



THE DOWNSVIEW OF TOMORROW

In the age of the Internet and Social Media, today's customers approach designers and manufacturers with highly specific and detailed expectations. "The market is very different today. What has changed our clientele the most is Pinterest combined with today's instant review and photo realistic rendering capabilities. Now there's so much content out there and these technologies make it possible to change everything just with the flick of a switch. In today's high-end market clients want designs that are so unique that really the sky is the limit as far as imagination goes," Matthew Quinn, the principal of Atlanta, Georgia-based Design Galleria Kitchen and Bath Studio, explains. Exceptional custom capabilities,

unparalleled flexibility and a culture of never saying 'no' to requests for innovative custom products has positioned Downsview well for continuing to set the trend in this highly dynamic, always changing market.

After five decades in business Downsview is as innovative as ever, constantly developing new styles and finishes. "Every time I go up to the facility and look in Mike's office, he's always got prototypes of new doors and other things. They always have something new going on," Doug Durbin states. A deeply held passion for experimenting, learning and improving continues to be at the heart of Downsview's innovative drive. "We are always innovating, things are constantly evolving," Claudio emphasizes. Achille who led innovation from the production side during his many years as production manager, elaborates: "You have to stay up to date with technology and you always have to come up with new ideas and ways to impress clients. Even if it is through something small. Little changes can be a big thing sometimes."

As for the future, Downsview is determined to continue to follow the market and keep evolving. "What we are going to do will be driven by what the market wants. You have to adapt," Tania explains. "We need to keep going where the market is. We can't just point the finger and say that's where we want to be in ten years," Claudio adds. The company's more recent diversification into closets, wardrobes and built-ins to cover all aspects of new home construction and renovations,

and the creation of a full closet collection together with its dealer partners, are steps in an ongoing journey of constant innovation and adapting in a most dynamic environment. "One of our big assets in that is our size," Claudio explains. "We have the manufacturing capability and we are at a scale where we are able to do big multi-unit projects, high-end custom designs or just a lot of one-offs. As far as the manufacturing part is concerned, we are able to do whatever the demand is," he adds. Being self-sufficient and doing everything in-house from manufacturing the doors to applying the finishes will afford Downsview the ability to keep evolving while, at the same time, ensuring that any new products will meet the Downsview quality standard of excellence.

At the 50 year mark, Downsview is a family business jointly led by two generations of family entrepreneurs. With Claudio leading manufacturing, Tania the administrative side, Robert the order processing and Mike overseeing all operations, the family has established a modus operandi that plays to everybody's strengths. As representatives of the second generation, Tania, Claudio and Robert have learned the business from their childhood days and share the same values that have made the company strong over the years. The great continuity in work ethics, values and leadership capabilities clearly points to a future of Downsview as a second generation family business. "Claudio and Robert have the ability to give the same answers that Mike, Achille or myself would give to anybody. I completely trust them. They are doing a great job," states Joe Remigio. "We've been blessed because Robert, Tania and Claudio are here, so the company is still in good hands. Somebody can run it down the road," adds Achille with great confidence. "They are the new generation," concludes Mike with a notable sense of gratitude, appreciation and pride. The future looks bright as Downsview enters its sixth decade in business.