

Bergsma's Home Decor Celebrates 18 years of serving Milton

By Murray Townsend

Walk in the front door and it's like stepping backward and forward in time.

Modern displays co-exist with immaculately polished wood plank flooring, original restored brick, and a little backyard pond.

Stores like this don't exist anymore. If they ever did.

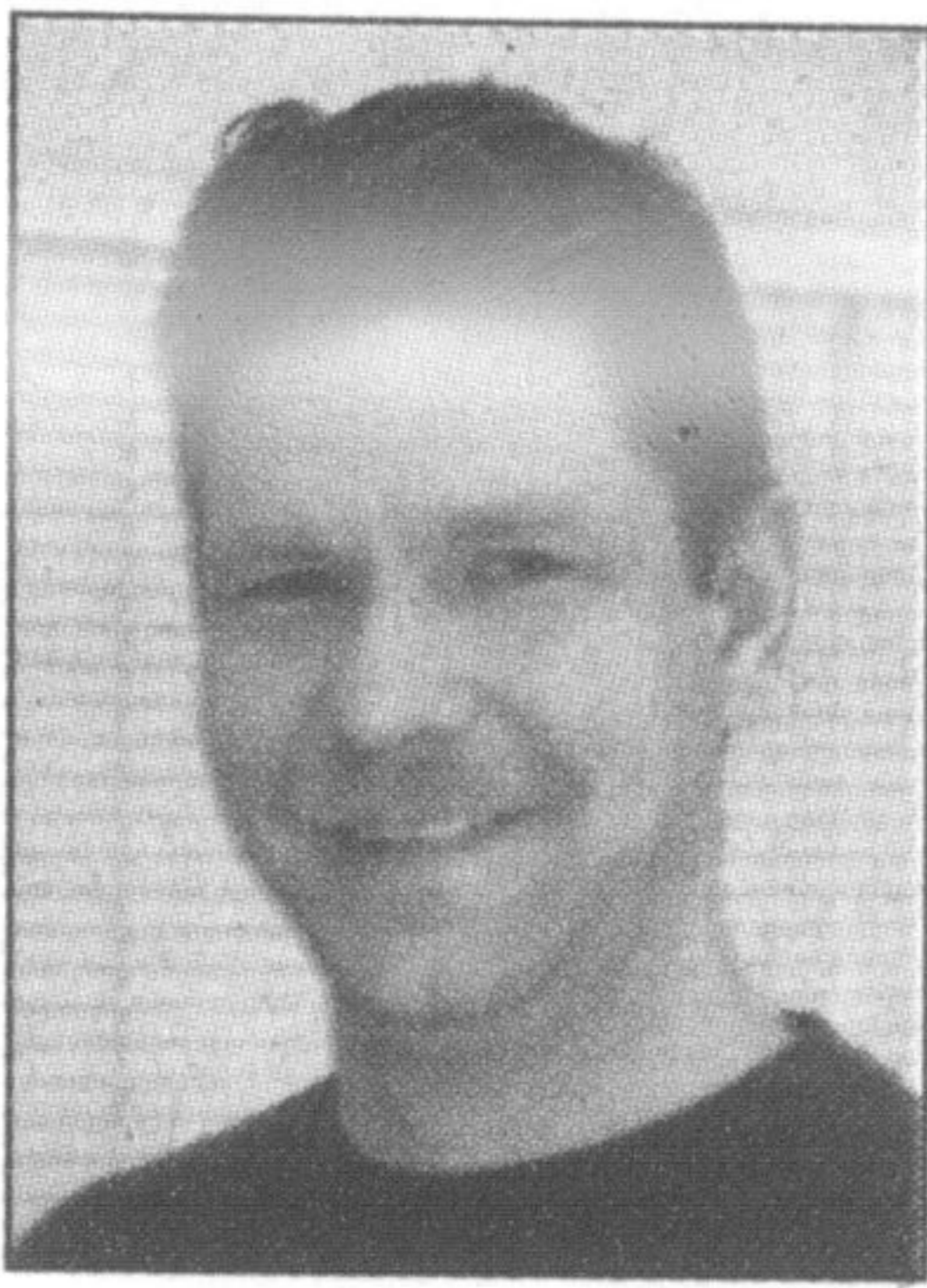
Business owners and large chains don't have the time or inclination to bother with little distractions such as thinking about customer wants and needs and presenting it to them in an imaginative way.

When was the last time you saw leather furniture in the middle of a store to help you relax, make your selections, consult with staff, or just to take a load off?

It's been 38 years in the making, so please excuse Bergsma's Home Decor for getting it right.

George Bergsma started the business in 1965 in Georgetown. His son Jeff, grew up with the business, opening the Milton store in 1985.

Several moves later, they settled at their current location at 194-196 Main St. E. They completely restored and renovated the building and



**Jeff Bergsma
Owner**

then over the last two years expanded to their current 6000 square feet.

The last expansion was special in several ways.

It brought Jeff's brother, Pete, on board full-time and brought to light a new service that Bergsma's offers under the title of Main Street lighting.

Lighting made sense because it was felt there was a need for this type of thing in Milton. The illuminating idea was brilliant because in a home decor setting, there's a lot of wasted space going up to the ceiling. Why not showcase their lighting where you'd often find it

in your home? Why not put different kinds of lighting together to give you an opportunity to compare it right away?

That's exactly what they did. No needless wasted space.

At the same time, two years ago, Bergsma's Home Decor also became a Benjamin-Moore signature store, recognizing the benefit in their nation brand awareness campaign.

Not only has the renovation highlighted the historical value of their building, it has also raised the bar for retail paint stores. Bergsma's



has been recognized as one of the top 10 in Paint Stores Canada by Benjamin-Moore. It is constantly being visited by other retailers so they can see for themselves how a store of this type can be presented.

Why put so much stock in the way the store looks? According to Jeff Bergsma it's very sim-

ple. "The surroundings reflect the level of service expertise that customers can expect."

To that end, he says, it's important to keep displays fresh. They change their displays weekly.

So, not only is it a visual experience just entering Bergsma's Home Decor, but it's a constantly changing visual experience.

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