

OCTOBER

FDMC

2018

Best Practices in Woodworking Technology & Business

woodworkingnetwork.com

WOOD 100: Strategies for Success

2018 report

Sponsored by Pollmeier Inc.



Pollmeier

Value Added German Beech
Lumber & BauBuche LVL

pollmeier.com

Cover photo: ROOMI Group

THE INDUSTRY CONTINUES to improve as evidenced by the success of these North American wood products manufacturers. The following pages illustrate the strategies put in place by this year's WOOD 100 companies as they continue to push ahead for greater productivity and profits. More can be found at WoodworkingNetwork.com/WOOD-100.

Marketing Initiatives

Go-To-Market Strategies

Business Strategies

Productivity Enhancements

Technology Integration

Product Innovation

Customer Service

12%

Somewhat lower

27%
About the same

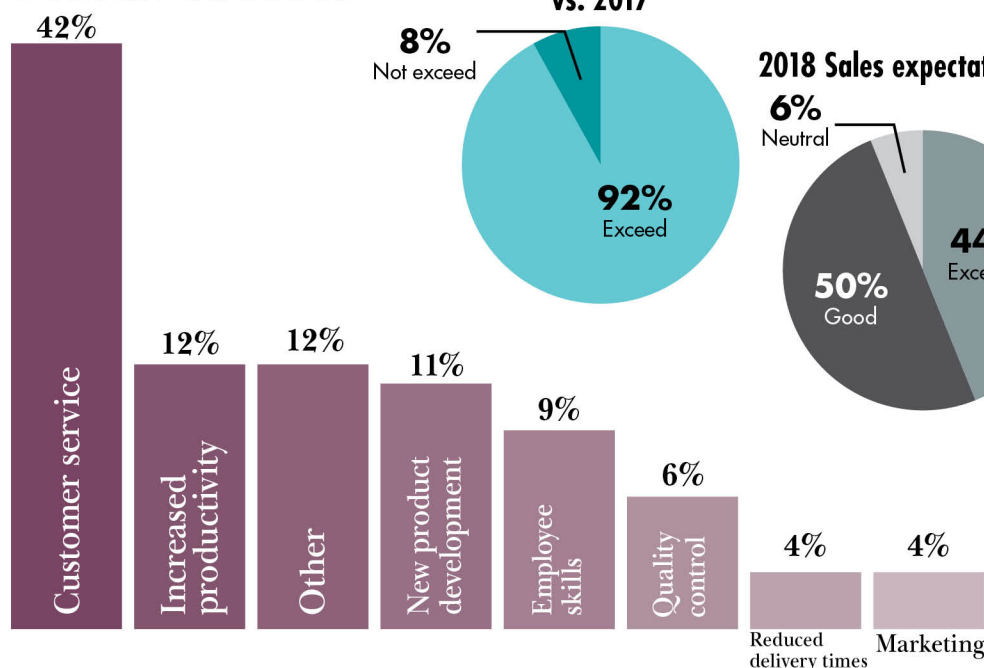
Profit Margins

Compared to 3 years ago

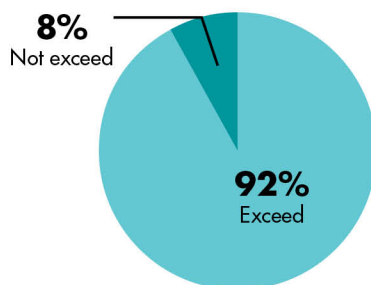
15%
Much higher

46%
Somewhat higher

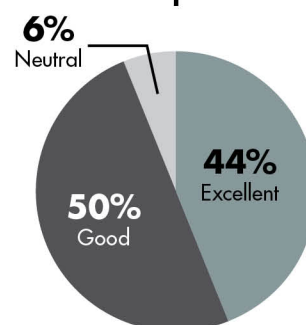
Factors contributing
to your company's
overall success



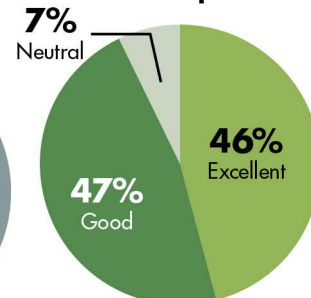
2018 Sales expectations
vs. 2017



2018 Sales expectations



2019 Sales expectations



WOOD
Strategies for Success

Sponsored by

Pollmeier
Value Added German Beech
Lumber & BauBuche LVL
pollmeier.com



FIRMS ARE COOKING up new plans for growth.

Northland Woodworks Inc.,
Blaine, MN — 2017 sales grew 18.8% and look to be even better in 2018 for the custom manufacturer of traditional and contemporary residential cabinetry.

According to Matt Krig, vice president, the cabinetry firm is “delineating a growth plan which includes the exact type of work we want to do based upon industry trends and market research. We’re also evaluating and zeroing in on clients and projects that are a perfect fit,” Krig added.

A winner of numerous awards, including most recently a Wood Diamond Award by the Cabinet Makers Assn., Northland Woodworks is also focused on improving productivity. The company recently invested in a zero glue line edgebander, and is researching robots for a possible future purchase, along with a 3D printer scheduled for 2018.

Top Marketers

Cabinet Solutions Inc., Hickory, NC

A focus on online promotion and marketing, including **search engine optimization on Google** contributed to a 25.0% growth in 2017 for the cabinetry and components manufacturer, said James Robinson, owner. The company also offers a free cabinet design service and Pro Partner Program.

Canary Closets and Cabinetry, Union, NJ

“Improved ordering, a more defined product line, an **online design tool** from Closet Pro and fast service,” have helped the closets and cabinetry firm grow 17.7% said President John Canary. Canary, which also uses Allmoxxy for **online ordering**, also invested in a Balestrini miter door machine, Busellato CNC router and SCM dowel inserter as it plans for future growth.

General Woodcraft Inc., New London, CT

2017 sales grew 13.6% for the maker of architectural hardwood rain screen siding and decking. “We updated the architectural drawings for various wood

rain screen applications, sent information to the architecture and design communities, and **increased our information and presence online**,” said Chris Nolan, COO. The firm also added a dovetail moulder to aid production.

Interior, Exterior Designs Inc., La Habra, CA

The firm produces custom cabinetry and millwork for the kitchen and bath, home office, laundry, closet and other rooms. “We do a good amount of **social media**, but at the end of the day, every year 80% of our business is from **repeat clients or referrals** from them,” said Leon Williams, owner and designer.

Red Star Cabinet Co. Inc., Farmingdale, NY

“We do not advertise and all our business is **word of mouth or referrals**. We pride ourselves on creating lasting relationships with our customers,” said Robert Edelbach, vice president at the cabinetry manufacturer. 2017 sales grew 32.0%, and also that year the firm relocated to a larger facility and added new machinery, fabrication areas “to offer even faster order fulfillment.”



