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MACKENZIE-DOW'S ENGLISH PUB COLLECTION
DESIGNED *BY* CUSTOMERS *FOR* CUSTOMERS

Customization Program Allows Retailers and Designers
To Take Part in the Product Development Process

Huntington, WV – Although the company is not known as a “custom” wood manufacturer, MacKenzie-Dow enjoys a growing reputation in the industry as a “can-do” producer by encouraging retailers and designers to make changes to standard sizes or designs to suit their needs. According to Gary Adams, MacKenzie-Dow’s president, customization is not only a significant part of the company’s business, it has also been instrumental in the burgeoning success of their English Pub Collection. “Because our customers know their particular end-users better than we do, it makes sense for us to use our distribution network to improve our designs. In fact, at this time, about 30-35% of our work involves some form of customization,” he offers.

From small size changes to more extensive style alterations, MacKenzie-Dow’s willingness to make modifications to its existing line is a service that sets the company apart from both importers and many domestic manufacturers. “We strive to meet our customers’ needs, instead of requiring them to adapt to our offerings,” states Adams. “The program has been mutually beneficial because, in many cases, a piece that we have customized for one customer has also become a successful style change to our standard line,” he adds.

To better serve the “custom” furniture business, MacKenzie-Dow has recently purchased a CNC wood lathe, which will enable the company to make one-of-a-kind

table legs, bed posts and other wood turnings. However, the most common custom changes to date have come in the form of dining table size changes. “Table needs can range from a smaller than standard 36” round table to a huge ten-foot table, capable of expanding to 14 feet with leaves,” says Adams. “And, of course, varied dining table sizes give rise to the need for proportional buffets and hutches,” he concludes.

MacKenzie-Dow is a Limited Liability Corporation formed in West Virginia in early 2002. Specializing in the production of fine quality, solid black cherry residential furniture, the company merged in March 2004 with its principal owner, National Wood Products, Inc. of Huntington, WV, a manufacturer of solid wood products in West Virginia since 1984. The company’s website is located at www.mackenziedow.com.

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