

Room for a forward view

The doors (and windows) are opened at Ridley Windows & Doors' new Campbellville showroom

BY DONNA DANIELLI
THE COMPASS



"A local company with a global outlook" is the best way to describe Campbellville's Ridley Windows and Doors.

Ridley's product lines are shipped all over southwestern Ontario with selected lines transported across the whole of the province and beyond. It's planned growth that made Ridley's move from their original showroom in Campbellville Country Court to their new facility on Reid Sideroad necessary.

Owners Paul and Joanne Merritt, with their hands-on approach in the design and exterior detailing of the building on Campbellville Court, created an application showroom, a concept unique in the business.

With the nature of the business changing from predominantly replacing windows and doors to supplying a wide range of quality custom products, to a diverse group of customers that includes homeowners, renovators, custom home builders and developers, there became a need for expansion. As their business evolved and markets changed, so did their facility requirements.

Ridley Windows and Doors moved into its new home in mid April, 2000. The 16,000 square foot building houses 4,500 square feet of showroom, another 4,500 square feet of office above the showroom and the rest of the building dedicated to distribution warehousing.

Product lines extend far beyond just doors and windows. Space is also given to columns,

mouldings, window arches, decorative elements, panels, gable adornments and much more.

Of particular interest is the Fypon Moulded Millwork product line. This product is primarily used on exterior surfaces and is made of a high density foam, making them virtually maintenance free. They satisfy today's buyers who are seeking greater detail to enhance the exterior appearance of their homes but don't want to use wood due to its

inherent maintenance requirements. To facilitate an extensive selection in both Fypon and other product lines, a viable warehouse became mandatory.

Ridley's extensive choices in product lines are easily customized to meet individual customer needs. They also require adaptability within the warehouse. Three different docks were incorporated in the design of the building, one for heavy longer pallets, such as columns shipped on skids, a second dock with a hydraulic lift for standard deliveries, and a third dock that operates manually if the need arises.

It's exactly this sort of forward thinking that sets Ridley apart.

Ridley's new location at 2675 Reid Sideroad was chosen and designed with attention to detail. The eight acre lot is both highly accessible and visible. The building's colours were selected to blend in with the area, while the stonework on the office complex emulates a country farmhouse.

The grass lies fallow and much attention was given to maintaining the treeline for a natural look.

No detail was too small or complicated for the owners and architect Brian Williams to consider.

"Nothing just happened here," explains Paul Merritt. "Every detail had to fit. The placement of the building, the trees remaining, all were carefully orchestrated."

The Merritts are justifiably proud of the favourable response their new building and its location have received at the local level.

"Campbellville, from the inception, has been an excellent location for our business. Geographically, it's very good and the outreach from Campbellville is excellent. We're local and we've been local for a long time, but our business direction certainly isn't just local."

Merritt went on to emphasize the practical need Ridley had for more space with its ever increasing business.

"We've strived to offer a broad range of products to fill your building needs, whatever they may be. For example, a door is a door, but a door with mouldings around it is an entrance. Our product selection was made to allow us to do any job in an exemplary manner."

