



Happy Canada Day!

July 2014

Evolving Your Business

The Cabinet industry is extremely competitive and businesses have to find ways to differentiate themselves in order to be successful. A company must be constantly evolving and listening to its customers needs as consumer demands change. Being proactive instead of reactive will keep your business moving in the right direction when it comes to market trends.



The old adage of do what you do well holds true now more than ever. Lean inventory practices are the norm and reducing overhead to increase margins is a way of life for most companies. Keeping the line of communication open between your suppliers and your staff is vital to remain current on new product developments or the discontinuation of a product or service that is no longer viable or profitable. Find ways to get that information highway flowing, via email, internet or phone.

M and J Woodcrafts celebrated its 34th anniversary in June 2014, an accomplishment that its associates are very proud of. The company began as a very small operation back in 1980. By listening to industry demand and taking advantage of opportunities to expand as they arose, the business grew into the thriving entity that it is today. It is our ongoing evolution of products and services that keep us at the forefront of our target market.

As you celebrate the birthday of this great Country, take the time to reflect on the roots of your business, how it began and where it is going. Embrace the changing market and reduce or expand your offerings accordingly.

"When you're finished changing, your finished"
Ben Franklin

I am Canadian, free to speak without fear, free to worship in my own way, free to stand for what I think is right, free to oppose what I believe is wrong or free to choose those who govern my country. This heritage of freedom I pledge to uphold for myself and all of mankind..

~John Diefenbaker

New Sorento Program

We are very excited to announce the launch of our Stream-lined Sorento door program. Featuring a Step Bevel Profile in a textured Linear Ash finish.

No staining or finishing required and the laminate contains an antimicrobial additive to help protect against bacteria, making it perfect for commercial, health care and residential use.

Flex Friday Closing Schedule

- July 1st (Tuesday) **CANADA DAY**
- July 4th (Friday)
- July 18th (Friday)
- August 1st (Friday)
- August 4th (Monday) **BC DAY**

For further details please contact sales or customer service

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We Appreciate Your Business!