CHECK IN to some innovative ways to market.

Gator Millworks, Denham Springs, LA — A lot has been happening at the cabinetry and casework firm. “We are always investing our money into new ways of improving our product, process and people,” said Chad Foster, president/CEO.

Gator increased its marketing over the past 1-1/2 years with a **new website, case studies and new messaging**. It has also invested millions of dollars in new technology, including an ERP system, Homag panel saw, Weeke CNC, Intellistore, SNX contour edgebander, ROBATEch sander and Makor finishing system, and added employees. Gator also recently broke ground on a state-of-the-art facility.

“Gator Millworks is pushing ourselves and our team to be better, every day,” Foster adds. The firm also gives back to the industry, and community, including donations to Pittsburg State University and creating a summer internship program.

Bright Ideas

Bella IMC, Huntertown, IN
President Chad Shelton credits “creating our **online 3D ordering system** and improving our production process,” for helping the cabinetry firm’s 2017 sales grow a whopping 225.0%. “The results are only the tip of the iceberg.” Bella has an extensive online ordering system that allows customers to customize the cabinets, hardware, finishes and dimensions. Bella also has a patent-pending **ordering kiosk** that can integrate with other cabinet shop’s offerings.

RiverCity Cabinets Inc., Austin, TX
“We focus on **relationships with our builders**,” said Randy Hardin, owner of the high-end residential cabinetry firm. “Obviously we have to provide excellent quality, we have to deliver cabinets on time, and we have to service the cabinets quickly and efficiently. But without developing trust and creating a bond with our builder, it means nothing.” A new CR Onsrud CNC also has dramatically increased throughput.

URDrawer, Clearwater, FL
The dovetail drawer maker uses a **seamless online system** that quotes, converts to order and sends automated acknowledgements

when orders move into production and delivery. “This provides service, convenience and quality that customers realize helps their bottom line,” said Randy Koch, GM/owner. 2017 sales grew 26.4%

Morantz Custom Cabinetry Inc., Lauderdale Lakes, FL
“We worked closely with custom home builders to prove to them that we can handle large homes and **provide a one-stop shop**” for all cabinetry and design services, as well as seamless project coordination, said Harold Morantz, president. The firm also rents a large warehouse to store projects until installation and sends progress pictures during production. Sales at the cabinetry and closets firm grew 28.4%.

Pacific Crest Custom Cabinets, Ridgefield, WA
2017 sales at the residential and multifamily cabinetmaker grew 28.6%. “We have been able to stay consistent in both lead times and pricing over longer periods of time than both our local competitors and the national brands selling in our market,” said Brian Boggs, GM. “We also employ a **large field team** that makes sure houses are ready for closing.”



GOOD EMPLOYEES are essential to grow profits.

ROOMI Group Corp., Houston, TX — Hurricane Harvey dealt a blow to the Houston area in 2017, including architectural millwork firm ROOMI Group which saw its employment levels drop from 165 to between 110-130.

Highly optimistic that conditions will rebound and the employee levels will return to their pre-Harvey days, “**Our vision is to bring in folks that are driven,**” said Faisal Hussain, CEO. “This is definitely a hard gig. But if you’re driven, [ROOMI is] a great place to be because you’re challenged every day. Obviously we provide a very professional environment so we do want folks that are academically sound. [We also want people who] understand that communication has to be transparent, it has to be sincere. We have no tolerance for arrogance or belittling or anything of that nature. We believe in treating our employees with the same respect as we treat our customers.”

Despite the hurricane’s impact, 2017 sales grew 14.4% at ROOMI, which has a variety of large and small commercial and residential projects in its portfolio.

Master Plans

Burruss Cabinets, Cumming, GA
“We **raised our labor prices and cabinet cost**,” said Phillip Burruss, president. “Also we try to just produce high-end cabinetry.” 2017 sales grew 23.2%.

Closet Factory, Jeannette, PA
Employee skills and “implementing **best work practice procedures**,” helped drive 2017 sales up 20.4%, said Michelle Walters,

president. The closets and storage solutions firm also invested in technology, while 2018 plans include a new, larger production facility.

Elias Woodwork, Winkler, MB
“The **expansion of existing and new product lines** allowed our current customer **partnerships** to grow, as well as to create new partnerships,” said Jeremy Funk, sales & marketing manager. He also credits “the

application of our team’s ingenuity and hunger for constant growth,” with helping drive 2017 sales up 38.1% for the components firm.

JBD Inc., Sheridan, WY
In addition to **expanding its market size** to a radius of 500+ miles, JBD is taking on **larger ticket-price projects**, said Jim Bede, president. 2017 sales at the commercial casework and millwork firm rose 16.7%.



WORK IS NEVER DONE for firms to stay successful.

Stevens Industries Inc., Teutopolis, IL — A “focus on bringing products to new markets, both geographically and to an expanded group of end users” along with **employees’ skills** are among the reasons business continues to boom at Stevens Industries, said Amanda Emerich, marketing coordinator.

2017 sales saw a rise of 11.4%. Stevens specializes in commercial casework and millwork. A sub-contract fabrication and TFL decorative panel supplier, the company is a single-site manufacturer of commercial cabinetry, millwork, countertops and solid surface material, specializing in large scale projects.

Stevens also invested in machinery to improve its production efficiency and capabilities, and recently purchased property for a **planned expansion to further enhance production efficiencies**, she added.

Master Plans

GL Veneer Co., Huntington Park, CA

Chairman Jeffrey Levin cites **“strategic sourcing** of new raw materials, and the special processing of these new products,” with spurring 2017 sales growth of 11.1% and the architectural panel, lumber products and components producer. “This has aided in our diversification, and spread of product offering, making us more integrated with our customers in our offering of options & solutions.” The company also implemented software to further **control and gain feedback** from operations and fine tune projections.

B & E Woodturning Inc., Lenoir, NC

The woodturning and components shop grew 11.3% due in part its employees skills. “We **seek specialized skill sets** for each position and have **increased company benefits** for employee retention,” said Sandra Poarch, vice president.

Kith Kitchens, Haleyville, AL

“We’re constantly **investing in employees and equipment**,” said Bret

Knight, vice president sales & marketing. 2017 sales rose 19.1% at the cabinetry firm. “We’re building a brand that both the employees and customers can be proud of,”

Mill Tech LLC, Columbus, OH

Kevin Henderson, vice president at the architectural woodwork firm, credits **“being proactive with customers** and staying ahead of them, also company-wide **systems and job costing procedures**,” for Mill Tech’s business success. “We work closely with architects and owners to help facilitate and provide everything including: countertops, cabinets, custom profile units, wall panel features and standing and running trim,” he added.

