



Diresco Quartz Surfaces

The new year always presents opportunities for success. We are excited to greet 2014 with an extraordinary opportunity for the Aetna family and our customers. Aetna is teaming up with Diresco Quartz Surfaces to introduce an incredible new quartz surfaces product to the Chicago and Rockford markets first and eventually to Indianapolis, Minneapolis and all markets served by Aetna. In fact, our launch of Diresco Quartz Surfaces is actually the official North American introduction of the product!

Although new to the U.S., Diresco is not new to the category of quartz products available to the world today. Diresco Quartz Surfaces is the product of Diresco, a well respected Belgium manufacturer and global supplier. Diresco is the fourth oldest quartz surfaces producer in the world and is a well-established company that is recognized for producing a very high quality product. Within its industry, Diresco demonstrates its expertise by its reputation as a premium branded quartz surface. In northern Europe, Diresco Quartz Surfaces enjoys a growing market share in excess of 60%. Diresco Quartz Surfaces competes head on and very successfully with the likes of Cambria, Silestone, Caesarstone, Zodiaq and others across the globe. For Aetna, our new association will provide the best of both worlds, in a manner of speaking.

Like Wilsonart, Diresco will provide us with another product offering to win in the premium brand category. Like Meganite, Diresco presents us with the capabilities and the flexibilities that will allow Aetna to craft a quartz surfaces program that truly addresses the needs of our customers. Our new initiative with Diresco will be even more exciting because it allows us to open up a new category of customers – fabricators who specialize in quartz and stone – which will deliver a new and additional revenue stream for Aetna.

There will be challenges with this new product because we will be required to quickly learn how we need to respond to our new customers needs in the marketplace. Quartz surfaces will be a very new experience for Aetna. Much like stone, quartz is big (5' x 10' slabs) and heavy (approximately 700 lbs.). Our new Diresco Quartz Surfaces offering will require that we implement new thinking and systems for material handling and transportation. Our new program will require new and significant investment to insure that we can go to market and win just as we have with our wood products, laminate, solid surface and a host of other products. Luckily, a dedicated Diresco Team has been working behind the scenes to reduce our learning curve as we prepare for our introduction to the market and insure that our transition as a company, without any previous experience with this type of product, is successful. At this point, we currently have product in stock in Rockford. We also have a dedicated truck and driver ready to make deliveries in early January. Our dedicated Diresco Sales Team is already out on the street priming strategic customers and specifiers. Our new partnership with Diresco will be a game-changer for Aetna and our customers!

Steve Hollinshead
Corporate Surfaces Sales Manager

The News ▶ Latest ▶ Diresco USA
Announces Midwest Distributor
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Distributor

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SANTA ANA, Calif. – Aenta Plywood Inc. is the new exclusive distributor for Diresco Quartz Surfaces in the U.S. Midwest.

The move unveils the blueprint for all future expansion of Diresco USA, the direct partner and master importer of Diresco surfaces, and marks the first time the premium brand will be offered to the Midwest market.



Maywood, Ill.-based Aetna Plywood, formed in 1937, is a full service whole building-materials distributor operating distribution facilities and services a Midwest footprint that includes 15 states in a variety of markets, including countertops, kitchen cabinets and commercial case-goods.

“The creation of this partnership is especially significant because it is a culmination of the learnings and experiences of both of our companies,” said Scott V. MacLeod, Diresco USA’s CEO. “Our customers’ guidance and feedback has prepared us to enter one of the most-progressive and highest-growth categories in our industry. Aetna provides us with an opportunity to expose our premium quartz surfaces to hundreds of thousands of homeowners and industry professionals throughout the Midwest each year.”

“Aetna spent nearly the better part of two years in search of a quartz surfacing product that met our criteria for success,” said Larry Rassin, Aetna Plywood president “Diresco’s quality and relationship oriented go-to-market strategy provide an ideal fit.”

