



The Total Package is Dynamic

MAY 2022

PROFESSIONALISM
QUALITY
INNOVATION



DREW & SHELLY PELC, OWNERS OF DYNAMIC KITCHENS

- **Our philosophy is to provide our clients the absolute most value and best experience for their hard-earned money.**
- **Our clients can experience the “Dynamic Difference”.**
- **We are most proud of our people. Without them we are nothing.**
- **The greatest opportunities for our sector are peripheral growth and supply chain growth. Companies need to expand their offerings, more products made in Canada, supporting Canada.**

Keeping high standards is a way of life

Dynamic Kitchens was founded in 1975 operating then as Jem Dor Woodcraft. Located in London, Ontario. In 2012, the company was purchased by Drew and Shelly Pelc who renamed the company to Dynamic Kitchens. Now employing 27 people, the company sits in just over 10,000 sq. ft. of space where it houses their production facility, showroom and offices.

When Drew and Shelley bought the business they knew it was the perfect fit because of the company’s great reputation of high-quality product. Drew’s own 27 years of experience working in every position and role in the cabinetry industry built a passion for the business that isn’t just a job, one could say is his “way of life.”

Dynamic Kitchens produces on average 8-10 full custom kitchens per month and are heavily focused on retail, which accounts for about 70% of their business. The other 30% is made up of a few select builders, renovators/designers that they have had very longstanding relationships with.

To take a deeper dive into this company, we spoke with Kevin Bowers General Manager with almost 30 years in senior leadership roles including over 20 years in the cabinet industry.

CKCA: In your opinion what’s the average kitchen spend these days?



Kevin: Under the current conditions our average job for our clients is \$45,000. We have certainly noticed a trend that clients are putting more into their homes over the last couple of years.



CKCA: What recent investments have you made with innovative technologies?

Kevin: We are dedicated to investing in the business and continually plan for the next desired upgrade of our facility or technology. We make these investments when it will improve our process or provide our clients with a better product or value for their money. In 2012, all the work was done by hand, panels and parts were done by panel saws.

One of the first things implemented by Drew was the purchase of a CNC. Over the past

10 years, we have done many upgrades to both the facility and our systems. We have added a new CNC, paint booth, new edge bander, dust collection, case clamp and a drawer clamp.

Technologically speaking we have completely changed over all systems to an integrated setup. We have added new all-in-one software that combines our CRM with our finance software. It also manages our projects, does customer surveys, provides analytics (allows for staff planning and gives an extremely accurate view of sales that we can expect from our pipeline). It has a module that allows clients to sign documents digitally, reducing paper waste with a long-term goal of eliminating paper altogether.

We have also added production planning software and inventory management software. This has significantly reduced on entry levels and allows us to have products arrive just in time for each job.

CKCA: What is the key reason, in your opinion, that Dynamic Kitchens has remained a strong company for over 10 years?

Kevin: Our longevity really comes down to our philosophy, to provide our clients the absolute most value and best experience for their hard-earned money. We are not afraid to change and grow. We are always exploring different products and processes to improve businesses.”

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“Challenges are opportunities for improvement”

CKCA: What sets you apart from the competition?

Kevin: Our combined knowledge and how we apply it. Our lifetime warranty which is also fully transferable. This includes all lighting and accessories. If the manufacturer warranty is not lifetime, it is bumped up to lifetime. We do not use inferior products of any kind. Top of the line hinges, drawer slides, paint and stain, quality board materials are all part of our built to last a lifetime promise. All our staff are as passionate as the owners. When you take all that knowledge and understanding and apply it, what you get is a superior product, no corners cut, and a sales experience to match the product. We have all been in the industry for many years, we listen and take every concern a client has expressed about their existing kitchens and then design a product that addresses each one of those issues, That's the Dynamic experience.



Drew and Shelley pictured above.

CKCA: What are some of the challenges you face?

Kevin: Material and labour shortages as well as skyrocketing costs are our biggest obstacles at the moment. Costs such as taxes, bank fees and interest, WSIB and the list goes on.

There is a real problem with getting today's youth into the trades. It doesn't have the allure of other occupations. Kids at high school need to learn about the trades, the opportunities to earn a very good living, one that is rewarding and different each day. With materials shortages and costs, the one thing in my career that stands out is the challenges we had with COVID and the global supply chain

disruptions. It forces you to look at things differently. It makes you change and evolve and it always makes you better for it. Things we might not have looked at materials-wise in the past, are now part of our standard materials list and we have an even better product now that we did 2 years ago.

I am also concerned about the amount of products flooding in from other parts of the world. Substandard, cheap product coming into Canada puts a stain on the industry and undermines its integrity.

CKCA: What are some of the solutions you have applied and how have these helped?

Kevin: We have worked with our suppliers to find new, and in some cases, better solutions. We have grown our supplier network, and by adding new suppliers we have been able to source different alternatives for the better, but never less than our standards. When it comes to the labour shortage, there is no current solutions readily available. Not only has it made our current workload challenging, it has become a major barrier to growth. We have the workload to add another shift, which would employ another 11 people, but we have been unable to fill the necessary positions.

CKCA: What do you think Government can do to help address some of these issues?

Kevin: Many programs, in my opinion, are designed to not be inclusive. SMEs drive the economy in in Canada, but the focus and programs always seem to be for the automotive sector and for companies that export. My absolute least favourite—automation! Automation eliminates jobs. I would much rather have more staff than more machines. I think it is critically important to support the communities that we work and sell in. I once, not too



long ago, visited a factory that had just received a \$10 million grant from government. I was so disappointed in that visit as the money did not add jobs, it eliminated jobs and replaced them with automation. This company has a 100,000 square foot manufacturing facility that runs completely automated with just 15 people on the floor to make sure the machines don't stop.

CKCA: What do you love about the industry?

Kevin: I love working with clients, seeing the transformations, and solving challenges. Equally, I am impressed with our people. To see them grow inside the company and the work they do, it impresses me each day.

CKCA: What would you say to someone looking to enter the industry?

Kevin: You are going to love it! Every day is different. Each house is different, and every client is unique. There are so many well-paying jobs in this industry, but they may not be as glamorous as some people hope for. Transforming a client's space is one of the most rewarding things about our industry. If you are looking to own your own business, either have the experience or get it. It's an investment for you, make sure you have the right people in place that can create an environment of excellence.

And excellence is clearly what Dynamic Kitchens is all about! We wish them continued success .

CKCA celebrates quality and innovation
An industry that proudly builds in Canada!
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