

Planetalk

New Book Project

The latest Christiana Cabinetry Coffee table book is scheduled for release in mid-late 2009. If you would like to be included in this project, please send the submission form (faxed earlier) to Diana no later than March 31, 2008. Pictures will be accepted until April 30, 2008. If you have any questions, please feel free to contact us.

upcoming events

KBIS

April 11-13, 2008
McCormick Center, Chicago

Christiana Cabinetry Dealer Meeting

October 12-14, 2008
Eden Resort, Lancaster

Kitchen & Bath Design & Remodeling Expo

Date TBD

Employee focus: Pete Moore

Pete Moore has been with Christiana Cabinetry since July 2004. He came to us from a local furniture manufacturer and has a strong appreciation for woodworking (especially oak), and finishing. His current position at Christiana Cabinetry is in staining with a focus on shading and staining. Pete is married with two children, 5 cats and a dog. Aside from being a doting father, he enjoys video games, jigsaw puzzles (he can put 1000 pieces together in about an hour!), sounding out music, and toying with audio/visual equipment. Thanks Pete for your hard work and dedication to Christiana Cabinetry.



Anniversaries

Thanks to the following employees for your continued commitment to Christiana Cabinetry!

1 year

Chris Bridwell
Jeremy Brotzman
Mark Yerkes

3 years

Dan Bush
Michael Hilton
James Paxson

8 years

Stephanie Brotzman

13 years

Dennis Metzler

2 years

Edythe Brown
Carey Christ
Deb McComsey
Robert Harp

4 years

Dan Carpenter
Rich Klinger

12 years

Russell Brown

We Appreciate You!

Yiddish proverb:

Lost years are worse than lost dollars.

Births

Congratulations to Mike Russo on the birth of his daughter Maria, December 2007



As you may have heard, Christiana

Cabinetry has obtained the ESP certification from KCMA several months ago. During the submission process, we identified many environmentally friendly procedures already in place at Christiana Cabinetry. This helped us to realize that the majority of "environmentally friendly" practices are just old-fashioned good business practices. Needless to say, countless forms had to be completed. We are glad the grueling ESP certification process is finally over...or is it?

A designer recently inquired if LEED credits could be obtained when purchasing cabinetry from us. They had a client who wanted to install a 'green' kitchen.

We had never heard of LEED credits, but research led us to the U.S. Green Building Council web site (www.usgbc.org). Here we learned that LEED stood for Leadership in Energy and Environmental Design.

According to the web site, LEED:

Is the nationally accepted benchmark for the design, construction and operation of high performance green buildings.

Gives building owners and operators the necessary tools to have an immediate and measurable impact on their buildings' performance.

it isn't easy being green

By Jerry Metzler, President

Promotes a whole-building approach to sustainability by recognizing performance in five key areas of human and environmental health:

1. Sustainable site development
2. Water savings
3. Energy efficiency
4. Materials selection
5. Indoor environmental quality

Some cities give preferable treatment to green projects that carry a LEED rating. However, getting a LEED rating for a cabinet manufacturer is no simple matter. First, we must apply to join the Forest Stewardship Council, or FSC (www.fsc.org) for certification. FSC is a worldwide organization headquartered in Bonn, Germany. According to their web site:

The Forest Stewardship Council (FSC) promotes environmentally appropriate, socially beneficial, and economically viable management of the world's forests.

An FSC certification indicates that the materials used in manufacturing cabinetry meet FSC guideline requirements. Wood must be grown in managed forests and have chain-of-custody documentation, which ultimately is provided to the customer (end-user). All other materials and chemicals utilized must be environmentally friendly. In other words, only non-formaldehyde glues and finishes are acceptable.

Next, many ongoing procedural audits and increased records are required to maintain certification. This equates into added work and thus, added expense. The extra cost means that the consumer pays a higher price in order to have a certified product.

The designer who inquired about purchasing 'green' cabinetry in order to receive LEED credits said their client ultimately purchased a kitchen from a local cabinetmaker. The reason? It was substantially cheaper. Apparently saving money overruled principle in this instance.

Having realized this, we still feel that FSC certification is something we should explore. To completely convert all of our product lines to certified FSC materials would be cost prohibitive and outside of our best interests. We are now researching and considering the creation of just one product line that would be a certified option for our environmentally conscious customers.

