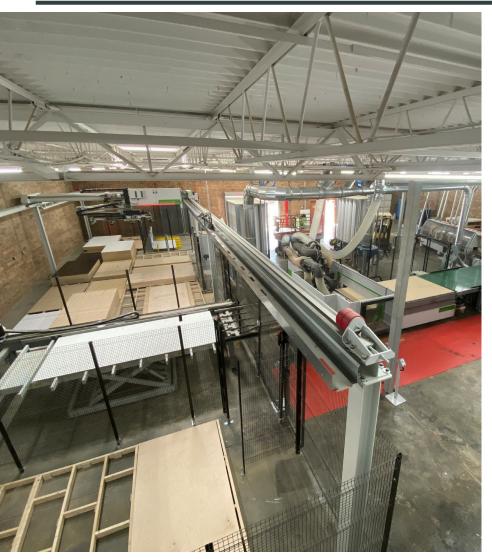
Halcon, Stewartville, MN The contract furniture manufacturer expanded manufacturing 18,000 square feet in 2019, increasing the total to more than 300,000. The expansion allowed it to add equipment, including two CNC routers, two edgebanders, and a widebelt sander, as well as reorganize nearly 75,000 square feet of current manufacturing space to increase its capacity, capabilities, and product quality.

Merritt, Mentor, OH

The interior solutions firm produces high-end woodwork and joinery for estates and super yachts. Recent investments to further increase production include **4-axis and 5-axis CNC routers, and an edgebander**, with a veneer splicer planned for 2020.



Technology Integration



ADDING TECHNOLOGY can improve speed & sales.

Millwork on 31st, Charlotte, NC — The commercial architectural millwork and casework manufacturer not only increased productivity, it pretty much doubled its sales in 2019.

President & CEO Tony Everett and his wife took over the company in late 2018 and put an emphasis on technology and lean manufacturing. "Processes and standards were established to cut waste and increase productivity," said Les Holland, director of engineering.

"About a million dollars was invested in automating our cutting operation, allowing us to reallocate employees to other job duties instead of hiring more," Everett added.

New technology includes a Biesse Winstore automated storage and retrieval system, Biesse Rover, Biesse edgebander, bSolid and AutoCAD software, and a Leica 3D Disto laser from ETemplate, plus tooling for solid surface. Next may be a hot press to lay up panels in-house.

Tech Heads

Carriage Hill Cabinet Co.,

Frederick, MD

The residential and light commercial cabinetry and millwork firm invested in new technology, including a Homag **CNC nested-based router** and Homag **drill and dowel machine** to improve productivity and grow sales, said Douglas Fauth, president. Projections for 2020 and 2021, he added, are looking good.

Diversified Fixture, Lakewood, NJ

"We are constantly trying to fine-tune our manufacturing process and become more efficient," said Phil Vitillo, vice president of the custom cabinetry, store fixtures and millwork firm. "We are diversified as the name says and we are always trying to be innovative in what we do." After upgrading some of its bigger equipment in 2018, the company **installed a second larger and faster CNC**, and also a **contour edgebander**. 2019 sales grew 6.0%.

Stuart Xlam, Bethany, CT

The combination of **new machinery**, redesigned products and quality employees contributed to a sales growth of 4.8% last year, said Stuart Paley, manager. The company specializes in CLT mats, crane mats, access mats and timber mats.

Laborde Brothers Cabinets,

Bossier City, LA

The use of **CNC technology** and software design have helped the manufacturer of cabinetry, mantles and bookcases improve its productivity and profitability, said Randall Laborde, owner. The addition of **new moulder knives** expanded the company's cabinet door library, and plans are to add a **dovetail drawer machine** this year.



Technology Integration Continued....



TECHNOLOGY BOOSTS production at these firms.

Northway, Middleburg, PA — With more than 100,000 square feet of flexible workspace, the contract manufacturer's high-scale production capacity helps customers achieve a competitive advantage in the marketplace. And with the company's recent investments in technology, the advantage may have gotten even greater.

Northway recently added a **CNC inventory storage and retrieval system with automated loading and unloading, and a PUR edgebander**. The company's full range of value-added services include panel layup, contour edgebanding, miter folding, and CNC machining of commercial casework, store fixtures, office systems, closet parts, and furniture.

