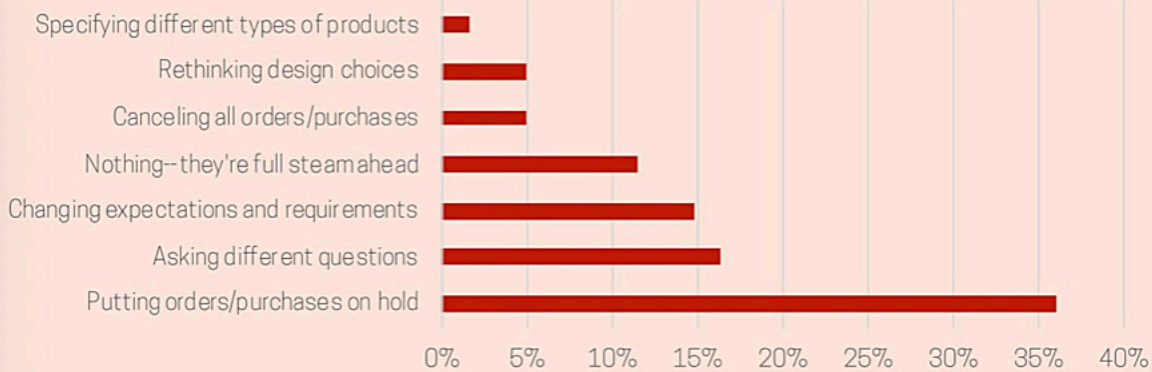


GREEN BUILDER®

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According to a Green Builder Media survey, consumers are:



“Good Communication is of Utmost Importance”

**Judy Hedreen, Vice President/
Co-Owner**
**Peter Ollestad, Vice President
of Sales**
**Strasser Woodenworks,
Woodinville, WA**

GB: How is the coronavirus affecting your company?

JH: We have taken several definite steps to protect, safeguard and support our employees. All our customer service associates are working



remotely from home; we reacted quickly and invested in new laptops, printers, and cell phones for our customer service people. In addition, all management was given the opportunity to work

from home, and encouraged to do so. And our essential factory workers are instructed (and reminded) to keep “the distance” from each other. They are also all wearing protective gloves and the majority are wearing face masks which are supplied by the company.

GB: Did you expect this type of impact?

JH: I don't think anyone could have imagined such an impact—not just on our industry, but our country and the entire globe—but when such catastrophes happen, it's those companies that react quickly and that make compassionate smart moves with the welfare of their associates in mind that will survive and thrive over the long haul.

GB: What is your company doing to address the challenges caused by COVID-19?

JH: To ensure a safe environment for all, we made sure that:

- All machines, door handles, light switches and bathrooms are disinfected with 75 percent alcohol solution several times daily.
- Employees are wearing protective gloves and the majority are wearing face masks which are supplied by the company.
- Sanitary hand wipe containers and 75 percent alcohol spray bottles are placed throughout the company for cleaning hands and/or equipment throughout the day.

GB: How impacted do you think your company will be if the coronavirus leads to a recession?

PO: I anticipate Strasser will be in a better position than some, as we are a true “Made in

the USA” company, and COVID-19 has shown us the absolute value of having products made in America, and not just in our industry. I believe it is imperative to have U.S. domestic production of almost all goods and services.



GB: What are your customers doing differently?

PO: Our customers are spending more time online, which is why we consistently work to stay top of mind, and remind them we are their design partner and are available to support them in any way we can. Good communication is of utmost importance right now, and we'll continue and grow our efforts to stay in touch with our industry partners and customers in the places they are going to online, including builder, kitchen and bath, and designer-focus webzines, blogs and newsletters, and social media. We also send out periodic “Constant Contact” updates with important news about our company and the information and resources our industry partners need now, from price lists to catalogs.