Phillips Enterprises Inc., Northampton, MA

“Every project is unique, so we are constantly finding **creative methods for manufacturing** each new project to drive efficiency and lower costs,” said James Dean, general manager at the custom point of purchase display fixtures firm. It also works with suppliers to **minimize material costs** to stay competitive.



GAINS ARE MADE with continuous improvement.

Millwork 360, Tampa, FL — “2017 was a year of significant internal growth for Millwork 360,” said Jamie Burge, CFO.

“Although not reflected in sales or earnings, we spent much of the year **investing capital, personnel and time** into becoming an authorized Florida Manufacturer of Impact Rated and HVHZ Rated Exterior Doors. We were also selected as the premier and sole distributor of Mastergrain Fiberglass Doors out of Canada and devoted a tremendous amount of resources to learning, training, and investing in creating awareness of this new line and opportunity.”

In addition, the maker of high-quality custom wood mouldings and doors, and distributor of premium fiberglass doors **hired two engineers** to “integrate a highly automated CNC router into our door scheduling to double Exterior Door capacity” and to develop custom door quoting and drawing software. Other equipment investments were also made.

“2017 was a year of learning, investing, and preparing for the increased demand in 2018 and future years,” Burge added.

Master Plans

Superior Millwork, Wilmington, NC Business is strong at the architectural casework and cabinetry firm. “We delivered a quality product, **competitively priced, in the required time frame**,” said Tony Gardner, general manager.

Reborn Cabinets, Anaheim, CA “We keep **all team members involved** and knowledgeable about the metrics for their

own departments. Everybody works toward a **common goal, with specific milestones** they can monitor,” said Anthony Nardo, CFO. “Our great team is the key to our success.” 2017 sales at the cabinetry firm grew 35.3%

Duval Fixtures, Jacksonville, FL In addition to investing in technology, “I **focused my time** on sales and marketing and allowed the operations **to be handled**

by my partner. The results were clearly visible,” said Corey Dawson, vice president of the cabinetry and architectural millwork firm. 2017 sales climbed 18.0%.

Textruss Inc., Austin, TX **Keeping track of lumber pricing** and maintaining **quality control** are among the strategies in place at the truss manufacturer, said Mike Shelton, president.



SUCCESSFUL FIRMS can adapt to market conditions.

Superior Cabinets, Saskatoon, SK

— Despite seeing a market decline due to low housing starts in Western Canada, 2017 sales for the cabinet firm rose 17.4%.

“One significant driver of this revenue correction was a **major account capture** of a larger residential property management company who invested significant capital into suite refurbishment and improvements,” said Shahan Fancy, corporate sales development manager.

“This account capture was successful due to a **full team alignment of manufacturing, operations and store leadership** that were all nimble and did what it took to meet the specifications of the custom products and aggressive timelines requested by the client.”

A leading manufacturer and supplier of full access kitchens, Superior Cabinets has also won awards for its customer service and product innovations.

Master Plans

Casework Solutions LLC, New Century, KS

“A focus on our team and our **team culture** and making sure the entire team has the **shared values and vision** that it takes to stay intensely focused over time,” helped spur the cabinetry, countertop and millwork producer’s 2017 sales to 26.4% growth, said Randy Frey, member/manager.

Victor Robbins Group LLC, Hainesport, NJ

“We put an intense focus on customer’s needs, **managing throughput** in quality in our shop, and **maintaining and training staff**,” said Robert Schultz, sales/estimating at the architectural millwork and cabinetry firm. 2017 sales grew 9.0% as the company also invested in technology.

Ira’s Custom Cabinets Inc., Kindred, ND

“We pride ourselves in **‘thinking outside the box’** and making our customer’s vision a reality,” said John Giddings, president. “Since I purchased Ira’s Custom Cabinets, in 2015, we have **transitioned from a production-style shop to a custom cabinet shop**. This shift in focus accounts

for the downturn in sales from 2016 -2017. With patience and hard work, we are on track to rebound to our 2016 gross sales figure, with better margins.”

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

2017 sales grew 3.8% at the custom architectural millwork firm. “The biggest thing we did was our **internal reorganization with software** and aligned ourselves with outstanding general contractors and projects,” said Gregg Marrocco, business development. “The results we noticed is that our **projects came out more efficiently** and our relationships grew better, and that will lead to even better things in the future.”

Wood Haven Inc., Perry, KS

“We just worked hard, **paid attention to details and addressed issues quickly**,” said Jim Guffey, president. Also cited has been the “ability to morph skills and machinery to fit the project.” Wood Haven manufactures high-end exterior rainscreen siding and other high-end exterior products, with projects like Wave walls and the “most crazy Tree Houses.”



INNOVATION is a key ingredient to success.

Decore-ative Specialties, Monrovia, CA — “Expanding on our 2016 WMIA Wooden Globe Award for Innovator of the Year, we purchased additional custom Bacci CNC machines that perfectly square, shape and sand cabinet doors in a single operation,” said Joel Boyles, vice president of sales, marketing & customer service. Decore-ative Specialties provides custom cabinet components to a variety of industries. 2017 sales grew 6.4%.

“Similar to past years, we’ve **developed, fabricated, and implemented new equipment and systems** to support our mission,” Boyles added. “We remained committed to continuous improvement, innovation, and our mission of being accurate, complete, and on-time.”

Decore also continues to expand its offerings, and has received a U.S. patent for its new composite core door style, the Elk Grove Design (Patent No. 9,845,637).

Top Producers

Inova LLC, Guilderland Center, NY
2017 sales grew a whopping 93.9% at Inova, a multi-functional furniture maker specializing in wall beds for the hospitality and housing industries. “Our company continues to focus on our employees and growing our people,” said Guy Bucey, director of operations. “We took great steps to ensure proper flow through our facility and focused on our top priorities of **zero defects and no customer complaints.**” Aiding its **lean** efforts, new technology including a panel saw, edgebander and two CNCs. “This year our focus is on R&D and designating an area for it. This will include new panel processing machines which will allow us to not interrupt our main production lines.”

Centorbi Cabinetry,
St. Charles, MO

The custom cabinetry manufacturer’s 2017 sales grew 7.0%, and 2018 looks to be even better, said Derek Centorbi, president. Centorbi added a new production manager, along with **new production methods**, including Lockdowel construction, and also purchased a nested-based CNC router. It also increased its outsourcing.

