

## STRASSER Hosts Walter Morris Co. on Factory Tour



December 29, 2022

**Strasser** hosted **Walter Morris Co.**, its number-one sales agency based in Foxboro, Massachusetts. Walter Morris handles sales for the company in the New England area. Joining them was a representative from one of STRASSER's top customers, F.W. Webb. With more than 100 locations across 9 states, including Frank Webb Home bath, kitchen, and lighting retail showrooms, F.W. Webb is one of STRASSER's biggest retailers in the United States.

In addition to touring the Woodinville, Washington, factory and showroom and meeting the faces behind the solid wood vanities, the group collaborated on new products, discussed design and market trends and shared useful business insights from their respective points of view.

Bob Gordineer, director of showrooms for Frank Webb Homes said, "With such a great quality product that's made in the USA, STRASSER is an integral partner for us. We couldn't do what we do without them and their experienced team from Walter Morris."

"We were excited to have Bob out to visit STRASSER with us," said Scott Chiras, director of showroom sales for Walter Morris. "As one of our key customers, he was able to see first-hand what 'Made in America' truly means. The quality of the product and the people who make it was clearly evident on our visit to the manufacturing facility. This is something that has to be seen, not heard. We felt this trip was critical to solidifying our relationship with STRASSER and F.W. Webb for many years to come."

Those in attendance included (from left to right in above photo): Rick Freeman, Walter Morris Co. sales manager; Jonathan Freeman, Walter Morris Co. showroom support manager; Peter Ollestad, STRASSER vice president of sales; Bob Gordineer, director of showrooms with Frank Webb Home; Jeff Meehan, president of STRASSER; Scott Chiras, director of showroom sales for Walter Morris Co.; and Cullen McCarthy, president of Walter Morris Co.