Elywn Peachey, vice president of sales, also credits the contract manufacturer's reputation for "quality, service, and integrity," for helping spur the multi-million dollar company's 9.9% sales growth in 2019.

Tech Heads

Eaglecraft Door Inc., Moultrie, GA Sales at the cabinet components firm rose 2.1%. "We have been able to customize and adapt to a variety of customer requests by **investing in software, machinery, and employee training**. This has improved the quality of our products as well as our ability to develop new products to meet our customers needs," said Rebecca Lewis, CFO. The company added a Gorbel workstation crane system, Unique Shape & Sand 4522, expanded software and computer capabilities for existing machines, and made improvements to the dust collection systems. A Better Closet, Calera, AL "We strive to provide the highest quality products and service at a fair price," said Robert Duff, president of the custom home storage solutions firm. Along with new equipment, including a Laguna **dovetailer**, "we also provide the **quickest turnaround** in our market, 7-10 days from design appointment to installation." Sales rose 3.4%.

Uniboard Canada Inc., Laval, QC The firm invested \$18 million at its Mont-Laurier mill, including a new dryer configuration. "This new process will significantly reduce the company's CO2 emissions, in addition to increasing the plant's production capacity," said Ariane Bouchard, marketing manager.

Dura Supreme Cabinetry,

Howard Lake, MN

Upgrades were made to the finishing area. "By **steadily updating our processes** through incorporating proven technologies, we've managed to continually improve our quality, consistency, and production speeds while at the same time never sacrificing the true handcrafted aspects that our cabinetry is known for," said Perry Fails, president & COO.



Product Innovations



SUCCESSFUL FIRMS raise the bar on products.

ClosetMaid, Orlando, FL — Business has been booming for the home organization specialist, as consumers look to renovate their closets and other rooms while they shelter in place.

New products on the market include ClosetMaid's ShelfTrack EVO – an **adjustable shelf system engineered for both the homeowner and builder**. "With re-engineered hardware, premium melamine shelving and quickinstall accessories, ShelfTrack EVO gives professionals in the industry a fast, easy-to-install solution," explained George Hanus, marketing manager.

EVO combines wire and wood components that can be easily expanded or customized, and meets ADA requirements for adjustable systems. Accessories include drawer kits with modern and traditional fronts, shoe shelf kits.

Hot Products

Panel Processing Inc., Alpena, MI The custom flat panel fabricator added a **new TFL press and color line** as part of its new product development into new markets, said Stacy LaFleche, national marketing manager. Panel also invested in flat bed routers, cabinetry software, and dowel insertion machines. "We start with your idea, utilize multiple substrates including raw thin and thick HDF, MDF, particleboard, plywood – you name it, then Panel adds value."

Woodfold Mfg. Inc.,

Forest Grove, OR Product developments, including **new finishes to accordion doors**, helped spur 2019 sales to 15.4% growth, said Doug Twyford, vice president-Products. "It's been a team effort in all areas, from customer service to quality manufacturing." Woodfold manufactures ADA-compliant accordion doors for separating spaces, custom hardwood coiling doors, residential elevator doors and custom hardwood shutters.

Yoder Lumber Co., Millersburg, OH The company manufactures Appalachian hardwood products, such as S4S, stair treads and mouldings, as well as custom components made to specification. Hot products include **custom hardwood tabletops**, booth tops and wall cladding.

Monadnock Millwork,

W. Swanzey, NH

The shutters and barn door hardware provider has developed the **Barnfold Hardware** system, which replaces a bypass system. It features patent-pending **articulating hardware** which enables users to completely open barn door shutters, and is capable of supporting up to 100 pounds of weight. Applications include: closet doors, cabinetry, entertainment centers, wine racks, room dividers, TV and window coverings, and displays.

Versteel, Jasper, IN

The contract furniture giant launched five new products to support today's safety requirements. The "**Healthy Spaces**" products include acrylic privacy panels and privacy shields, mobile and freestanding privacy screens and OH! privacy screens. The company notes the materials used are also highly cleanable.



Product Innovations Continued....



INNOVATIVE products set these firms apart.

Indiana Furniture, Jasper, IN — The contract furniture and casegoods giant continues to expand its portfolio, including seven lines launching this summer.