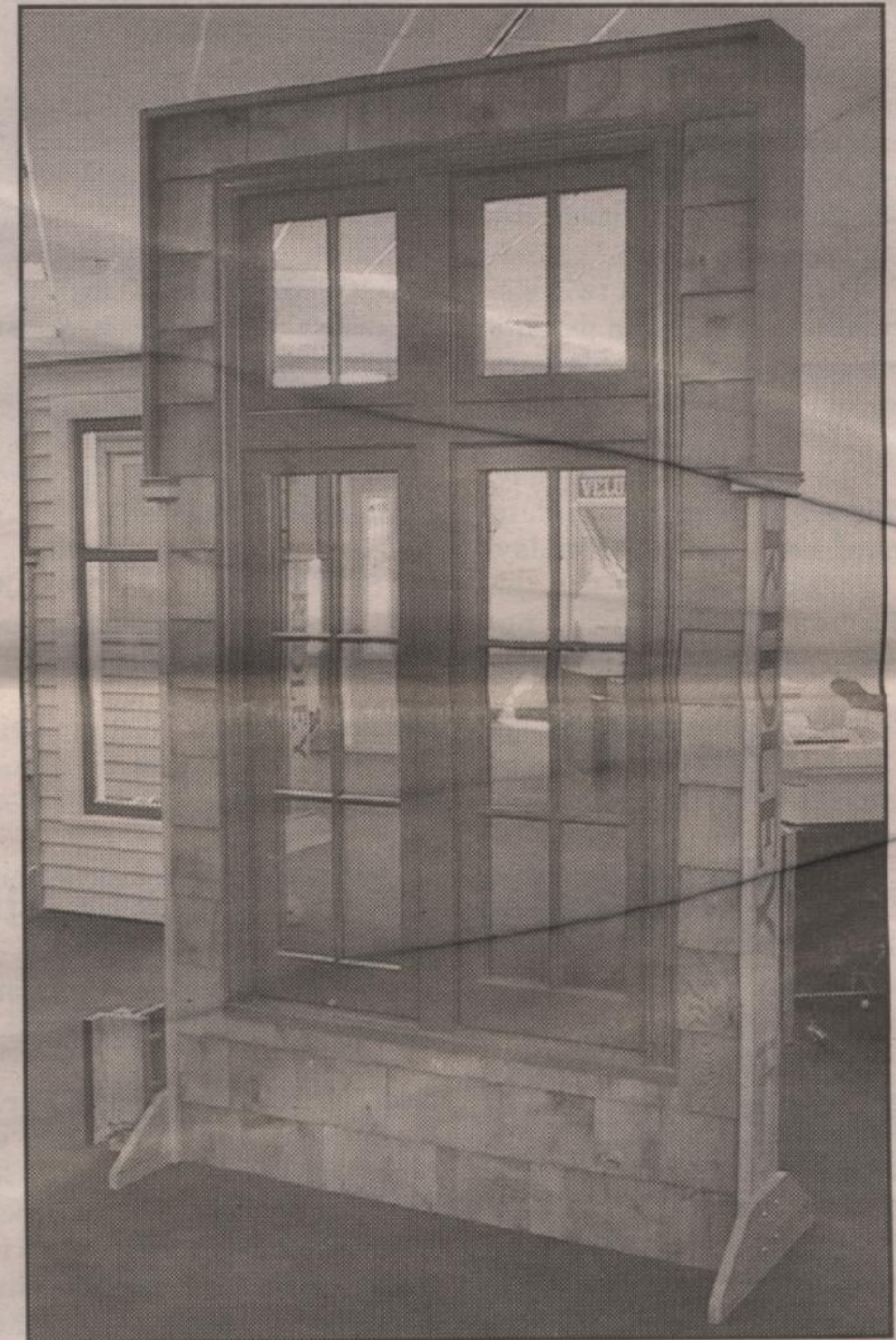
At Ridley, they believe that a successful business has exemplary staff as a key component. Paul comments, "We have great staff. They are our interface to the market and they reflect Ridley's commitment to customer satisfaction. From the original staff of three, which included Brian Anderchek who is now the Operations Manager, the staff has grown to the current level of 18. Each and every one play an

important part to the success of the sales cycle - from the professional salesperson to order entry, receiving, shipping and customer service. They're integral parts of the business."

