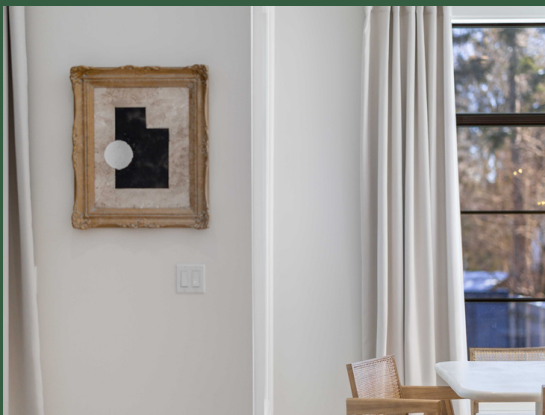


V O L 1 9

# BRENLO

T I M E S



# Brenlo Times

## A Message From the President

Dear Valued Clients,

We are thrilled to be back with exciting news! After a short break, we've received an overwhelming number of requests from all of you to bring back our newsletter. We deeply appreciate your support and enthusiasm.

Our mission remains unchanged: to provide builders, designers, architects, renovators, and homeowners like you with valuable insights into industry developments that directly impact your work and projects.

As we look ahead to the coming year, here's a glimpse of what you can expect from us:

### Industry Transformation

We will recap the transformative changes happening in our industry and how Brenlo is proactively responding to them. Stay informed about the latest shifts that could shape your future projects.

### Dynamic Trends

Stay ahead of the curve with updates on dynamic trends that will influence both your designs and construction endeavors.

### New Products

Be the first to know about our exciting new products. We're constantly innovating to bring you solutions that elevate your projects to the next level.

We can't wait to share these valuable insights and updates with you. Thank you for being a part of the Brenlo community. Stay tuned for our upcoming newsletters, packed with knowledge and inspiration for your projects.

Warm regards,

Brenlo Team



**BRENLO**  
CUSTOM WOOD MOULDINGS & DOORS



# MAJOR COMPANY UPDATE:



## Brenlo's Strategic Transition to Interior Door Manufacturing

Several years ago, Brenlo ventured into the entry door business with the acquisition of Artistic Doors. Over the past six years, we've proudly delivered over thousands of entry door systems, reaching destinations from Muskoka to the GTA and even as far as the Caribbean. However, our expansion into exterior door production revealed a growing demand for high-quality interior doors. The success of our custom interior door manufacturing quickly outpaced our exterior door production, prompting a pivotal decision in spring 2023.

Following meticulous evaluations and extensive consultations with industry advisors, clients, and key team members, With a touch of regret, we announce that Brenlo is shifting its focus away from entry door production. However, we are fully committed to enhancing and expanding our capabilities in interior door manufacturing.

In the next 16-18 months, we're embarking on a comprehensive modernization initiative for our interior door manufacturing plant, accompanied by a substantial capital investment in cutting-edge technology. Our ultimate objective is to become a leading provider of the finest custom interior doors available in the market. The surge in demand for unique, custom-designed interior doors has fueled our dedication to deliver superior quality, dependable lead times, and exceptional value.

In response to the challenges posed by recent high order volumes, we've proactively implemented measures to optimize our operations. During our August shutdown, we undertook a complete restructuring of our door manufacturing facility, transforming it into an exclusive hub for interior door production. This marks the first phase of our comprehensive redevelopment plan, designed to streamline our operations further and enhance lead times, ensuring an improved experience for our clients. feature.

# PROJECT HIGHLIGHTS



Follow Us!

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Introducing Connery Steeles—woodworking extraordinaire, passionate angler, and innovation leader. His journey from crafting wood to shaping new horizons embodies patience, creativity, and dedicated resilience.

With sawdust and determination, Connery turns challenges into artistry in his workshop, infusing every creation with the spirit of his craft. Beyond woodworking, his love for fishing reflects his patience and eye for detail.

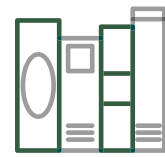
Now at the helm of innovation at Brenlo, Connery navigates uncharted territories, much like he explores serene fishing spots. His story reminds us that mastering a craft goes beyond skill—it's about embracing the journey, whether in the world of wood or the realm of innovation.







# THE LATEST





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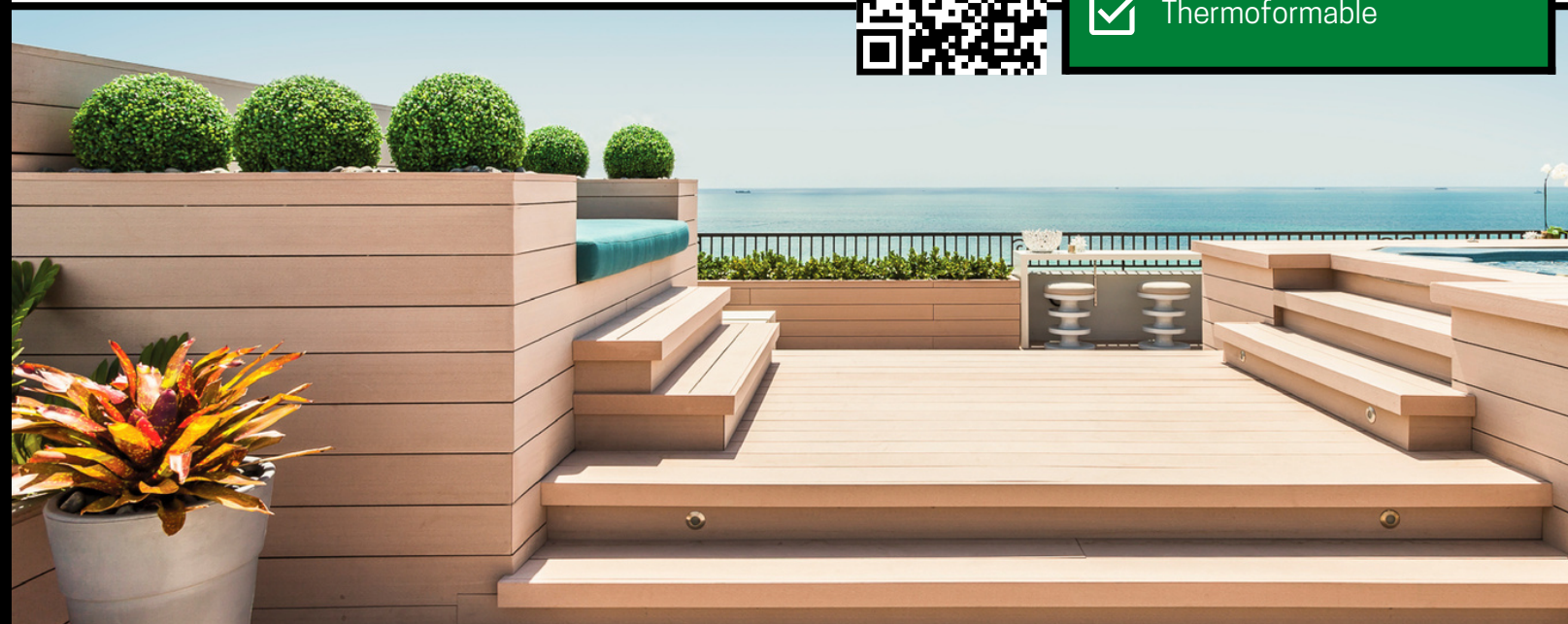
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