Brave Custom Woodworking,
Manassas, VA

“We streamlined our production process into **more lean thinking** and reduced our cycle time per build,” said Jesse Cline, owner. New technology included a horizontal borer and upgrades to the CNC machinery. 2017 sales at the cabinetry firm grew 12.4%.

AB&D Furniture Mfg.,
Homewood, IL

2017 sales at the furniture and casework firm grew 14.8%. “We Implemented standard operating procedures as well as a **fully integrated CAD/CAM/ERP** system,” said Christopher Agate, director of design and engineering. Technology investments included a contour edgebander, Black Bros. laminating line and a CNC router.

Modern Cabinet Co.,
Poughkeepsie, NY

The cabinetry firm continues to improve its manufacturing, said Samuel Schor, vice president. “We made sure that anything that leaves the facility leaves no holes for a complaint in quality. **If it is not perfect we reject it.**” 2017 sales grew 6.7%



FIRMS POST ahead with continuous improvement.

AllRoute Inc., Zeeland, MI — A custom CNC routing jobshop, AllRoute's 2017 sales grew 30.3% in part due to the company's ability to reduce delivery times, said Jeff Robinson, president.

"We are currently **doubling the size of our manufacturing space**. This is allowing us to add more CNC machines," Robinson said. "Along with that, we are adding additional team members to help keep up with the workflow."

AllRoute routes solid wood, composite panels, plastic and aluminum products for furniture, architectural, and commercial projects. "If it can be machined with a CNC router, we have likely cut it."

To aid production, AllRoute recently added a **high-speed Datron CNC router/mill** to its lineup. "This machine is very unique and not many people have such a machine in our industry. This sets us apart from others," he added.

Top Producers

Canyon Creek Cabinet Co., Monroe, WA

"Over the last several years, Canyon Creek has invested a significant amount of time and money into the manufacturing operations and new **equipment to improve capacity and capability**," including CNC routers, saws and an edgebander, said Cindy Draper, marketing manager. "We also invested a significant amount in new talent." Canyon Creek produces Cornerstone premium framed cabinets, Millennia premium frameless cabinets, Katana value frameless cabinets and Canyon Creek Closets Plus home organization. 2017 sales grew about 1.7%.

Metropolitan Cabinets & Countertops, Norwood, MA

Sales continue to grow at the cabinetry and stone countertop fabricator, which is increasing productivity and **expanding its plant** from 84,000 to 145,000 square feet, said Samantha Ellland, marketing director.

Hollands Custom Cabinets Inc., El Cajon, CA

"We have continued to **focus on standard operating procedures**, in addition to focusing on **scheduling**,

capital reinvestment and our people, said Jed Richard, vice president

at the custom cabinet firm. 2017 sales grew 5.5%, and the future looks to be good too, with increased productivity from new CNC routers, edgebander, case clamp, beam saw, drum sander and dowel inserter.

Dream Closets Inc., Sophia, NC

2017 sales at the closet and cabinetry firm grew 30.9% and look to be even better in the next few years, said Phill Hunt, vice president. Dream Closets **expanded its shop size and capabilities**, including CNC machining and edgebanding. "I was able to increase production and take on an additional aspect of manufacturing."

TrueGrain Inc., Burbank, CA

The cabinetmaker has focused on **"Standardizing manufacturing and installation procedures** to ensure high quality results every time on the first try," said John McGinnis, president. Also a priority, **"job costing each project** so that we can see which types of jobs are most profitable and focus on obtaining only those projects." 2017 sales grew 24.9%, with expectations also good for 2018 and 2019.



GOOD ORGANIZATION is key to growing business.

Dura Supreme, Howard Lake, MN

— Dura Supreme Cabinetry specializes in semi-custom and custom cabinetry, as well as products for home organization.

“From its start in a garage to the 220,000-square-foot manufacturing facility it is today, Dura Supreme Cabinetry has maintained a history of blending old world craftsmanship with the latest in technology,” said Mandi Juskiewicz, marketing communications.

“This history has allowed us to continuously adjust to ever-changing marketing demands. 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,” she added. The firm won a 2018 WMIA Wooden Globe Award for Manufacturing Excellence through Technology.

“Dura Supreme Cabinetry recognizes the **continued investment into technology is imperative to stay competitive** in today’s market,” Juskiewicz said.

Top Producers

Architectural Millwork Mfg. Co., Eugene, OR

“We **revised our internal production procedures** to increase workflow. We also changed the estimators and increased the number of proposals submitted,” said Jarold Stump, vice president. The architectural millwork and paneling firm also invested in a Wood-Mizer saw, panel saw and widebelt sander. 2017 sales grew 18.6%.

B.C. Cabinets Inc., Anaheim, CA

The company increased production of its commercial and residential cabinetry and **cut-to-size parts for other shops**, said Bart Duran, owner. 2017 sales grew 1.9%.

Best Cabinets, Chicago, IL

2017 sales at the cabinetry and components firm grew 30.0% due to increased productivity, said Dan DeWalt, owner. “We

combine a perfect **blend of employee and subcontracted work.**” The company also invested in an in-house kiln and sawmill.

Bon Vivant Custom Woodworking, Miami, FL

Improved organization of projects with 30 or more items has helped the custom millwork and cabinetry firm grow 9.5% in 2017, said Rick Rammos, owner/president.



FIRMS CARVE a niche in craftsmanship plus tech.

Art for Everyday Inc. Toronto, ON — CEO Manoo Mahmoodi attributes the architectural component manufacturer's successful year to new product development along with **reduced delivery times**.

At the 50,000 -square-foot facility, the company combines the latest woodcarving technology with handcraftsmanship to manufacture the high-quality carvings from premium North American hardwoods. To aid in production, it recently invested in **manufacturing and project management software**, Mahmoodi said.

"Our staff is passionate about the blend of art and architecture that encompasses all our products. This, we demonstrate through our dedication to quality, our continuous innovation and our desire to facilitate our clients to evolve their own designs into truly special arrangements," the company said.

Top Producers

Lexington Manufacturing Inc., Minneapolis, MN

2017 sales at the architectural door and profile wrapped components specialist grew 10.4%, with more to come, said David Claypool, sales manager. **"Investing in automation and employee training** to improve productivity continues to be a continuous improvement effort at Lexington Manufacturing" he said. The company also invested in technology, including a panel saw and lineal flat line lamination in 2017, and an automated paint line in 2018.

South Side Design & Building, Brooklyn, NY

While reducing delivery times, "we were able to **track and process multiple projects** simultaneously. We never let quality slip," said Sam Morse, president. The company, which provides exhibit fabrication services to museums, cultural institutions, private galleries, and corporate clients, also invested in a laser cutter/engraver.