“We’re filling a void in the marketplace,” said MacLeod. “There’s simply no other company in our industry that provides our customers with the three things that matter most to them — a quality product, delivered on budget, on spec and on time, every single time. We are not a company that believes in over-leveraging our position at the expense of our customers and believing we can get away with eight- to 12-week lead times for product.”

“Where is it written that companies have to be difficult to do business with? Creating customer champions is our whole reason for being, for it isn’t until our customers succeed that we succeed.”

Founded in 2003, Diresco – based in Opplabbeek, Belgium – is one of the oldest Breton® licensed quartz companies in the world. Diresco USA, headquartered in Santa Ana, Calif. is poised to expand into several other major U.S. cities over the next 12-24 months.

Get the news of the industry with The EDGE, the twice-monthly e-newsletter from Stone Update. Sign up for your free copy [here](#).

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NEWS RELEASE

FOR IMMEDIATE RELEASE

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Aetna Plywood Becomes The Newest Knapé & Vogt® Master Distributor

Maywood, IL, March 25, 2013 – Starting March 25, 2013, **Aetna Plywood, Inc.** will offer the complete range of **Knapé & Vogt®** products in Illinois, Wisconsin, Indiana, Iowa and Minnesota.

The addition of KV® drawer slides, pocket door hardware, ergonomics, closet accessories, and standards and brackets is the latest in a series of supplier and product enhancements that Aetna has made in recent months to expand their product selection for their customer's ever evolving needs.

"Aetna has been a successful hardware distributor in our Midwest markets for almost 15 years, and we are excited by the opportunity to expand our product offering with an industry leader like KV. This partnership reinforces Aetna's dedication to growing our hardware program and the KV brand in the Midwest. Our customers can take advantage of Aetna's wide product offering and large inventories for fast, efficient 'one stop shopping'" says Larry Rassin, President Aetna Plywood.

"Jason Nault, our Hardware Specialist, brings many years of experience and will lead the sales effort," states Rassin.

About Aetna Plywood. What began as a modest enterprise 75 years ago, is now one of the Midwest's largest distributors of wood, wood panels, lumber, laminate, solid surface, and woodworking hardware. Aetna's deeply dedicated team of professionals has a long record of delivering excellent service and timely product delivery.

For more information, visit www.aetnaplywood.com.

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FOR IMMEDIATE RELEASE

Aetna Plywood Expands Distribution of Wilsonart® Products Into Minnesota

Maywood, IL, December 1, 2012 – Starting January 1, 2013, **Aetna Plywood, Inc.** will offer the complete range of **Wilsonart®** products throughout Minnesota, with a focus in the Minneapolis-St.Paul metropolitan area, and portions of western Wisconsin.

The addition of Wilsonart® decorative laminates, edges, sinks, and adhesives is the latest in a series of product and service enhancements that Aetna has made since establishing its facility in White Bear Lake, MN, just over a year ago.

“Aetna has been a successful Wilsonart distributor in our Midwest markets for 30 years, and we are excited by the opportunity and potential to grow the Wilsonart brand in Minnesota. With the addition of Wilsonart, our Minnesota customers can now take advantage of Aetna’s wide product offering and large inventories for fast, efficient ‘one stop shopping’” says Jon Minnaert, Vice President Aetna Plywood.

“Gregg Pendency, our Minnesota Branch Manager, brings many years of experience and a proven track record in the laminate business to this expansion,” states Minnaert.

About Aetna Plywood. What began as a modest enterprise 75 years ago is now one of the Midwest's largest distributors of wood, wood panels, lumber, laminate, and woodworking hardware. Aetna’s deeply dedicated team of professionals has a long record of delivering excellent service and timely product delivery.

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Aetna Plywood – 75 years of leadership and excellence May, 2012 marks the 75th Anniversary of Aetna Plywood, Inc.

Aetna Plywood is a premier regional wholesaler of plywood, lumber, melamine, specialty hardware, decorative surfaces, composite panels, and specialty products serving architectural millwork, kitchen cabinets, store fixtures, office furniture, exhibits, and display segments.

