



WOOD 100 Winners

6 tips to market your business: WOOD 100 Strategies for Success

By [Karen M. Koenig](#) October 29, 2018 | 11:19 am EDT

Targeted marketing, online promotions, design competitions and networking are just some of the ways the 2018 WOOD 100 companies keep business cooking when it comes to promoting their products and services. This year's WOOD 100 class includes cabinetry and closet manufacturers, residential and office furniture producers, cabinet and casework manufacturers, architectural woodworkers, store fixture manufacturers, wood component manufacturers, closet companies and more.

Red Star Cabinet Co. Inc., Farmingdale, NY

“We do not advertise and all our business is word of mouth or referrals. We pride ourselves on creating lasting relationships with our customers,” said Robert Edelbach, vice president at the cabinetry manufacturer. 2017 sales grew 32.0%, and also that year the firm relocated to a larger facility and added new machinery, fabrication areas “to offer even faster order fulfillment.”

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