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With New Ownership, Designer Doors Begins a New Chapter

River Falls–November 17, 2010–For more than 20 years, Designer Doors has been building handcrafted wood garage doors for fine homes and businesses throughout the US, Canada and many foreign countries. The company was founded by Kent Forsland, a visionary who identified the need for quality doors, developed the legendary product and built the company to where it is today.

With a dedication to architectural authenticity, innovation and creativity, the company gained recognition as the singular source for quality doors with unique custom details. The product offering was expanded to include a second line of garage doors under the Sawmill Creek name, plus entry doors, gates and working shutters. The company established a national dealer network, installed territory managers in major US markets and developed a robust support team in River Falls while gaining market share and a loyal following of architects, builders and homeowners. The company's attention to design detail was trademarked as Architectural Harmony™.

In recent years, many companies, including Designer Doors, have felt the impact of change in the building industry. With fewer new homes being built, Designer Doors refocused its efforts on expanding its product offerings to fulfill its promise of Architectural Harmony™. As the competitive climate increased, many companies either lowered their pricing or went out of business. For Designer Doors, the innovative products that had made the company famous were still popular, but making and delivering them to the market in more cost-effective ways became imperative.

Given the market conditions and Designer Doors continued interest in bringing high quality products to the market, they looked at an ownership change that would allow for a seamless transition towards a sustainable business. In addition, the desire to remain in River Falls and continue forward with the core team was equally important. In October, Mr. Steve Williams purchased majority ownership of Designer Doors.

About Steve Williams

Steve Williams' first association with Designer Doors was close to home – his own home. While in the midst of a whole-house remodel nearly 10 years ago, the home's designer came to him with recommendations for exterior improvements. One improvement on the list was a custom wood garage door, perfectly suited to the Arts and Crafts architectural look of the house. The door was installed and garnered attention from friends and neighbors. Having been made aware of the difference a door could make,

Steve looked into the company that had built it and discovered Designer Doors in River Falls, WI.

Steve says, “Once I experienced the remodeling of my own home, I really began to appreciate the thoughtfulness and effort behind good design. I loved the garage door from Designer Doors and recognized a very special company with a great product.” After finding out that a former colleague worked for the company, he stayed in touch. Nearly 10 years after he became acquainted with the company, he got the call. Would he be interested in owning a majority of the company?

Steve says, “I have known all along that Designer Doors is a good name with a good product. Once I started to look more closely, it was clear that Designer Doors had the ability to achieve their goals simply by optimizing their existing business structures.” With Steve’s former experience in manufacturing, it was a terrific opportunity to lend his expertise. “I quickly said, ‘Yes!’”

For President and CEO Paul Goudreault, Steve’s input is invaluable. “While many companies in our industry have ceased operation, Designer Doors is looking forward to a new chapter with a renewed focus on our products and our customers. Steve’s experience in manufacturing is essential as we streamline operations and develop efficiencies. I’m looking forward to working with him.”

Steve Williams will be the guest of honor at a welcome event scheduled at Designer Doors on December, 6th. If you would like to meet Steve or have a tour of the Designer Doors facility. Please join us at 7:00 p.m. at 702 Troy Street in River Falls, Wisconsin.

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