

CUSTOM MADE

STORY **ADRIENNE BROWN** | PHOTOGRAPHY **TARA WEST**



Cabinetry by Heinz Custom Woodworking isn't just beautiful, it's tailored to your space and filled with functional solutions for everyday storage and tasks.



THE PLACE: Brian and Brenda Wideman want to make one thing clear: "custom" doesn't have to mean expensive. The Widemans own **Heinz Custom Woodworking Inc.** in Elmira. They build and install kitchens, laundry rooms, mudrooms, shelving, closets and custom cabinetry projects of all types. Everything they make is made to suit each customer's individual needs and space, but that doesn't mean it comes at an exorbitant cost. Heinz Custom Woodworking's large showroom gives a sampling of their work – and the possibilities are endless. Brian started

working for Heinz Custom Woodworking out of high school. He and Brenda bought the business in 1998 and have helped it grow. Now, they help customers every step of the way – from sizing and measuring to picking the final touches, like hardware.

THE STYLE: "We're not fussy people," says Brian, "we're laid back and to the point. Our goal is to make all our customers happy." That means they are willing to tackle any style for a variety of budgets, regardless of the size of the project. "It doesn't matter if you're

choosing an economical option or the priciest option," says Brenda. "The cabinets are still made the same way."

WHAT'S HOT: Brenda and Brian say they have been installing lots of black and white kitchens, lots of cabinetry in rich chocolates and all sorts of variations on whites and greys.

FAVOURITES: Functional features quickly become the favourite aspects of custom kitchens because they make storage, organization and everyday tasks so much

easier. Heinz Custom Woodworking has thought of everything: recycling centres with separate bins for different types of waste, double cutlery drawers so everything has its own place, and pantry pull-outs to keep food and snacks at hand. Their kitchens aren't just beautiful – they work hard, too! "Nobody needs to know what's going on behind your doors. It's how you use your kitchen," says Brenda.

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