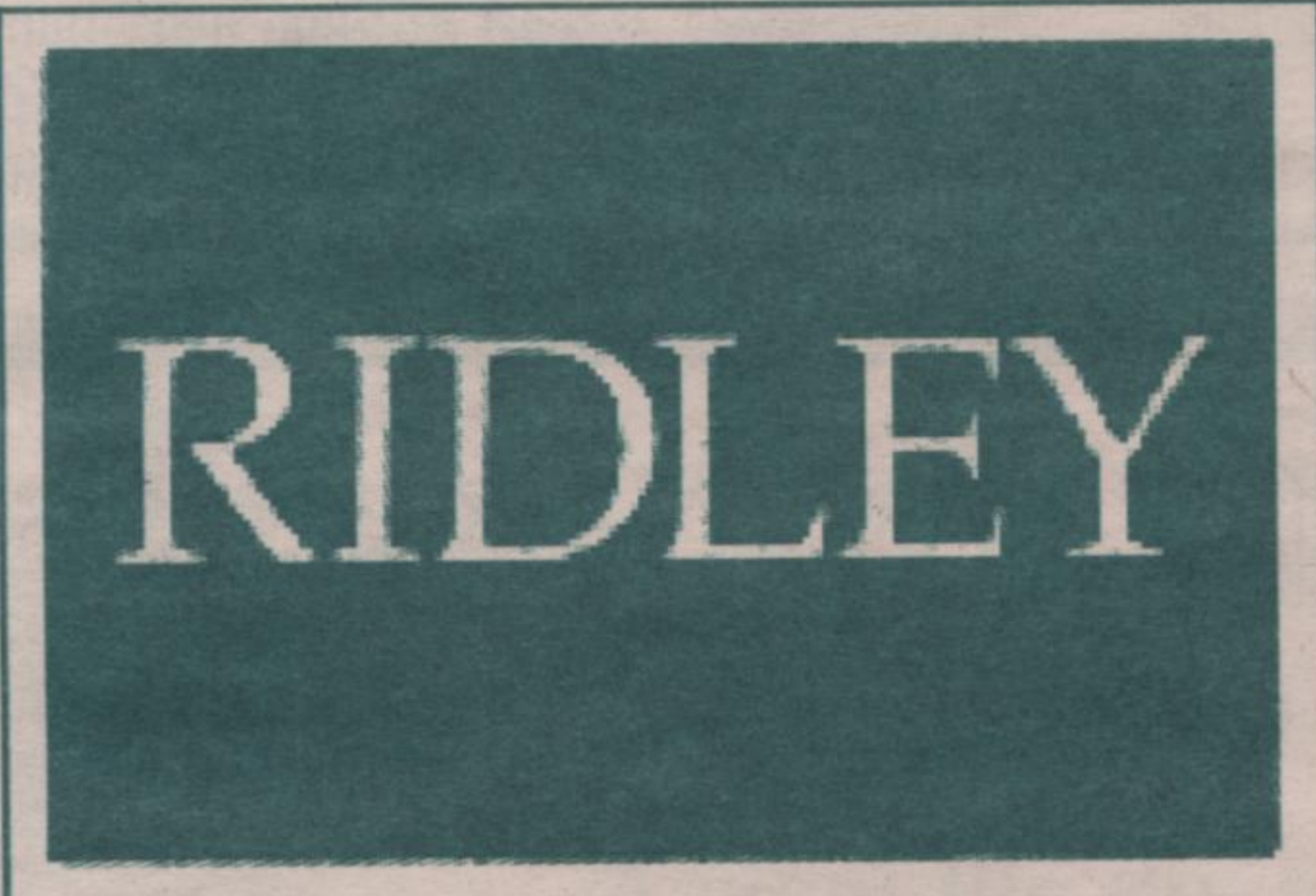
The new facility is truly a sight to see with its wide variety of products displayed in the showroom and each is only the tip of the iceberg as to what is available. Furthermore, any design objective can usually be achieved on a good, better, best basis to

satisfy the budget as well as expectations. Ridley Windows and Doors truly needs to be seen to be fully appreciated. Paul and Joanne Merritt can be confident that Ridley's reputation for quality and "affordable elegance" can only continue to grow - growth that Paul welcomes.

"Our new facility is big enough to support what we do and have room for growth. We're here to serve the building industry throughout Ontario."



A new facility on Reid Sideroad in Campbellville features a 4500 square foot showroom to showcase Ridley's extensive product line of windows, doors, columns and mouldings.



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