

Reopening doors that he had closed

Seigle back in home-building industry with cabinet business

By: Mike Sullivan, For the Courier News

April 27, 2010—With the hoopla surrounding Mark Seigle's return to the homebuilding industry beginning to fade, the president of Seigle's Cabinet Center LLC can now concentrate on the operation of the company's new 5,000 square-foot Elgin showroom at 1331 Davis Road – one of three such facilities in Elgin, Wheaton and Yorkville. A fourth showroom is up and running at North and Clybourn Avenues in Chicago.

Seigle likely thought he had parted company with the cabinet distribution business when he sold the company to Stock Building Supply in 2005.

But after Stock fell into bankruptcy, Seigle seized the opportunity to buy back the business last year. He set up shop at the Davis Road facility that houses the Elgin showroom, also up and running.

He said his approach to sales will be somewhat formulaic but hinted he would use "social networking" to attract more clients – Facebook, Twitter, and blogs. He said he's confident the \$100,000 in inventory will sell itself.

"The showrooms offer the complete gamut of cabinetry from very affordable all the way up to full custom," Seigle said. His inventory will be up to date, Seigle said, reflecting the latest in design trends.

Seigle indicated he plans to carry five lines of cabinetry, including Aristokraft, Decora, Diamond, Abbey Hill and Dura Supreme.

He said he plans to roll out the welcome mat to do-it-yourselfers, those in the building trades and for "everybody and everyone who needs a kitchen."

"We will have complete kitchens from all of those brands as well as merchandisers that feature all of the products each brand manufactures," Seigle said.

Seigle indicated his staff will not only help with sales of products but will also offer design assistance.

He sounded upbeat about the state of the economy, which until recently was mired in a deep recession. "I think the worst is behind us," Seigle said. "We certainly have seen some favorable trends recently – the stock market, GDP (gross domestic product) on the rise, even (recent) employment statistics. We feel there are better times ahead."

Seigle added that he was particularly thrilled to be able to save the employment of dozens of former colleagues.

Seigle said the reality of his situation hasn't fully hit home.

"It's great to be back," Seigle stated. "It's nice to wake up and have a place to go."



Seigle's Cabinet Center owner Mark Seigle stands inside his company's newest showroom at 1331 Davis Road in Elgin on Thursday.

Photo: Andrew A. Nelles, The Courier News