Integrated Wood Components Inc., Deposit, NY

"Our company is starting **lean manufacturing** training and has

experienced a major change in the way customers order," said John Kamp, president. Business is good for the custom component manufacturer which recently invested in a Gannomat dowel insertion machine and Biesse CNC nested router, with another CNC router planned for 2018, to go with its lamination, edge finishing, assembly and packout capabilities.

Wilco Cabinet Makers Inc., Green Bay, WI

The cabinet and millwork firm's 10-year **lean manufacturing** effort has motivated its management teams, cross training, and collaborative sales methods, said Paul Wilinski, president. In addition, Wilco invested in new technology, including a beam saw, CNC router, material handling and finishing equipment. 2017 sales grew 12.9%.

Saw Creations LLC, Geneseo, KS

2017 sales at the custom furniture and cabinet shop grew 78.2%. "Going from a one-man shop to hiring one employee, I was able to better **manage jobs and build better client relationships**," said Scott White, owner/operator. He also invested in a Unique door machine and finishing equipment.



NEW TECH gives production a lift.

Premier EuroCase, Denver, CO — 2017 sales grew 21.0% and look to be even better in 2018 for the full-service panel processor, which specializes in lamination, components, store fixtures and doors.

“We invested in a product line expansion for our Roücke HD textured melamine collection,” said Jill Rosenberger, marketing manager. “The four new vintage woodgrains look like they experienced the natural weathering process, giving them the perfect farmhouse aesthetic. In tandem with the launch of the new colors, we added barn door styles to our product offerings.”

Premier EuroCase also invested in two Homag HPS 320 **flexTec** saws for batch size one and short-run cuttings. The saws will be used in conjunction with the Intel-listore panel storage and retrieval system.

“We’ll be the **first company in North America to acquire two of these robotic saws** as we continue to grow our fleet of intelligent technology.” Plans call to add a Homag **laser edgebanding** line to operate with three existing laser edgebanders.

Tech Heads

CSD Custom Woodworks, Lindstrom, MN

New equipment plus with more employees helped drive 2017 sales up 35.4% at the custom cabinetry, millwork and fixtures firm, said Chris Dalbec, owner. Recent purchases include a **widebelt sander** and RazorGage **saw system**.

Gerber Wood Products, Kidron, OH
“We have **embraced as much technology** as we can afford to use,” said

Steve Gerber, GM. 2017 purchases include a **CNC router, beam saw and laser engraver**, with an optimizing crosscut saw in 2018. Following growth in 2017, 2018 sales should be even better at the wood components firm. “We seek new opportunities and challenges even if they require change.”

Knight’s Cabinets LLC, Elko, NV
Sales projections for 2018 and 2019 are good for the custom cabinet manufacturer, said Jed Knight. Investments in technology,

including a **CNC router** in 2017, and a **laser engraver** in 2018, will add to the company’s productivity.

Glen Armand Furniture Inc., Alexandria, LA

Adding CNC machinery to the production process has added “to quality excellence and uniformity,” said Glen Armand, president. Sales projections for 2018 and 2019 also look good for the manufacturer of high-quality custom residential furniture and casegoods.



TECHNOLOGY KEEPS these firms cooking.

Scane Custom Cabinets, Brea, CA — Sales continue to grow at the family-owned and operated custom manufacturer which specializes in traditional and modern cabinetry.

“We purchased a new (Biesse) **edgeband machine**,” said Zach Scane, operations manager. “It increased our efficiency and sales capacity by allowing us to produce frameless cabinetry **more effectively, much quicker, and with superior quality**. Our previous machine was very old and limited and this new machine represented a major jump in technology,” he said.

It also allowed the firm to incorporate new textured melamine products. “Our new abilities in this area generated an additional source of revenue for our company as we can now take on more frameless cabinetry projects and produce them quickly,” Scane added.

Tech Heads

JB Cutting Inc., Mt. Clemens, MI 2017 sales grew 12.5% at JB, which specializes in 3D laminate and 5-piece doors, drawer fronts and accessories for the kitchen, bath, home organization, store fixtures and healthcare furnishing environments, said Christina Relyea, sales and marketing manager. “We added more staff and equipment,” including **two CNC routers**, Wemhoner **press** and Hocker **dust collection system**. Also planned is another 5-piece door machine, flipper, sander and packaging equipment.

Boxwood Cabinetry, Oklahoma City, OK “We **added equipment to speed production** and changed the scheduling process of upcoming jobs. This resulted in reduced delivery times and increased profits,” said Doug Allen, president. 2017 sales grew 12.0% at the custom unfinished residential cabinetry manufacturer.

Timberwood Properties Inc, Leesburg, FL A producer of custom outdoor cabinetry, Timberwood purchased a Thermwood **Cut Ready router** to spur production.

“This reduced labor and material costs to be more profitable,” said Tim Richardson, manager. 2017 sales grew 28.5%.

Concept Millwork Design & Development Inc., Orange, CA “Our focus was on being able to supply all custom millwork, stone, metal, glass, and special finishes to a hotel construction project and enormous savings. We were successful by **expanding and refining** our overseas import and logistics division,” said Cindy Gubler, president. The firm **also invested in CNC technology**, manufacturing software, and an edgebander, to increase productivity.

North American Plywood Corp., Parsippany, NJ Sales grew 12.1% for the producer of components and architectural panels. “We invested in a direct to substrate **digital printer** that has completely changed our product offering and continues to grow it at a rapid rate,” said Donald Kuser, GM. Also acquired in 2017 were a Northwood **CNC router**, Doucet **return conveyor** and **edgebander**. A drawer side blank machine and more are planned for 2018.



TECHNOLOGY can aid in sustained growth.

transFORM, New Rochelle, NY

— “This past year all the departments at transFORM came together and placed a strong focus on how we can continue to drive innovation and better serve our clientele. As a result, we acquired **state-of-the-art equipment** for our manufacturing facility,” said Andreas Messis, co-founder.

2017 purchases included a Homag Venture 230 L, Homag BHX 200 with return conveyor, Homag Ambition 2480 PUR, and Doucet return conveyor. In 2018, transFORM also added a Homag HPP 300 Power Edition with Schmalz Jumbo Ergo vacuum lift.

“With these new additions, there has been a **significant increase in our productivity**. By embracing new technology, we have been able to stay ahead of the curve in the woodworking industry,” he added.

2017 sales grew 14.4% at transFORM, whose diverse offerings include closets, European-style wall beds, home offices, wall units, laundry rooms, entertainment centers, garages, mudrooms and pantries.

Tech Heads

Jorgensen Carr Ltd, East Orange, NJ
Quality control and attention to detail helped sales at the high-end architectural millwork firm, Kenneth Carr, vice president. Also spurring production was the purchase of a Hess **edging machine**.

