Partners feel town not behind the times

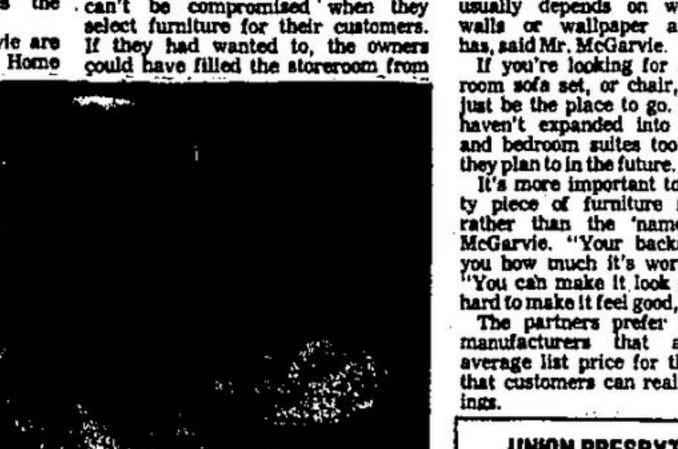
The young, new owners of a furniture store in Georgetown don't believe our town is five years behind the times.

That's why they have a variety of furniture in their showroom on Gueiph Street that features the latest styles and colors.

Mike Craig and Ian McGarvie are the owners of Aegis Quality Home

Furnishings, a business just recent-ly opened. They acquired the firm from Brown's Furniture, whose owner sold the business because of ill-health.

The partners believe that quality can't be compromised when they



Mike Craig (left) and Ian McGarvie are the owners of Aegis furniture, (Herald photo)

floor to cailing with cheaper fur-niture, said Mr. McGarvie.

People these days are far more experimental with color than they used to be, the owners say. No one color is more popular than another - it usually depends on what type of walls or wallpaper a homeowner

has, said Mr. McGarvie. If you're looking for a nice living room sofa set, or chair, Aegis might just be the place to go. The partners haven't expanded into dining room and bedroom suites too heavily, but

It's more important to buy a quality piece of furniture for its 'feel' rather than the 'name', said Mr. McGarvie. "Your backside can tell you how much it's worth," he said. 'You can make it look good, but it's hard to make it feel good," he said.

The partners prefer to deal with manufacturers that advertise an average list price for their goods so that customers can realize their sav-

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Three manufacturers the company does a lot of business with are Kroehler, Crown-Design and Brent-

"We want to sell furniture that people can get a lot of use out of. things that can be used 10 years from now," said Mr. McGarvie.

Upholstery sales will always be the forte of Aegis, but if customers are having a hard time finding other items, the partners will go out of their way to help them find the piece they want from another source, he said.

The owners worked together at Sears. Mr. McGarvie was a manager at the Sears downtown fur-

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niture department store. The partners wanted a chance to branch out on their own and introduce their personal style to the business.

The cheaper rental rates in Georgetown allows the firm to keep prices competitive, he said. The company will handle deliveries themselves which further cuts their overhead costs.

The partners believe they can be successful because they have a young and enthusiastic sales staff who are interested in each customer as an individual. There won't be any hard-sell techniques used, said Mr. Aegis.

The company will be purchasing locally whenever they can and they feel that residents in town will be loyal to their business, as well.

Simon Fraser

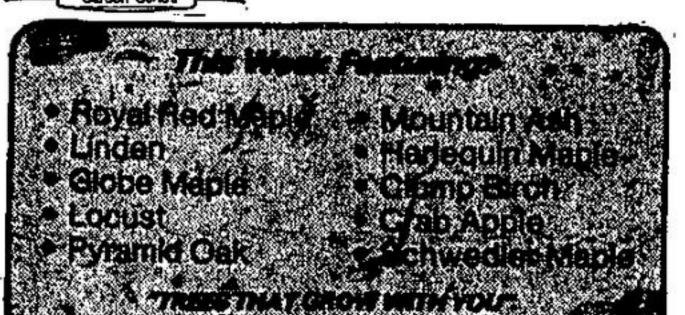
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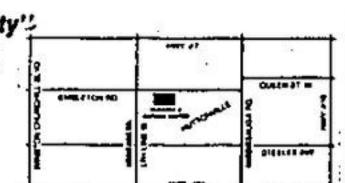






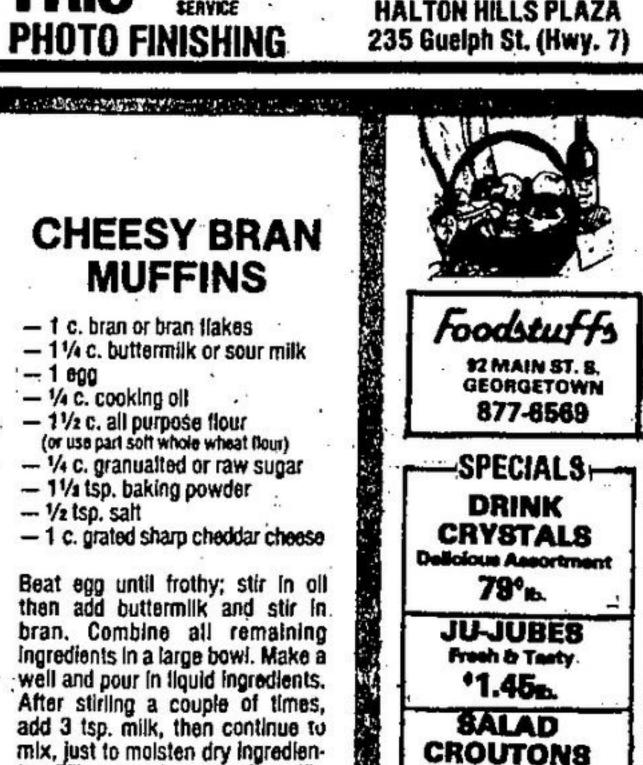
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