

### **Adora earns top cabinet position**

Retaining clientele and running a successful business, says Dirk DeVries, depend on two factors: quality products and customer satisfaction derived from those products. It may sound simple, but this concept has kept Adora Kitchens growing for nearly 30 years.

DeVries, president and general manager, founded the company in Abbotsford, B.C. in 1979, and moved the business to Coaldale in 1981. The company has been moving ever closer to its goal of becoming the leading cabinet supplier in Alberta.

"I began the business as an investment and a hobby," says DeVries. "I liked the idea of being responsible and having control of a product from design, sales, manufacturing to installation."

When it began, the company had one delivery van, two employees and no automated machinery operating out of the 3,500 sq. ft. building. Since then, Adora Kitchens has experienced four expansions to the building in 1983, 1990, 1996 and 2008, during which it continued service. Today, Adora Kitchens has 14 vehicles, 68 employees and has made more than \$1-million worth of improvements to the building and equipment this past year.

Further improvements include a computer-generated design system, which allows plans to be developed in an office, increasing accuracy during building, and promoting employee safety.

"As a company, we are continuously trying to improve," says DeVries. "When we make an appointment or commitment of any kind with our clients, we follow through and do it. Honesty and doing quality work in a timely fashion is very important."

That kind of attitude and dedication has earned Adora Kitchens numerous awards, including the "Best Trade Award" from the Canadian Home Builders Association, five out of six years.

"We find it vital to contribute to the community," says DeVries, who also adds he enjoys his career and looks forward to improving.

"The work I do is not a job: it is my hobby, and the thing I love the most is the challenge to continually improve," he says. "Advancement in technology is very exciting, and by embracing this technology, who knows what we will be able to do with it in the future."

### **Did you know:**

- Coaldale is the "Gem of the West".
- Adora Kitchens is the only designated Inhouse Corian Fabricator in southern Alberta and has been since 1992.
- Adora Kitchens was moved to Coaldale from Abbotsford, B.C. in 1981.
- Adora Kitchens has experienced four expansions to the building in 1983, 1990, 1996 and 2008.
- The business is still in the original location, with the original 3,500 sq. ft. building inside the existing building, and now is 29,000 sq. ft.

### **For more information contact:**

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