Did you know...

1 in 5 kitchen remodeling projects involves a designer or architect

36 states are anticipating local, regional or statewide water shortages by 2013 according to the EPA

55% total energy on average is used by gas cooktops, 65% of energy is used by electric cooktops & 90% by induction cooking

30,000 gallons of water a year can be saved by one household by conservation & water-efficient products; a 24% water savings

50% of remodelers would use a designer or architect for their kitchen remodeling project if they were to do it over again - KBB 1/08

\$90 per year can be saved for the average home by using a high-efficiency toilet - KBB 9/07

in this issue:

It Isn't Easy Being Green

Upcoming Events

Accommodating Excellence

Created Antiques

Quality Performance

Accommodating Excellence

Over the years, Christiana Cabinetry has focused on accommodation. Unfortunately, such good intentions can be stretched to a point where they negatively affect the end consumer, dealer, and manufacturer.

How can accommodation possibly be negative? The following offers an explanation:

Lead-Time: Time equals output, which converts into goods or services. For manufacturers, time is difficult to standardize because unexpected challenges can arise at any given moment and change scenarios. Thus, proper lead-time is crucial because it guarantees adequate time for the unexpected.

Quality is something that cannot be rushed. It may seem as though it is taking too long for your client's cabinetry to arrive. However, beauty, perfection, and highly skilled craftsmanship are the result that only the commodity of time can grant.

Preparation for an individual kitchen is a time-intensive process. Countless separate tasks lead to the creation of your special, one-of-a-kind masterpiece. Each individual maneuver is necessary to the whole and requires the proper amount of time in order to achieve the overwhelmingly unique and desirable standard that you expect.

Discipline: In the past, procedures have been rushed in order to accommodate a demanding deadline. Accommodation was

everyone's intent, but in the end the product suffered and everyone else down the line was affected. As a result, the homeowner was unimpressed, the dealer was panicked, and we received a pleading phone call to salvage the situation. Even when a situation can be remedied, the damage to the customer's impression is never fully repaired.

Communication: The best precaution to an inadequate product or customer disappointment is to communicate effectively between all parties. If everyone is on the same page and understands the procedures, no one loses.

"Discipline is the greatest thing in the world. Where there is no discipline, there is no character. And without character, there is no progress..." - J. Willard Marriot, Sr.



Rich Klinger carefully applies detail.

New Dealer Product Training

Dealer training continues to be successful in booking. The following dealers has completed the last training session:

December

Michael & Joanne Paluck
Woodbinge, NY

Ken D'Andrea
Equipoise, VA

Naomi Stein
Design Manifest, PA

Quinn Harbright
Brindisi Builders, NJ

Heidi Dietz
Kitchens by Design, DE

If you are interested in attending a training session, please contact Diana.

"Success or failure in business is caused more by the mental attitude even than by mental capacities"

- **Walter Dill Scott,**
Business psychologist & writer



We've been published!

Chicago Home Improvement

Dec 2007, pg 21

Design NJ

Feb/Mar 2008, pg 101

Profiles Magazine

Winter 2008, pg 48

Remember that a prospect must buy you before he buys your product.

We've gone green....

In January, Christiana Cabinetry has obtained the KCMA ESP (Environmental Stewardship Program) certification for having a company that reflects environmentally safe procedures and processes throughout the factory. To learn more about the ESP program visit www.kcma.org.

Created antiques

Are you looking for that aged door that looks like it's been left in the attic for 40 years or rescued from an old barn? Well look no further, Christiana has come up with a new finish technique that does just that. It's a bit more difficult than you might expect to create the aging and wear, yet not have it look contrived. This new technique requires about 14 steps, which include distressing, over-sanding, and build-up to name a few. Finish techniques are currently available in paint and glaze or stain and glaze. Special sample doors will be available for purchase in April. Ordering details will be forthcoming. If you have any questions on this new technique, please feel free to call.



Homestead Green



Rustique

Dealer Meeting 2008

October 12-14, 2008 at the Eden Resort in Lancaster

Watch for upcoming details and registration information. There will be an opening reception on Sunday, October 12 at 6 pm. This is a great way to get to know other Christiana dealers or just catch up with old friends. We encourage you to register on Sunday evening as the official meeting starts at 8 am Monday morning. See you in October!