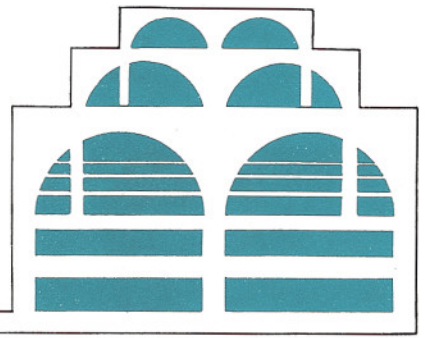


BRIDGES



Vol. 9, No. 3 November 1990

City of Saskatoon Economic Development Department

Making It In Saskatoon !! . . . Major Manufacturer of Office Furniture

Having been in business for nine years, Ross Rooke moved his business called Prairie Woodcraft Ltd. to Saskatoon in 1985 where he joined forces with his partner Ed Kowalski. After working in Saskatoon for a very short time, the two partners decided that manufacturing office furniture exclusively was "more economically viable" as compared to manufacturing a variety of furniture products. "It took us three to four years to crack the market" explains Ross Rooke, "but now we have a reputation in the Province as a major manufacturer of office furniture." Both partners pride themselves as being "one of the very few businesses in the Province who produce veneered office furniture using raw materials."

Located in a new 20,000 square foot facility at 2642 Millar Avenue, Prairie Woodcraft Ltd. manufactures "case goods" which include such items as desks, credenzas, book cases, storage units, boardroom tables, and computer furniture. The majority of furniture manufactured is "modular" in nature which means that each segment or "piece" of furniture can be knocked down and re-assembled to construct a completely different unit. This feature allows customers who buy their product the opportunity to adapt to growing and changing needs. Any section of the unit can also be easily replaced or repaired if it becomes damaged. According to Kowalski, "this is a very unique approach to manufacturing office furniture in the Province."

All furniture is "made to order" and assembled on-site by Crown Office Interiors,



Prairie Woodcraft's pride is shown in their quality of workmanship.

the major distributor for Prairie Woodcraft Ltd. Finished products are sold to many government agencies, crown corporations and private companies.

With a staff of 15, the next planned

stage for the company will be exporting, "but for now" Rooke explains, "we feel confident that we can produce anything this Province can throw at us!"

□