



hillcraft *Opens South Carolina Sales Office*



With ongoing challenges in the construction industry and recent marketing changes at **hillcraft**, this newsletter is devoted to the services we provide and to the people who make it all happen. This issue features all five of our divisions, and highlights our incredibly talented staff.

The industry is changing, and projects now require considerably more time for submittal preparation, material procurement, and project management. With the use of complex materials and shortened lead times, we know the importance of having quality staff. We currently have 6 project managers devoted to making sure each project is delivered on time, with the high level of quality you have come to expect, and within the established budget. We have an established production team consisting of an experienced Plant Manager, Safety Director, 2 Plant Supervisors, 9 Department Supervisors and upwards of 60 craftspeople on the floor. We are proud that we currently have 43 employees that have been with the company from 5 – 28 years.

We have an experienced team of estimators, varying from 2 – 5 people depending on the bid date schedule. We pride ourselves on completely understanding the project scope and providing accurate proposals, with value and integrity.

We are long standing members of the Architectural Woodwork Institute (AWI)

and adhere to their stringent quality standards at all times. We are certified to bid and manufacture Quality Certification Program (QCP) projects. This program was established to ensure excellence in the architectural woodwork industry through compliance with the AWI Quality Standards, and offers the highest level of control over a project.

hillcraft has implemented Project Review Teams that are assembled specifically for each project. Teams involve project managers, production team leaders, purchasing, and management, and are responsible for vendor accuracy, product quality, and timely delivery.

To strengthen client relationships, we have recently hired a VP of Sales, a Local Business Manager, and have opened a regional business office in Greenville, SC. We realize the volatile business environment and the competitive state of our industry. With that in mind, we are increasing our marketing efforts and surrounding ourselves with the best people available.

All of us at **hillcraft** know the importance of establishing long term relationships and are focused on this goal. We appreciate all past and future business, and are committed to providing the highest level of quality and consistency to maintain these relationships.

Sincerely,

Forrest Lipke, President

Commercial Division

Does your commercial space give off the right impression about your business? Does it offer a warm and inviting environment for your employees and clients? **hillcraft** creates beautiful spaces by blending smart and durable finishes with solid craftsmanship for long term durability.



hillcraft is a leading architectural casework and millwork fabricator able to tackle the largest or most complex projects, and a long time member of the Architectural Woodwork Institute (AWI). Allow **hillcraft** to convert your ordinary space into an extraordinary place of business.



*“C.D. Smith Construction is very pleased to have worked with **hillcraft** on the recently completed Microbial Sciences Building on the UW-Madison Campus. From the incredible reception desk to the display cases to the architectural woodwork found throughout the building, **hillcraft’s** products are of the highest quality, workmanship, functionality and visual appeal. We greatly look forward to working with **hillcraft** on future projects!”*

– Ben Menaker
Project Manager
C.D. Smith Construction

Retail Division

hillcraft manufactures dynamic, high quality architectural casework for appliance showrooms, automotive dealerships, salons and spas, furniture showrooms, gift shops and pro shops, specialty retail and so much more! Our showrooms attract retail customers into focused environments that encourage consumer interaction and increase dwell time. Customers have reported year over year sales growth of 30% to 250% after investing in a **hillcraft** showroom. Our in-house design services create unique fixtures for almost any retail environment, and we have partnerships with leading retail design firms that specialize in space planning, branding, graphics, signage, lighting, audio-visual and complete showroom designs. Our casework is expertly constructed to be reconfigured when models change. **hillcraft** can re-fixture a single store or roll-out one hundred new stores, on-time and on-budget.

*“We’ve always had an excellent experience working with **hillcraft**. Their professionalism and attention to detail is among the best in the industry. They always put the client first and never miss a schedule date no matter the size of the project. **hillcraft** goes above and beyond the minimum and delivers a first-class product.”*

– Darren Noak
Tri-North Builders





Hospitality Division

hillcraft creates warm, welcoming and comfortable spaces that enrich guest experiences. By blending durable finishes and surfaces with functional design, **hillcraft** produces exciting environments that are attractive and engaging. Allow **hillcraft** to add a touch of magic to an ordinary space and set you apart from your competition.



hillcraft understands how customers interact with the interior environment, and welcomes the opportunity to assist with value engineering to create the best value for the owner, while exceeding guest expectations. Whether new construction or an occupied remodel, **hillcraft** is able to handle challenging timelines while executing the most detailed designs with precision.

Health Care Division

For three decades, **hillcraft** has been producing dynamic environments for the healthcare industry. **hillcraft** has extensive experience with casework and millwork for hospitals, clinics, dental offices, pharmacies, and laboratories.

Our staff is experienced with low emission construction, chemical resistant surfacing, LEED® standards, and most importantly, the needs of staff and patients.

*“I have had the opportunity to work with **hillcraft** on some very challenging projects over the past twelve years. Our recently completed health and wellness campus is a testimonial to **hillcraft’s** commitment to quality, attention to detail and the ability to maintain a demanding delivery schedule.”*

– Doug Wait
Construction Coordinator
Beloit Memorial Hospital



Residential Division

hillcraft works with select designers, contractors and kitchen dealers nationwide to handcraft truly custom cabinetry not found at the local home center. Unlike traditional cabinet lines, **hillcraft** does not limit your creativity or restrict your choices to a list of catalog items. Create your own unique “signature” door style!

Your design can now incorporate wood wall paneling, fabric banquette seating, and architectural metal fabrications. With unlimited door styles, and access to an incredible array of beautiful veneers, hardwoods, and paints, **hillcraft** specializes in turning unique concepts into award-winning kitchens, baths, libraries, home-offices, and more.

FSC Certification allows **hillcraft** to support LEED® Credit MR 7 with written Chain-Of-Custody documentation, ensuring that our wood products meet the highest social and environmental criteria.

hillcraft is privileged to work with wood products, one of nature's few truly renewable resources. We can help you select materials that meet your needs for environmental friendliness, durability, and affordability.

We currently have 5 registered LEED® projects in-house, and are able to help your project earn the following credits:

- MR 4.1 & MR 4.2 – Recycled Content
- MR 5.1 – Regional Materials
- MR 6 – Rapidly Renewable Materials
- MR 7 – Certified Wood (FSC)
- EQ 4.1 – Low VOC Adhesives (waterborne)
- EQ 4.4 – Low emitting materials (NAUF)



AWI ARCHITECTURAL WOODWORK INSTITUTE

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

For more information regarding these products and services, please contact us at (608) 221-3220 or visit our web site at www.hillcraft.com.



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