



60th Anniversary
CELEBRATING GENERATIONS
OF QUALITY CRAFTSMANSHIP

Celebrating 60 Years of Innovation, Community & Family

What began in a small garage in 1960 in rural De Pere, has flourished to become Northeastern Wisconsin's premier manufacturer of custom cabinetry. Innovator and founder, James Stoller, may have started small, but with his vision and the support of his wife Mary Jane Stoller and a crew that included family and friends, they have grown to become a nationally recognized and respected manufacturer within the industry.

Valley Cabinet built their business by serving homeowners and professional home builders, providing the highest standards of quality – no compromises. Jim's motto: "Great customer service, exceptional quality at a fair price", are more than just words, it is the foundation of the company's mission. Relationships that were built on a handshake and a reputation for excellence are still maintained today through the 2nd generation of leadership. What started out as customers, soon transitioned into life-long friendships.

A Leader in Innovation

A table saw, jointer and a few hand tools, is how it all began. Owner and founder, Jim Stoller, helped to shape

"It's important to remember that it is craftsmen who manufacture our products. Machines enhance our capabilities, but they can't replace the knowledge and experience that comes from being a trained expert. Our team of designers, craftsmen and installation specialists are the strength of our company. We utilize technology to help us achieve excellence in production and service, that compliments the experience and talents of our team."

Steve Mashl, Vice President & Director of Operations

the local industry through equal parts inspiration and action. As Northeastern Wisconsin grew so did the demand for custom cabinetry. Product lines evolved to include the latest styles and trends in kitchen and bath cabinetry, each

were met with technological upgrades and process improvements. Sales and customer service also expanded with the addition of dedicated showrooms that offered an opportunity for customers to work directly with designers to customize their new space to their lifestyle. Valley Cabinet was the first in the region to invest in specialized equipment to bring solid wood doors to the market and it didn't stop there. Developments and innovations in machining, construction design and finishing have continued to keep Valley Cabinet at the forefront of quality and excellence in the custom cabinetry market.

With only fields and farms as neighbors, Valley Cabinet Inc. was the first business to build in what is now the De Pere Industrial Park. There have been 19 production and office expansions over the years as well as numerous equipment upgrades. Not only did the facilities grow, so did the family! Valley Cabinet now employs 281 professionals across four divisions with many having 15-45 years of experience.



As the reputation of the company grew, opportunities arose in new markets. In 1986, Valley Custom Door was added. Valley Custom Door is a division that supplies custom cabinet doors and wood components to builders, cabinet shops, and architectural millwork companies across the nation.



Then soon after, Seville Cabinetry was introduced fulfilling a need for a modular solution to custom cabinetry bringing their brand of custom cabinetry to markets in the Midwest, South and Northeast with the goal to expand to serve a national audience.

Furthering the relationships with commercial and residential builders, in 2001 Counter-Form LLC of Marshfield, a post form countertop manufacturer, was added. Counter-Form supplies laminated countertops and panels to the residential and multi-family housing market and to industries involved in providing laminated surfaces for medical, educational, hospitality and retail applications.

Additional expansions also included four design centers conveniently located in Sturgeon Bay, Neenah, Germantown and De Pere, so there is no need to travel far to see the products, get ideas and work with designers to formulate a design that matches the way you live.

From the humble beginnings in a 24'x24' garage, the Valley Cabinet operations has grown to occupy over 240,000 square feet, it uses over 1.5 million board feet of lumber as well as 40,000 plywood panels per year. They also employ an expansive fleet of delivery and service vehicles to service customers at the highest level.

Generations of Leaders

The children, grandchildren and extended family of Jim and Mary Jane are active in all aspects of the business. Family is at the foundation in the development of the company.

“We have numerous examples of families where siblings, parents, and their children have worked here. Their creativity, commitment to excellence and leadership is key in our continued success. It is a case of great people manufacturing great products and we are very fortunate to have them on staff.” *Mike Stoller, Vice President*

With the third generation active in the business, the assurance that the strength of tradition and commitment to the founding principles will continue to guide the future of the company for years to come.

Investing in Community

For Valley Cabinet, the years in business equates to the years of support to our industry and to De Pere and the greater communities where our employees work and live.

As a long-standing member, Valley Cabinet has helped to establish the Wisconsin State Builders Association and the local Brown County Home Builders Association. By participating in industry organizations at both the state and local levels, they helped to create programs to promote the industry and provide educational programs to attract generations of workers and consumers.

At a local level, Valley Cabinet has been a leader in the support of our high schools, technical colleges, youth sports, Habitat for Humanity, Options for Independent Living, St. Mary's Catholic Church, The Ledgeview Boys and Girls Club, Special Olympics and the Greater Green Bay YMCA. Through the support of educational programs, or providing of the resources needed to learn, live, worship and thrive, together Valley Cabinet continues to make our community strong.



Success at Valley Cabinet is measured one customer at a time. Pride comes from what is produced as well as the talented individuals who have dedicated their time and efforts to providing excellence in quality and service.

“We are proud of the communities in which we work and live, we pledge to continue our support and Thank you for your business throughout the years and we look forward to a great future together.”

Dean Stoller, President