



# Woodcrafts

opening the door to a greener tomorrow

# THE Router

## February 2014

### The Passion and the Pain

When you consider that Kitchens and Bathrooms are the two highest valued rooms in the house, when it comes to both the home owner's pride and the home's own resale value, it's no wonder that anyone within the Industry feels the pressure and stress of the delicate task at hand. Today we have home owners that are fed a healthy dose of Un-Reality TV which creates outrageous expectations. Renovation shows give people the illusion that everything can be easily done by watching a few You-Tube videos. In a weekend's work you have a brand new Kitchen that will increase the value of your home by 150%. On top of that, the budgets they have on those shows are grotesquely under valued due to product placement and marketing discounts.



Never forget that you are in control of the final product. You bring things together and make them shine. The home owner is pinning the success of the whole renovation on your shoulders. As much as you're passionate about what you do, that can be very intimidating. How you manage that stress, will have a big impact on yours and the home owner's mutual satisfaction when everything is done and dusted.

It's never going to be easy, but can be accomplished if you keep the communication with the home owner direct, honest and relevant. If an issue comes up, never hide it. Tell them what it is and what your plan of attack is. Work with suppliers that share your business philosophy. If you are Customer Service focused, a supplier that isn't will only create more stress for you when the pressure is the highest. Just remember to take deep breaths and count to ten, or find something that eases you in the heat of the moment. If you stay in control, your Customer will naturally feel more secure in their choice to hire you for the job. No matter what shows they watch. Keep up the great work out there!

*Failure is simply the opportunity to start again, this time more intelligently.*  
~Henry Ford

### Inspiration Vinyl Discontinued

Sorry for the short notice, but Inspiration Vinyl has been discontinued by our supplier. Please remove this swatch from your vinyl decks.

### Raw & Primed Doors

Many of our customers are a bit slower right now, and would like to do their own finishing to cut some costs. Have us supply the doors raw, pre-sanded or primed - so that you can skip the hard work and focus on the final finish and look. We have a new MDF stock which has a much smoother core, ask sales for a sample.

### Flex Friday Closing Schedule

February 10th (Family Day Monday)  
February 14th (Friday)  
February 28th (Friday)  
March 14th (Friday)

**For further details please contact sales or customer service**

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**We Appreciate Your Business!**

### The "Elegant" Profile Corner



Elegance



Elegance Flat Panel