B & W Woodwork, Holland, MI
Sales projections are excellent for the maker of commercial cabinets, counters, desk units,

bank lines, laminate and solid surface, said Bruce Kruthoff, president. Along with B & W’s “quality work and service” has been the purchase of a **second CNC** to aid production.

Hardwood Floors of Hillsboro LLC, Hillsboro, WI

“We **increased production** while still maintaining our quality,” said Salena Ball, owner. 2017 sales grew 26.5% for the high-

end unfinished hardwood flooring maker, which also added an Ultimizer **defect saw**.

Trimtek Custom Woodwork, Lantana, FL

2017 sales rose 10.8% for the maker of cabinetry and architectural woodwork. Aiding growth was the addition of a **larger facility and new machinery**, said Shastri Bissessar, president.



RAISE A TOAST to the new products and innovations by these firms.

Kessick Wine Storage Systems, Greenville, SC — Business at Kessick Wine Storage is going strong, and looks to be even better in the coming years.

Kessick designs and manufactures wine cabinetry, cellars and wine racking. It is a wholesale supplier to the custom wine cellar industry, design community, and the building trades.

“Educating design professionals about how the strong trend in wine storage, wine rooms and wine cellars in the residential market, has **created a fantastic opportunity for product expansion** and ancillary sales,” said Robert Bass, founder/owner.

Kessick’s wine cabinetry features dowel and joinery construction and uses premium grade hardwoods, PureBond hardwood panels, hand wiped stains and multi-step finishes. To aid production, new machinery includes a Gannomat Drill/ Dowel and a Homag edgebander.

Hot Products

Caretta Workspace, Lewis Center, OH

Sales are strong at the designer and manufacturer of high-end, solid wood technology desks and tables for the home and office. “We’re developing new products that are in demand in the market. For example, our **new line of executive sit-stand desks** fits a need for the upper end of the market,” said Andy Tracewell, director of marketing.

Gat Creek, Berkeley Springs, WV
2017 sales grew 15.6% at the solid

wood furniture manufacturer. “We have developed a number of **cool (color value) contemporary finishes** for our line of home furniture,” noted Gat Caperton, CEO. Aiding productivity is a new Homag sander, Intorex CNC and Homag 5-axis CNC.

Patsons Intl. Inc., Orlando, FL
2017 sales grew 28.9% for the maker of **Lazy Lee Revolving closets**. “We have achieved a product that stands alone, and yet is able to hold over 8,000 pounds of weight while being able to freely rotate on the patent-pending

bearing that we also manufacture,” said Andy Patel, president. Lockdowel fasteners and a new SNX contour bander are used in the production.

Hamilton Ross Millwork, Annapolis, MD

The architectural millwork and casework firm **designed and fabricated a machine** to add circle saw marks on lumber. “This lets us **fabricate vintage looking** doors, beams and mantels with flat and straight lumber, significantly reducing man hours,” said Steve Lichok, owner. 2017 sales grew 22.2%



THE WOOD 100 firms serve up excellent service.

Hansen & Company Woodworks, St. Joseph, MN — Excellent service and along with new product development helped grow business at the custom architectural and casework firm.

“First, we **determined the added value** we have to offer to commercial clients, like pre-construction planning and value engineering services,” said Sarah Hansen, marketing coordinator. “Then we implemented a process of **vetting clients to determine the services they value** and to verify that their valued services match with the added value we provide. Finally, we implemented **stronger engineering to deliver** the added value.”

The strategy worked, and 2017 sales rose 5.6%.

Aiding the efforts was the 2017 purchase of a nesting CNC router, and edgebander automation for material handling and a vertical CNC center in 2018.

Service Specialists

Nashville Custom Woodwork Inc., Nashville, TN

“We have a continued focus on producing quality products and customer service,” said Robbie Barnhart, president. Business looks good for the producer of bench made custom cabinetry, kitchens, baths, bars, media, and specialty work, with plans underway to **increase production and update equipment**, including the saws.

Brooks Brothers Cabinetry, Colorado Springs, CO

Great customer service helped drive 2017 sales up 28.3% for the custom cabinet maker. “We have a amazing team of designers and craftsman that **really care about the customer and end product**,” said Darin Brooks, vice president of operations.

Elipticon Wood Products Inc., Little Chute, WI

2017 sales rose 13.0% for the producer of specialty curved and straight millwork. “We work individually with our Network of Customers to provide them the **value added solutions** they need with **great**

lead times and quality products,” said Patricia Heckner, controller. “We are employee owned and provide long-term positive employment opportunities for our employees by creating value for our customers.”

Interior Components Group Inc., St. Cloud, MN

“We **worked with employees to service customers** to keep them happy and coming back with next project,” said Steven Barthelemy, CEO. The effort paid off, as 2017 sales rose 3.4% at the custom commercial casework and millwork firm. Investments in technology, including a new edgebander, also helped increase production and spur sales.

Hamilton Custom Wood Products, Hamilton, MI

“**Consistent quality, on time delivery at a great price**,” helped drive a 55.6% sales growth in 2017, said Thomas Grifhorst, president. “A local economy that is hot,” will mean even better sales for 2018 and 2019. The company makes wood components, custom furniture and cabinets.



GOOD SERVICE always gets a fine reception.

Suburban Laminating Inc., Melrose Park, IL — In addition to its high quality products and on-time deliveries, “we have always provided a high level of service to our customers. When they have a vision in mind we work to **help them realize that vision**, mind-ing all the important details along with cost and time line,” said Sherry Orrico, president/owner of the custom laminate casework and furniture firm.

“In 2017 our focus was to increase sales of custom reception desks. The key steps were to **create awareness in our existing customer base** that we could provide high end looks for any budget. We incorporated reclaimed wood, stone, acrylic panels and lighting into our desks. The results were increased business in our existing customer base, and along with an elevated image for Suburban Laminating.”

Service Specialists

Haas Cabinet, Sellersburg, IN
“We made **customer contact and care** our number one goal late in 2017 to prepare our customers for some significant product changes to be introduced in 2018,” said Bryant Haas, vice president of sales. The effort paid off as 2017 saw a rise in sales, and 2018 and 2019 should also be good for the stock and semi-custom kitchen and bath cabinet manufacturer. The company also received a 2017 WMIA Wooden Globe Award for its Commitment to Excellence Through Technology.

Cabinet Werks Inc., Ukiah, CA
President Keith Graydon attributes “our **consistent fair pricing** and quality service in the marketplace,” for the custom cabinetry and closets manufacturer’s 2017 sales growth of 16.7%.