According to the company, the additions were designed to provide style and functionality across a broad range of applications, including helping companies to **better outfit working spaces amid the COVID-19 pandemic** and beyond.

This latest launch includes: Iconic Casegoods, Rockstar Seating, Fifteen Lounge and Fifteen Pods, Runna Pouffes, Strut Table Legs, and Screens+Dividers (above), to easily create space division within any environment.

"These designs represent craftsmanship, grace, and modern sensibility. They represent yesterday, today, and tomorrow," said Mike Blessinger, vice president of sales & marketing.

Hot Products

W. W. Wood Products Inc., Dudley, MO

"Developing trend-setting products and investing in state-of-the-art equipment to improve quality and efficiency" contributed to 9.5% sales growth in 2019, said Kenneth Carmode, vice president sales & marketing. New technology at the residential and commercial cabinetry manufacturer includes Venjakob sprayers, CNC routers and a panel saw.

North American Plywood

Corp., Parsippany, NJ The producer of architectural panels and components added a **drawer blank manufacturing line** as part of its "increased investment in state-of-the-art machinery and employee development," noted Donald Kuser, general manager. NAP also offers digital printing and staining, CNC machining, UV coating, and gloss and matte lamination; it recently announced it will switch to antimicrobial coatings. 2019 sales grew 3.9%.

Panolite Inc., Lac-Mégantic, QC Sales grew 12.5% for the producer of lightweight panels and custom components, and new products and processes, **including high volume 5x10-foot panels**, continue to be developed, noted Jean-François Fortier, sales rep. Panolite's products are used in architectural, commercial, institutional and residential applications. Equipment purchased in 2019 includes a Biesse edgebander.

Decore-ative Specialties,

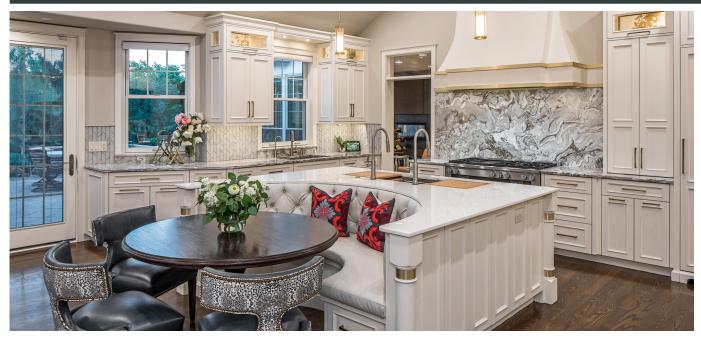
Monrovia, CA

Recent new products by the cabinetry components manufacturer include the patented Elk Grove Design, a unique **three-piece cabinet door and drawer front** that is CNC routed and 3D laminated, giving the **look of a fivepiece** construction.

Northern Contours, St. Paul, MN

The manufacturer of cabinetry and commercial components continues to introduce new products for the kitchen and bath, home organization, refacing and contract furniture industries. Among the new offerings are **3DL Shaker** Louvre and Shaker Inset profiles, and the Bare **paintable MDF** product line.

Customer Service



GOOD SERVICE is a cornerstone of success.

Wood Specialties Inc., Omaha, NE — A manufacturer of high-end custom cabinetry and furniture, the firm services clients in the Midwest, and also ships furniture throughout the country.

Cameron Young, owner & vice president, attributes the company's success to its "attention to detail and pursuit of perfection while creating the most positive experience possible for our clients," he said. "We push the limits on our drawings and 3D modeling to bring the project to life before any product has been made. From **3D walk through presentations to full VR headset walk through tours** we leave nothing to chance and the client knows exactly what they will be getting."

The company also invested in technology, including a new Biesse Rover S CNC machining center. A new edgebander is also in the plans.

Service Specialists

Coppes Napanee, Nappanee, IN "We worked closely with our customers, asking for **constructive feedback that allows us to make a smoother process** for working with us. We also work closely with our installers as part of quality control," said Wesley Mast, CEO. "**We experiment with many ideas** to make sure we are continually growing to the next level." At 144 years old, the semi-custom cabinetry shop is the oldest continuously operating cabinetmaker in America. 2019 sales grew 7.8%.

