



hillcraft *Strives to be at the Top of their Game...*



The team at **hillcraft** continues to take a proactive approach in preparing and positioning ourselves for economic upswings. Our web site redesign is close to completion and we encourage you to go online at www.hillcraft.com and enjoy the many changes. We will continue to feed this site with mini-case studies of notable projects that we have completed, industry news, **hillcraft** highlights and more.

In response to increased activity in the Southern portion of the United States, **hillcraft** has teamed up with Rocky Top Rep Group located in Clarksville, GA. There continues to be a growing demand for high end commercial project millwork and architectural casework in Georgia and South Carolina and we hope through this partnership to grow our opportunity in those areas.

In order to communicate better with our clients and prospective customers, we are developing a family of brochures and literature that speak to our specific industry divisions: Residential, Retail, Hospitality, Healthcare and Commercial. We are realizing that many of our current clients are aware of only portions of what we are capable of and one of our main marketing initiatives is to educate our clients on all of our many talents so that we can better serve their needs. With project specific marketing material, we feel we can do a better job of defining how **hillcraft** can meet your millwork requirements.

Current projects that we are working on include:

- American TV & Appliance Showroom, Waukesha, WI
- Monona Bank, Monona, WI
- UW Credit Union, Madison and Sun Prairie, WI
- Meriter Hospital, Madison, WI
- Beloit College, Beloit, WI
- Gordon Flesch, West Allis, WI
- LA Fitness, Round Lake Beach, IL
- Illinois Department of Health, Chicago, IL
- Bradlee Distributors, Inc., Richmond, BC

With rising fuel prices and raw material and freight price increases, **hillcraft** continues to look for ways to remain competitive. This includes increased productivity, on-going education for our employees, better vendor negotiations, and maintaining efficiency during the project management process. With all of our efforts, **hillcraft** will forge forward with a stronger company and game plan, better able to serve our clients and provide beautiful spaces.

We hope all is going well and as always we greatly appreciate the relationships we have established.

Sincerely,

Forrest Lipke, President

Notable Projects...

LA Fitness Chicago, IL

LA Fitness, the leader in the sports club industry with facilities throughout the US and Canada, is continually looking for new markets to bring their unique style of facilities. For **hillcraft**, working with this dynamic client represented a great opportunity to show off our talents in an ever expanding geographic region.



A project typically includes a large circular wood veneer reception desk and trainer's desk each appointed with custom casework; Large sales work stations with high-end laminate selections; A Kids Klub with a no-sharp corner concept for children's safety that includes painted wall caps, storage cubbies and a check-in desk; Extensive solid surface



vanities with back-lit mirrors decorating each of the over-sized locker rooms.

Recently completed LA Fitness facilities include Troy, Michigan; Alsip, Illinois; and Edina, Minnesota. **hillcraft** has additional LA Fitness projects slated for 2008 and beyond.

Each project accomplishes LA Fitness' corporate standardized appearance but slight modifications occur to address the uniqueness of the individual spaces at each location.

Short project schedules, demanding delivery windows and out-of-state deliveries were some of the challenges that the **hillcraft** Project Managers were faced with and able to overcome. Timeliness and efficiency are trademarks of our team.

hillcraft Project Manager: Taylor Behne

General Contractor: Tri-North Builders

Architect: SenningerWalker Architects



St. Mary's Hospital Madison, WI

Custom, Custom, Custom would describe **hillcraft's** involvement in the St. Mary's Hospital new addition. From the intricate details in the reception desks; the gift shop millwork & casework; the winter garden window framework; the curved hallway wall paneling and pre assembled door & window frames to the "Family of Friends" walkway, **hillcraft** was up to the challenge. As you enter the new revolving door entryway you cannot help but feel the warmth of the wood products used. St. Mary's is truly a showcase of **hillcraft's** hard work and commitment.

hillcraft Project Manager: Debbie Peterson

General Contractor: Boldt

Architect: Kahler & Slater



Featured Products & Services...

hillcraft works with many vendors to offer options that will support and enhance an overall project. Here are some of the unique products that we have had the pleasure to work with. If you are

interested in learning more about these products or would like to incorporate these into upcoming projects, please contact us at (608) 221-3220.



Art Diffusion 3D Panels



hillcraft is proud to work with Interlam, a designer and manufacturer of high-end decorative surfaces and components. The contemporary patterns of the Art Diffusion line, has taken the design world by storm in the past five years. With a great assortment of patterns and finishes, each project is unique and spectacular in its own way. This product offers a broad variety of patterns, materials, finishes and installation choices all of which can create a dramatic impact on the overall look and feel of the completed project. By combining the various surface aggregates with the brilliant colors, tones, and finishes, the result is a textured surface with depth and tactile appeal that absorbs and reflects light. This product may contribute to achieving LEED® credits.

SkyBlend: A True Green Option

SkyBlend particleboard, a No Added Urea Formaldehyde (NAUF) particleboard, is EPP certified to be 100% recycled wood fiber particleboard. Recognizing the growing demand for products that are “green,” **hillcraft** offers this option in its raw form as well as Duramine Melamine and Roseburg Hardwood Panels. Customers interested in building LEED® projects can achieve LEED® credits by using these products. Roseburg offers a large selection of Hybrid Green products that are produced domestically from the finest raw materials available in the marketplace. From construction grade panels to value added decorative hardwood and melamine

panels, Roseburg has the right green wood product for the job.



DIVISIONS

- Commercial
- Retail
- Hospitality
- Healthcare
- Residential

PRODUCTS AND SERVICES

- Casework, Wall Paneling and Millwork
- Stainless Steel and Architectural Metals
- Solid Surface, Volcanic Stone, Granite, Stone and Quartz Surfaces
- Custom Glass and Acrylic Panels
- Upholstered Wall Panels and Banquette Seating
- Sustainable Products
- Nation-wide Logistics and Expediting



ARCHITECTURAL
WOODWORK
INSTITUTE

For more information regarding these products and services, please contact us at (608) 221-3220.

**Another hillcraft kitchen – Ala Moana Harbor Condominium, Hawaii
Designer: Michael L. Smith, CMKBD of Kitchen Concepts Plus**



Photo: Scott T. Kubo

For more details about this project and others, please visit our new web site at www.hillcraft.com



Photo: Scott T. Kubo

hillcraft

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