Aetna Plywood distributes in Illinois, Indiana, Wisconsin, Michigan, Ohio, Kentucky and Iowa, and we are excited to announce our newest branch addition in White Bear Lake, Minnesota, servicing Minnesota and North Dakota.

“We are proud to continue a strong tradition of innovation and leadership,” said Larry Rassin, President of Aetna Plywood.

Aetna Plywood has a rich and storied history. Don Davis Sr., Aetna’s first President, was greatly involved with the development and advancement of plywood. Don Davis originated the famous wallboard grade of Douglas fir plywood in ¼ “ 4 x 8 panels, which, for more than two decades, constituted the leading volume item of the industry. This grade became the cornerstone in the mass production of fir plywood. Don Davis developed additional applications including plywood for concrete forms and plywood for automobile floor boards. Don Davis was the first ever to purchase a forty-car train loaded exclusively for plywood from the Pacific Northwest. During World War II, Aetna Plywood was one of the largest suppliers of plywood for PT boats, Air Force gliders, and barracks.

75 years later, Aetna Plywood is one of the United States leading distributors. “We continue to lead our markets because we greatly value our employees, customers, and vendors. We have a strong culture of providing service excellence to our customers,” said Keith Weller, Vice President, “We strive to excel operationally, while providing the highest quality materials from leading manufacturers.”

“We are committed to be at the forefront of our customers’ needs with a consultative selling approach and large-scale, cost-efficient operations,” adds Jon Minnaert, Vice President, “we strongly advocate business integrity and strong relationships, with a healthy mixture of informality and a positive approach with our customers”

“Aetna Plywood will feature special promotions throughout our 75th anniversary year to thank our employees and customers,” states Lee Mullen, Director of Sales.

Corporate Management Team: Larry Rassin, President; Scott Halden, Vice President; Jon Minnaert, Vice President; Keith Weller, Vice President; Lee Mullen, Director of Sales; Gregg Pendy, Minnesota Branch Manager



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Aetna Plywood announces acquisition of St. Croix Valley Hardwoods’ White Bear Lake, MN based Forest Products Division

Aetna Plywood, Inc., a leading wholesale distribution company, today announced the execution and closing of an asset purchase transaction, whereby Aetna purchased the St. Croix Valley Hardwoods (SCVH) Forest Products Division, based in White Bear Lake, Minnesota.

St. Croix Valley Hardwoods is a strategic addition to Aetna Plywood, broadening its market reach to the greater Minneapolis and St. Paul, Minnesota metropolitan area. Aetna Plywood currently services Wisconsin, Illinois, Indiana and portions of Iowa, Ohio, Michigan and Kentucky.

“The SCVH Forest Products Division has, for over 25 years, built a reputation for providing exceptional products and services to the area, making it the perfect complement to Aetna Plywood,” according to Jon Minnaert, Aetna Vice President. “By expanding our presence in the greater metropolitan Minneapolis and St. Paul region, customers in the area now can take advantage of Aetna’s much larger inventories of a much wider product assortment. These include hardwood plywood, hardwood lumber, solid surface, particle board, MDF, melamine, and hardware to a variety of market segment manufacturers including cabinet and case good, store fixture, countertop, office and residential furniture, exhibit, and architectural millwork.”

To simplify business operations after this acquisition, the SCVH Forest Products Division will be re-branded as Aetna Plywood. St. Croix Valley Hardwoods’ Luck, WI facilities are not included in the acquisition.

About Aetna Plywood. What began as a modest enterprise almost 75 years ago has today become one of the Midwest's largest distributors of wood, wood panels, laminate, solid surface and woodworking hardware. Aetna’s deeply experienced and dedicated team of professionals have a long track record of delivering service excellence and timely product fulfillment. The company’s financial strength enables Aetna to service the inventory and accounts receivable needs of markets, even during periods of steep downturn.

For more information, visit www.aetnaplywood.com.

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