Kitchens and Closets by DEA, Tempe, AZ

Sales at the cabinetry and closets firm rose 9.3% in 2019. "We **pay attention to our customers needs** and provide them with amazing products," said Eric Marshall, senior sales. The company also invested in **computer design programs**.

Cal Door & Drawer, Morgan Hill, CA

At the cabinet components provider, "we have the same inside person working with the same outside salesperson, so our customers have the same point of contact throughout the entire process," said Edward Rossi, CEO. "We also have over 10,000 customers throughout the U.S. and deliver on our own trucks in California's Nevada & Arizona." The company also recently installed a multi-million dollar Homag flexLine and panel processing line for zero-edge banded doors, and a Mereen-Johnson high yield rip line.

Houtman LLC, Sun Valley, CA

"We closely work with clients to achieve their vision," said Ronald Wright, owner of the high-end custom cabinetry and furniture firm. The strategy is successful, as shown by a 21.4% sales growth in 2019.

Premium Woods LLC,

Lincoln, NE

Sales for the commercial casework and tops manufacturer grew 16.8% in 2019, and President Bob Long projects positive results for 2020 and 2021. Inherent in its customer service strategy is "**being proactive**," he said. The firm also added a JLT drawer clamp to aid production.

Customer Service Continued....



AN ORGANIZED FIRM is one that excels at service.

The Closet Works Inc., Montgomeryville, PA — Crediting customer service for the company's success, President David Cutler added, "I am a firm believer in the adage that states 'he who fails to plan, plans to fail."

The home organization firm plans for immediate, 12-month and long-term needs, while allowing for new trends, technology, materials, and products. "Being a smaller operation enables us to react much more quickly than companies that have more cumbersome corporate structures and infrastructures. **Once we hit on an item to address, we can go from zero to 60 very quickly.**"

"The Closet Works mission is to create excellent solutions to help our customers organize and simplify their lives easily, beautifully and affordably." Closet systems, organizers, custom cabinets and furniture are provided to clients in 15 states.

Service Specialists

Hollywood Cabinets, Shelby Township, MI

Vice President Tony Pacella credits quality control, "our **attention to detail and customer service**," for spurring the company's 10.0% sales growth in 2019. To aid production, the producer of custom kitchen cabinets for the Metro Detroit area plans to purchase a Casadei spiral head planer and Casadei Libra 45 wide belt sander in 2020.

Pennville Custom Cabinetry, Portland, IN

"Our engineering team goes through our dealers' orders and make sure they work," said Mark Goldman, president. "If there is an optical illusion, they will tell them how to correct it." Pennville produces custom cabinetry, both frame and full access, starting with rough lumber and making every wood component ourselves. "We will make almost anything a customer could dream of." Sales grew 25.3%.

Pacific Store Designs Inc.,

Garden Grove, CA The manufacturer of store fixtures, check out counters and specialty retail displays credits customer service, along with the ability to provide "**unique**, **one stop shopping designs**, **build and install**," for its success, said Christian Miller, president. The company also optimized its production process and saved labor costs by standardizing the material thickness for building counter edges.

Diversified Wood Products, Jeffersonville, IN

The provider of veneered architectural panels, blueprint matched veneers, custom aircraft veneer interiors, as well as sheet stock is focused on "providing our customers high-end veneer **projects**, on **time and within budget**," said Tim Griffin, president.

Jayakas Inc., High Point, NC Sales grew 14.3% in 2019 for this provider of wood and metal components to the furniture and cabinet industries. President Jason Cheng credited the company's "competitiveness and quick turnaround" for much of the success, and said 2020 and 2021 sales also project to be positive.

