

Kent Moore Cabinets:

Built to Last

by MOLLY MUTH, Contributing Editor

WHILE ATTENDING TEXAS A&M UNIVERSITY IN PURSUIT OF A DEGREE IN EDUCATION, KENT MOORE SUBCONTRACTED CABINETS AND TRIM WORK TO HELP PAY HIS WAY THROUGH COLLEGE. WHAT STARTED AS A PART-TIME GIG TURNED INTO A FLOURISHING COMPANY. MOORE EXPANDED HIS BUSINESS FROM A SITE-BUILT CABINET COMPANY TO HIS FIRST SHOP IN BRYAN-COLLEGE STATION IN 1976. A LARGER LOCATION IN BRYAN, TEXAS WAS ESTABLISHED IN 1989, AND IN 2001, MOORE PURCHASED 38 MORE ACRES IN THE BRAZOS COUNTY INDUSTRIAL PARK. THE BUSINESS CONTINUED TO EXPAND INTO BIGGER FACILITIES AND NEW CITIES.

Now, Kent Moore Cabinets (KMC) is the largest custom cabinet manufacturer in Texas. With 12 design centers — located in Austin, Bryan, College Station, Corpus Christi, Dallas, Ft. Worth, Georgetown, Houston, Richmond, San Antonio, Spring/The Woodlands and Waco — KMC serves almost all major metropolitan areas of Texas. KMC's headquarters and two manufacturing plants are strategically located in Bryan, within 250 miles of 80% of the population of Texas. This proximity allows KMC to deliver cabinets directly from the manufacturing plant to new homes under construction. KMC is still family owned and operated; the president and CEO is Casey Moore, son of founder and COO Kent Moore. Kent Moore's sons-in-law Kenny Bolline and Shawn Locke are executive vice presidents with the company. Family ties, along with KMC's mission to create a culture of pride and teamwork, allow the company to thrive.

With 50 years of experience, KMC has a lot to offer their customers. As showcased in their builder's design center and model home

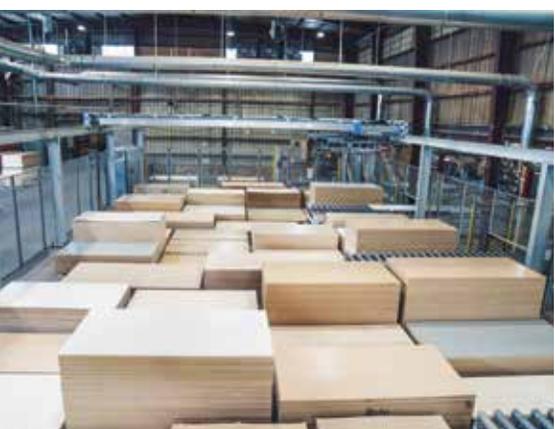
programs, KMC specializes in unique and innovative custom-designed cabinets for any space. KMC's portfolio includes kitchens, baths, studies, wood hoods, bedrooms, closets, wine storage, islands, living spaces, entertainment centers and libraries, as well as unique spaces and customizable options. Such a diverse portfolio requires attention to detail and ambition to create the best cabinet construction and installation processes possible. Describing KMC's process, president and

CEO Casey Moore said, "We have combined the craftsmanship of our all-star workforce with the best of technology. This combination gives us our competitive edge and the ability to offer what builders want most — unique and innovative designs, quality custom cabinets and quick turn-around times from order to install. Our experienced field service team then applies the finishing touches." KMC has found success by tailoring their services to their customers' unique needs.

Another key to KMC's success has been the development of their Built to Last: Seven-Step Process. Each step of the process is executed with the utmost care for their customers' wishes, and it has been carefully refined over the years. The process involves planning, design, production, construction, inspection, installation and service. During the planning phase, KMC's sales staff works to transform a client's ideas into reality in the form of a designed layout. KMC offers red oak, maple, poplar, alder, hickory, cherry, beech and rustic woods, as well as special options, like black walnut and rift sawn white oak, providing flexibility. Next, the design phase begins. KMC designs cabinets to fit any space — without the filler sections that come with stock cabinets. The third step is production, when KMC creates high quality, hand-crafted, custom-designed cabinetry. The production of each cabinet or shelving unit requires the use of state-of-the-art technology and a production system that can accommodate highly







customized pieces. Fourth, KMC completes the construction phase. All cabinets and shelving units are constructed in their Bryan location, and all parts of the hardwood face frame are glued and screwed together into a single unit, ensuring sturdiness. The fifth step is inspection. KMC inspects all products against specifications that meet or exceed the Kitchen Cabinet Manufacturing Association (KCMA) standards, a rigorous set of requirements. All KMC products are quality checked before the next step: installation. Professional installers position each cabinet and shelving component and make final adjustments on site. Most installations occur the same day that the cabinets arrive. The final step is service. After cabinets are installed, it only takes one call to deploy KMC's service team, and repairs or replacements are covered by KMC's warranty. This two-year installed cabinet warranty is a promise that any defects due to material or workmanship are covered; the warranty is part of KMC's commitment to excellence. Kent Moore Cabinets are built to last. Company founder Kent Moore said, "The cabinets I built 50 years ago are still in use today. The cabinets we build for you today will still be used 50 years from now."

KMC is also dedicated to innovation. Kent Moore is also known as a pioneer of mass customization in the cabinet making industry. Beyond the company's many customization options, their proprietary stains are effective and sustainable. KMC uses waterborne stain, sealcoat and topcoat — the most environmentally friendly finish in the world. The State of Texas Environmental Excellence Award (TEEA) was given to KMC specifically for this finish, and KMC is proud to display the TEEA seal on their products. Additionally, KMC uses state-of-the-art equipment like Computerized Numerical Control (CNC) router machines. The CNC IntelliStore staging area has robotic arms that are programmed to feed the CNC routers, resulting in a highly efficient process. These technological innovations allow KMC to produce up to 1,200 custom cabinets a day. The company's manufacturing facilities



include 280,000 square feet of space. Each manufacturing facility employs the best technology available to ensure a quality product. Staying on top of customer preferences, KMC publishes KMC Trends and also tracks trends from the National Kitchen and Bath Association. KMC's devotion to remaining at the forefront of the industry means that they are constantly developing new processes and evolving existing systems to meet demand.

After half a century of successful business, KMC continues to set an example for others in the industry. Kent Moore established the values of craftsmanship, dependability, innovation and willingness to change when he founded the company. Customers appreciate these values, as well as KMC's dedication to service. Vice President of Business Development Victor Mendez said, "After 50 years in business, our team is still committed to one common goal, customer satisfaction. This commitment allows us to unlock the doors of our customers' imagination, helps them visualize their dreams, and we then produce a quality product that turns their dreams into reality." The company's vision is to always provide the best quality and service in the custom homebuilding market. All their clients agree: Kent Moore Cabinets crafts products that are built to last. ★