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Kitchens of the Future

At Downsview Kitchens, online design means high quality and the best selections

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Whether renovating or planning your new home, Downsview Kitchens of Charleston can assist you in finding the finest in custom cabinetry for your project. David and Eva Glover, the owners of Downsview Kitchens of Charleston, are not only the authorized dealer for Downsview Kitchens, they are also the exclusive

representatives for North and South Carolina, and have been since 1993.

The Glovers, who have maintained their Charlotte-based Downsview Kitchens dealership over the past 17 years, recently made Charleston their permanent home. "Since 1980 we have been meeting with clients and providing cabinetry in Charleston, Kiawah and now Daniel Island," said David. "We always

wanted to make the Charleston area our home. Today's technology has enabled us to work with clients located throughout the United States, while basing ourselves in Charleston."

Well-known for their quality and superior finishes, Downsview Kitchens is a custom cabinetry manufacturer, based in Canada, with showrooms throughout North America. Since the beginning, the Glovers wanted to make the



buying process as simple as possible for their clients. Early on, they began providing design services and cabinetry to clients via electronic communications, with fewer and fewer clients actually coming into the showrooms. They were one of the first kitchen dealers to use computer-assisted design. In 1996, having established Downsview's most successful showroom in the U.S., the Glovers continued to

push technology by communicating and managing their showroom online.

"Nowadays everything is online and communications are primarily by e-mail," David says. "We shop online, bank online, we found our Johns Island home online. We have introduced a new and innovative concept through our exclusive DownsviewDirect program. It provides Downsview Kitchens

cabinetry to select architects, builders, remodelers, and designers throughout the United States at dealer pricing. We provide full CAD [computer-aided design], ordering support, along with other optional full services directly to these Associates, as well as to their clients, either online or in person."

The Glovers' e-centric approach to business cuts out a huge amount of operational

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overhead, allowing them to pass along substantial savings to their associates and their clients. "We could have a hundred displays on hand and not have displayed what you are going to use in your home," David says. "Our level of experience and knowledge, our detailed drawings, extensive portfolio of hundreds of completed projects, and one of the largest collections of finishes ensure our clients can be confident in the designs and their selections. Because of our unique and exclusive agreement with Downsview Kitchens, we do not have to operate like the other 40-plus Downsview dealers. Given the economy and never-ending quest for the best products for the best price, we feel the time is right to provide a high-product and design that compete with other dealers' costs."

David discussed one of their recent clients on Daniel Island. Although the couple had already met with a local kitchen dealer, they were looking for a more creative, sophisticated style. An ad in *Architectural Digest* led them to Downsview Kitchens and the Glovers, whom they contacted for a design and a quote. David then contacted the builder and obtained CAD files for the house. He used these to input their designs directly into the construction drawings. Taking this holistic approach, David was able to make slight modifications to the framing, creating a better balance of the doorways and range wall.

"We provided the exact framing modifications, based on field-verified measurements, to the builder who executed them perfectly," Eva says. "The results are stunning! We coordinated the entire process from Charlotte, including design, samples, and installation of their cabinetry prior to our moving to Charleston."

Because of their clients' individual tastes and preferences, Downsview Kitchens of Charleston has accumulated thousands of samples of various finishes. They can suggest a wide variety of designs through high-resolution digital imagery, as well as through Downsview's 111-page electronic brochure. (Non-techie clients receive printed copies.)

Once the clients have made their initial selection from the digital sample library, they are provided with an actual full-size cabinet door sample for confirmation of style and finish.

"If you don't find what you are looking for in our extensive sample library, we will simply create a door sample matched to your specifications and subject to your personal satisfaction," Eva says. "We can provide custom color matching of stains or painted finishes at no additional charge for our clients. Additional techniques such as glazing, dry brush, antique residue, edge rub thru, coarse graining, paint peel and distressing are also available at a very modest charge."

Downsview Kitchens of Charleston's competitive pricing allows them to use Downsview Kitchens cabinetry throughout a home without sacrificing quality or the option for custom designs and finishes. "Most other companies 'step down' the quality of products in secondary areas, which limits the client's choices." David notes. "But it's those other areas, such as laundry rooms, that receive more activity than some of the primary areas. By manufacturing them in the same way, we can offer exactly the same finish but in a lower-priced door style. We use the same quality construction, but the client stays on or below budget."

"Save your magazines and before tearing out a Downsview ad for a cabinet shop or another kitchen dealer to attempt to replicate, see what a Downsview kitchen costs first," David says. "We never charge for quotations or for the initial detailed layout. We are certain 10 years from now you will appreciate the long-lasting quality, value and classic styling of Downsview Kitchens." ➤

FOR MORE INFORMATION

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