Sales Growth for the WOOD 100 based on information provided by companies

Company Headquarters Product % Change **Richard Rose Culinary** Sturgeon Bay, WI Specialty: Cutting Boards, Tabletops, etc. 47.2% Million Green Grove Design Canandaigua, NY Furniture, Architectural Millwork, Reproductions 27.3% Houtman LLC Sun Valley, CA Cabinetry & Furniture 21.4% **\$** Studio Zoran Lincolnwood, IL Commercial Millwork 20.4% nder Morantz Custom Cabinetry Inc. Lauderdale Lakes, FL Cabinetry & Closets 19.2% Shaver Innovations LLC Greensboro, NC Cabinetry 11.1% McCall Cabinetry & Millwork Inc. Woodsboro, MD Cabinetry & Millwork 10.5% Kitchens and Closets by DEA Tempe, AZ Closets, Cabinetry & Home Organization 9.3% Advantage Architectural Woodwork Colby, KS Windows & Doors 8.5% Cabinetry, Entertainment Centers Woodworking Designers Inc. Boca Raton, FL 7.9% 7.8% **Coppes Napanee** Nappanee, IN Cabinetry Fine Finish Factory Inc. Escondido, CA Cabinetry 7.8% Stuart Xlam Bethany, CT Specialty: Crane Mats, CLT Panels 4.8% A Better Closet Closets & Home Organization Calera, AL 3.4% Thelen Cabinets Inc. Farmington, MN Cabinetry 3.0% Eaglecraft Door Inc. Moultrie, GA Components/Cabinetry & Mouldings 2.1% Vision Kitchen & Bath Tampa, FL Cabinetry 57.1% Million **Duval Fixtures Inc.** Jacksonville, FL Cabinetry & Millwork 29.5% **Diplomat Closet Design** West Chester, PA Closets & Home Organization 26.6% \$2 **MK Designs LLC** Honey Brook, PA Cabinetry, Built-Ins & Wine Cellars 25.6% Million Pennville Custom Cabinetry Portland, IN 25.3% Cabinetry Page Woodworking Inc. Grand Rapids, MI Cabinetry & Specialty 21.1% Woodcrafters Inc. Commercial Casework & Millwork 18.0% Marion, IA Premium Woods LLC Lincoln, NE **Commercial Casework & Tops** 16.8% Beech Tree Woodworks Olympia, WA Cabinetry 15.8% Panolite Inc. Lac-Megantic, QC **Components & Panels** 12.5% Hollywood Cabinets Shelby Township, MI Cabinetry 10.0% Foggy Bottom Woodworks Muscoda, WI Cabinetry & Millwork 7.6% **Eurowood Cabinets Inc.** Omaha, NE Cabinetry & Architectural Millwork 6.7% **Diversified Fixture** 6.0% Lakewood, Nj Cabinetry, Store Fixtures & Millwork Millwork on 31st Charlotte, NC Architectural Millwork & Casework 100.0% Million Schilling Schu Industries Random Lake, WI Furniture & Fixtures, POP 48.6% Architectural Millwork & Mfg. Eugene, OR Architctural Millwork & Paneling 34.9% \$10 Jayakas Inc. High Point, NC Components/Furniture & Cabinetry 14.3% AWM Group Miami, FL Architectural Millwork & Casework 13.3% Million -Brown Wood Inc. Lincolnwood, IL Components/Furniture, Cabinetry, Retail & OEM 9.9% **Elipticon Wood Products Inc.** Little Chute, WI Architectural Millwork 6.7% Doors and Drawers Dexter, MI Cabinetry 3.3% The Closet Works Inc. Montgomeryville, PA Closets & Home Organization <1.0% Leeman Architectural Woodwork Powder Springs, GA Architectural Millwork, Casework, Retail Fixtures, POP 61.1% Million **ROOMI Group** Architectural Millwork & Casework Houston, TX 18.1% Woodfold Manufacturing Inc. Forest Grove, OR Cabinetry 15.4% \$10 Lexington Manufacturing LLC Components/Window, Door, Furniture, Millwork Minneapolis, MN 12.1% **Reborn Cabinets** er Anaheim, CA Cabinetry & Refacing 10.8% ó Northway Middleburg, PA Contract Manufacturing, Cabinetry & Furniture 9.9% W.W. Wood Products Inc. Dudley, MO Cabinetry 9.5% ALVIC USA LLC Auburndale, FL Finished Panels & Components/Cabinetry 5.6% **Closet America** Landover, MD Closets & Home Organization 4.5% North American Plywood Architectural Panels & Components 3.9% Parsippany, NJ Cal Door & Drawer Morgan Hill, CA **Cabinetry Components** <1.0% **Stevens Industries** Teutopolis, IL Commercial Casework & Millwork, Panel Processor <1.0%