

MACKENZIE-DOW

MacKenzie-Dow Bucking Offshore Trend and Succeeding Extravagantly



At MacKenzie-Dow Fine Furnishings, they're bucking the trend and succeeding... extravagantly despite a grinding economy that has brought many furniture companies to their metaphorical knees.

Starting from scratch in 2002, when many American furniture manufacturers were closing U.S. plants and moving offshore, MacKenzie-Dow has grown 70 percent per year. After initially dabbling in the Asian market, company management realized quickly that those alleged offshore strengths were becoming their company's weaknesses.

"Quality, service, dependability and delivery — all hallmarks of the MacKenzie-Dow product — were difficult for us to manage overseas," says Gary Adams, president. "Originally we envisioned a larger mix of products and price points to fit a variety of retailers. However, we quickly recognized our niche. Today, control is just a few short steps away, and we do not face the language and cultural barriers that often challenge importers."

The company produces its solid-wood furniture exclusively from wild black cherry lumber indigenous to the Appalachian forests at a single factory in Huntington, WV. Using mixed grades of cherry, the company's crafts-

men and women celebrate the small knots, season splits and other so-called imperfections, building them into the furniture that is finished in a way that lets nature do all the talking. Once the piece is bench-crafted and hand-sanded, artisans apply a series of stains and glazes that create the aged appear-



ance of well-worn furniture. The final steps involve a series of hand waxes creating a finish that absolutely begs to be touched.

MacKenzie-Dow's three standard finishes (a medium brown Wheatland, Natural without stain, and a more traditional amber shade Malt) are complemented by any of 3,000+ colorways in the Sherwin-Williams line of pigmented lacquers. The company likes to say, "Nature is our canvas... finishing is our art."

All MacKenzie-Dow furniture is made to order. There is no finished goods inventory. The company's ability to customize each piece is a distinct advantage over many imports and fuels the design process. It develops



pieces based on requests from customers, many of whom are interior designers.

In fact, whether within the retail environment or with limited or no showroom space, interior designers are becoming the cornerstone of MacKenzie-Dow's business model. Several of its largest customers are to-the-trade design showrooms.

Beyond interior designers, customers include large retailers, small and medium-sized retailers, trade



showrooms and design studios. A residential specialist, the company has also sold contract furniture to the Greenbrier Sporting Club in White Sulphur Springs, WV, and the Snake river Sporting Club in Jackson Hole, WY.

At the October High Point Market, MacKenzie-Dow will add round and oval cocktail tables to three of its collections — English Pub, Yesterday River and Toscana Manor; offer its popular Square-to-Round table at tavern-table height (40 inches) along accompanying barstools; and showcase a modified dropleaf table to counter height.



Po·et·ic Li·cense

pō-et-ik li-sents \n:

We encourage it.

*Feel free to modify our designs
to fit your needs.*

*After all, style is personal,
and it doesn't fit into a crate.*

MACKENZIE DOW
Fine Furniture

Hand-crafted Wild Black Cherry,
built to order in the United States.