Talbert Architectural Panels and Doors, Brea, CA
Business is good at the FSC-certified custom architectural panels and doors manufacturer. “We focused our efforts on selecting the highest grade of veneer available,” said Len Gordon, owner. “We

produce at a reasonable price and we are **sensitive to accommodating our customers scheduling needs.**”

Law & Hicks Millwork, Maryville, TN
2017 sales grew 8.6% at the high-end custom cabinetry, door, furniture and paneling firm. “We exceed customer expectations, and that **results in more high-end customers,**” said David Law, partner. Aiding the company’s production has been the addition of a dual head sander in 2017, with plans for a new CNC in 2018.

Quality Built Cabinets Inc., Marion, MI
“Making sure my customers are always happy and the job is done completely And **making sure the deadlines** are met,” are the secrets to the custom face-frame cabinetry and storage solutions manufacturer’s success, said Marc Pluger, owner. Helping the production efforts is a recently acquired-line boring machine and a new pocket hole machine. Also planned for purchase is an inline a rip saw plus some additional equipment.



CLIENTS CAN relax with the WOOD 100 on the job.

Cole Wagner Cabinetry, Rochester Hills, MI — “Customer service has always been our top priority,” said Cole Wagner, president of the one-stop shop for custom cabinetry, furniture and millwork for kitchens, baths, closets and other rooms. 2017 sales grew 23.1%.

“We specialize in one-off designs and builds other shops can’t do,” he said. “I like to **create a relationship with our customer** as a kitchen [for example] can be a very large financial commitment.”

Wagner continued, “Building relationships have helped us keep returning customers. We treat our cabinets as they are our own until the job is complete. We also help with other trades and keep the communication open to help the process/job move along smoothly.”

To aid production, the firm recently added another entire cabinet shop with CNC capabilities and an edgebander.

Service Specialists

Closet & Room Solutions, Grand Rapids, MI

“**Service, quality, workmanship, integrity, and ethics,**” said Richard Dreiband, owner, helped spur the closet and home organization’s 15.6% sales jump in 2017. A full-service provider, the company designs, builds and installs its products.

Heritage Woodwright LLC, Denver, NC

Sales at the cabinetry and components manufacturer rose 37.5% in 2017, due in part to the company’s **customer service efforts**, said Robb Parker, owner. The company also takes pride in the quality of

its products, and in 2017 invested in a CNC router and edgebander, with plans in 2018 to add additional spray equipment.

Romac Lumber and Supply Inc., Leesburg, FL

The company’s great customer service is opening doors at the Romac Lumber and Supply, as 2017 sales rose 4.6% for the entry door and custom moulding firm. “I run one of the nine profit centers at Romac,” said Chuck Shoop, Door Plant and Custom Millwork manager. “We focus on quality and customer service. We at Romac **put our customers first.**” To aid production at the shop, the company

recently purchased a KVAL interior door line. Additional purchases include a V” nail back nailer for better miters, Shoop said, and a briquette for waste compaction and to reduce manpower.

Wood Works Custom, College Grove, TN

“Our main goal company wide is **100% customer satisfaction at the completion of each job,**” said Tom Vernon, owner. The strategy is working well, as 2017 sales rose 24.4%, and projections are also good for 2018 and 2019. The company manufactures all types of custom cabinetry for residential homes.



EDUCATING customers on products leads to sales.

Maco Mfg. Inc., Temple, TX

— “We really pushed customer service and customer satisfaction last year,” said Rachael Beaty, office manager at the educational casework manufacturer. The efforts paid off, with 2017 sales up 68.4%.

“We added a **designated person to handle customer inquiries**, sales, and quotes. This provided quick turnarounds and easy communication between our company and customers,” she said.

“We also put a main focus on **incorporating lean and TIMWOOD** (Transportation, Inventory, Motion, Over Processing, Over Production, Defective) principles into our production floor to reduce our operating/cost of good sold numbers and ultimately optimize profit margins and offer competitive pricing for our market.”

In addition to adding equipment, Maco also invested in employee incentives to increase production times.

Service Specialists

Commercial Casework Inc., Fremont, CA

2017 sales rose 8.0% for the architectural millwork and cabinetry firm. “We focus on existing customers, as well as pursuing new customers,” said Nicholas Palmer, CEO. “We are also focused on maintaining consistent quality and a **high level of customer service, regardless of project size or client.**”

Premium Woods LLC, Lincoln, NE

One of the secrets to the laminate casework and surfaces manufacturer’s success, “We **maintain constant contact** with our customers — we try to call them before they call us,” said Bob Long, president. Business also projects to be good in 2018 and 2019.

Dutchmaid Woodworking LLC, Shipshewana, IN

Business is good for the manufacturer of residential cabinetry and components parts for RV vehicles, said Chris Miller, salesman. “We strive to always do the right things, and are very responsive to our customers’ needs. We also focus on producing

quality components, all solid wood parts, with **timely delivery, and service after the sale,**” he added. Aiding the production efforts was the addition of a 6-head moulder and gang rip saw in 2017.

Ace’s Custom Cabinetry, Gravois Mills, MO

2017 sales at the custom cabinet firm grew 21.4%. “I **don’t turn down any jobs,**” said Austin Edwards, owner. “I will bid on an entire house full of cabinets or all the way down to a simple door. I may not always get them but I at least put the effort of getting my name out there and showing interest in what the customer wants. I also keep up on the **latest trends and new products** for cabinets,” he added. “I treat each job as if it were to go into my home.”

Sam Schuyler Designs, Ocala, FL

2017 sales grew 29.6% for the custom cabinet and closets manufacturer.

“**Customer service, marketing and product production,**” said Sam Schuyler, president, should continue to help drive the sales growth, projected to be good for 2018 and 2019.

