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As a majority of U.S. homeowners arrive at their house through their garage, consumers want their “front entrance” more presentable.



A bank of dovetail drawers is featured on the cover.



Spots for small parts are a unique offering in RedLine's catalog.



Powder-Coated Wood Custom Runs

Greenberg Casework moves to exploit hot garage cabinet market.

by Bill Esler

Greenberg Casework Company Inc. began building casework and cabinetry for commercial projects, schools, hospitals, and point-of-purchase designers in 1985.

The 25-employee South Beloit, IL cabinetry and millwork shop concentrated on building commercial and institutional custom projects such as reception desks for hospitals and banks. Production is delivered on its Busellato CNC router, Mayer panel saw and other equipment in laminate, metal and solid surface, as well as wood, panel and veneers.

Owner Troy Greenberg first diversified from casework by starting GCC Coatings, which manufactures components and powder-coated parts for OEM manufacturers and store fixture shops, while also supplying internal production requirements.

After noticing a shift in consumer demand favoring home organization, Greenberg Casework diversified once again,

venturing into garage cabinetry offerings.

“We saw the rapidly expanding market for storage and organization for garage and workshop, and felt we could do better,” Greenberg says of his move into storage solutions services.

Leveraging its existing cabinetry and surface coatings capabilities, it launched the RedLine Garagegear cabinetry series. Offered in 11 colors and featuring maple butcherblock or impact-coated countertops, the cabinets and drawer faces are sealed in Greenberg Casework’s powder coating line, giving the cabinetry a durability that lends itself to garage storage solutions.

Drawers feature strong dovetail joinery, and functional hardware includes Repon heavy-duty slides and Salice European hinges. Based on a menu of sizes and formats, the cabinets are customized in hundreds of variations.

The company has steadily increased its dealer network to nearly 100 garage



Larger space for compressor, industrial vacuum and bicycle.



This custom powder-coated wood workbench was one of five prizes given away in a June 2012 promotion.



A Mayer panel saw, Busetto CNC machine, and a powder-coating alley (below) are among key production points for Greenberg Casework in all its market segments.

interiors businesses and also has become a distributor itself for StorWALL garage wall organizing panels.

In addition to establishing a manufacturing process, perhaps an even bigger shift for Greenberg Casework came in the marketing and positioning of the RedLine Garagegear brand. Products are distributed through dealers. But where none are available, the colorful cabinets are sold direct to consumers. Garagegear sales rose 30 percent last year, according to Bill Garrity, national sales and research director. Listening to feedback from its customers and dealers, “has led to improvements,” he says, including faster turnaround.

RedLine Garagegear’s mid-priced, semi-custom-sized garage cabinets are available in over 500 versions encased in powder coatings and aimed at the consumer home organization market. Its brand marketing includes issuing a consumers guide to garage organization.

After getting its feet wet with garages, Greenberg moved into a new home storage solution: RedLine Closet Systems.

To its home organization dealers, Greenberg Casework is marketed as RedLine Garagegear. To consumers, its outreach is through online sweepstakes marketed through Facebook, and its latest effort in social media marketing: Pinterest.



“The latest social media craze sweeping across the nation,” as Greenberg describes it, Pinterest is extremely popular among consumers interested in home interior design (as well as hobbyists and other areas). Users pin photos at their personal pages of things they like, including those of Garagegear interiors. The digital scrapbooks are another source of free peer-to-peer marketing for

RedLine brands.

“This gives us another place to refer our customers so they can get an idea of what we have to offer,” says Greenberg. “Pinterest shows that we are a real company producing real products that solve garage organization problems for real people.”

When garage cabinetry dealers visit Greenberg Casework, Greenberg adds, they are sometimes surprised by its compact size. “Dealers think they will be coming into some big place.” But manufacturing efficiencies allows rapid turnaround on custom cabinet orders from relatively small quarters. Greenberg believes the manufacturing engine behind RedLine garagegear “is a poster child for manufacturing in America.

“We used to inventory a lot of parts,” he says. “Now we are very, very lean. We use just-in-time manufacture.” With all the sizes and color options, RedLine has about one thousand SKUs.

“It wouldn’t be exaggerating at all to say that when we process an order we have a three- to five-day turnaround,” says Greenberg. So as high-volume production has gone overseas, “We are able to make it a very custom cabinet without any inventory.” **CWB**

Scan to view
RedLine’s offerings

