



WOOD 100 Strategies for Success 2013: Customer Service

By Karen Koenig | Posted: 09/08/2013 5:20PM

Red Star Cabinet, Farmingdale, NY

“The continued success of our company is credited to strong repeat clientele based on customer service and referral business. We also take steps to future proof our business and stay ahead of the curve by attending international kitchen and bath shows like EuroCucina,” says Robert Edelbach, president. Sales for the bath and kitchen cabinetry firm grew 14.3%, and projections are for an even better year in 2013. “We purchased Cabinet Vision software to aid in our shop drawings and productivity as well faster turnaround to our customers. We also upgraded our Global spray booth as well as added a sandblasting machine. In order to ensure high quality control we manufacture as many components as possible in our factory,” he adds.