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

| | Company | Headquarters | Product | % Change |
|----------------------------|------------------------------------|------------------------|---|----------|
| Under \$1 Million | Saw Creations | Geneseo, KS | Cabinetry & Furniture | 78.2% |
| | Hamilton Custom Wood Products | Hamilton, MI | Components & Furniture | 55.6% |
| | Heritage Woodwright LLC | Denver, NC | Cabinetry & Components | 37.5% |
| | CSD Custom Woodworks | Lindstrom, MN | Cabinetry, Millwork & Fixtures | 35.4% |
| | Dream Closets Inc. | Sophia, NC | Cabinetry & Closets | 30.9% |
| | Best Cabinets | Chicago, IL | Cabinetry & Components | 30.0% |
| | Sam Schuyler Designs | Ocala, FL | Cabinetry & Closets | 29.6% |
| | Patsons International Inc. | Orlando, FL | Closets & Organized Storage | 28.9% |
| | Timberwood Properties Inc. | Leesburg, FL | Cabinetry | 28.5% |
| | Morantz Custom Cabinetry Inc. | Lauderdale Lakes, FL | Cabinetry & Closets | 28.4% |
| | URDrawer | Clearwater, FL | Components/Drawers | 26.4% |
| | Casework Solutions LLC | New Century, KS | Cabinetry, Countertops & Millwork | 26.4% |
| | TruGrain Inc. | Burbank, CA | Cabinetry | 24.9% |
| | Burruss Cabinets Inc. | Cumming, GA | Cabinetry | 23.2% |
| | Hamilton Ross Millwork | Annapolis, MD | Architectural Millwork & Casework | 22.2% |
| | Ace's Custom Cabinetry | Gravois Mills, MO | Cabinetry & Home Organization | 21.4% |
| | Cabinet Werks Inc. | Ukiah, CA | Cabinetry & Closets | 16.7% |
| | Closet & Room Solutions | Grand Rapids, MI | Closets & Home Organization | 15.6% |
| | B&E Woodturning Inc. | Lenoir, NC | Turnings & Components | 11.3% |
| | Trimtek Custom Woodwork Inc. | Lantana, FL | Architectural Woodwork & Cabinetry | 10.8% |
| | Law & Hicks Millwork | Maryville, TN | Cabinetry & Furniture | 8.6% |
| | B.C. Cabinets Inc. | Anaheim, CA | Components/Cabinetry | 1.9% |
| \$1 Million - \$5 Million | Bella IMC | Huntertown, IN | Cabinetry | 225.0% |
| | Maco Manufacturing Inc. | Temple, TX | Furniture & Casework | 68.4% |
| | Red Star Cabinet Co. Inc. | Farmingdale, NY | Cabinetry | 32.0% |
| | AllRout Inc. | Zeeland, MI | CNC Job Shop | 30.3% |
| | Hardwood Floors of Hillsboro LLC | Hillsboro, WI | Hardwood Flooring | 26.5% |
| | Wood Works Custom | College Grove, TN | Cabinetry | 24.4% |
| | Cole Wagner Cabinetry | Rochester Hills, MI | Cabinetry & Furniture | 23.1% |
| | Closet Factory | Jeannette, PA | Closets & Home Organization | 20.4% |
| | Northland Woodworks Inc. | Blaine, MN | Cabinetry | 18.8% |
| | Duval Fixtures Inc. | Jacksonville, FL | Cabinetry & Millwork | 18.0% |
| | Canary Closets and Cabinetry | Union, NJ | Closets, Cabinetry & Components | 17.7% |
| | JBD Inc. | Sheridan, WY | Casework & Millwork | 16.7% |
| | AB&D Furniture Mfg. | Homewood, IL | Furniture & Casework | 14.8% |
| | Brave Custom Woodworking Solutions | Manassas, VA | Cabinetry | 12.4% |
| | Boxwood Cabinetry | Oklahoma City, OK | Cabinetry | 12.0% |
| | Bon Vivant Custom Woodworking | Miami, FL | Millwork & Cabinetry | 9.5% |
| | Victor Robbins Group LLC | Hainesport, NJ | Architectural Millwork & Cabinetry | 9.0% |
| | Centorbi Cabinetry | St. Charles, MO | Cabinetry | 7.0% |
| | Modern Cabinet Co. | Poughkeepsie, NY | Cabinetry | 6.7% |
| | Hansen & Co. Woodworks | St. Joseph, MN | Architectural Millwork & Casework | 5.6% |
| | Interior Components Group Inc. | St. Cloud, MN | Casework & Millwork | 3.4% |
| | Scane Custom Cabinets | Brea, CA | Cabinetry | 1.8% |
| \$5 Million - \$10 Million | Inova LLC | Guilderland Center, NY | Furniture | 93.9% |
| | Brooks Brothers Cabinetry | Colorado Springs, CO | Cabinetry | 28.3% |
| | Cabinet Solutions Inc. | Hickory, NC | Cabinetry & Components | 25.0% |
| | Architectural Millwork Mfg. Co. | Eugene, OR | Architectural Millwork | 18.6% |
| | transFORM | New Rochelle, NY | Home Organization | 14.4% |
| | Eliption Wood Products Inc. | Little Chute, WI | Architectural Millwork | 13.0% |
| | Wilco Cabinet Makers Inc. | Green Bay, WI | Cabinetry & Millwork | 12.9% |
| | JB Cutting Inc. | Mt. Clemens, MI | Components/Cabinetry, Closets, Retail & Furniture | 12.5% |
| | Hollands Custom Cabinets Inc. | El Cajon, CA | Cabinetry | 5.5% |
| Over \$10 Million | Elias Woodwork & Mfg. Ltd. | Winkler, MB | Cabinetry & Millwork Components | 38.1% |
| | Reborn Cabinets | Anaheim, CA | Cabinetry | 35.3% |
| | Pacific Crest Custom Cabinets | Ridgefield, WA | Cabinetry | 28.6% |
| | Premier EuroCase | Denver, CO | Panel Processor/Store Fixtures & Components | 21.0% |
| | Kith Kitchens | Haleyville, AL | Cabinetry | 19.1% |
| | Superior Cabinets | Saskatoon, SK | Cabinetry | 17.4% |
| | Gat Creek | Berkeley Springs, WV | Furniture | 15.6% |
| | ROOMI Group Corp. | Houston, TX | Architectural Millwork & Casework | 14.4% |
| | General Woodcraft Inc. | New London, CT | Architectural Siding & Decking | 13.6% |
| | North American Plywood Corp. | Parsippany, NJ | Architectural Panels & Components | 12.1% |
| | Stevens Industries Inc. | Teutopolis, IL | Panel Processor/Casework, Millwork | 11.4% |
| | GL Veneer Co. | Huntington Park, CA | Architectural Panels & Components | 11.1% |
| | Lexington Manufacturing Inc. | Minneapolis, MN | Profile Wrapped Components, Doors | 10.4% |
| | Commercial Casework Inc. | Fremont, CA | Architectural Millwork & Cabinetry | 8.0% |
| | Decore-active Specialties | Monrovia, CA | Components/Cabinetry | 6.4% |
| | Romac Lumber and Supply Inc. | Leesburg, FL | Entry Doors | 4.6% |
| | Mill-Rite Woodworking Co. Inc. | Pinellas Park, FL | Architectural Millwork | 3.8% |
| | Canyon Creek Cabinet Co. | Monroe, WA | Cabinetry | 1.7% |
| | Gerber Wood Products | Kidron, OH | Components/Stairs, Trim | 1.6% |
| | Haas Cabinet | Sellersburg, IN | Cabinetry | 0.5% |