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Nicole and Don Turzinski have substantially expanded the business they started from their garage in October 2005.

Proud of Precision

Owners have gone from a startup in garage to wide-ranging business with 12 employees

When Don Turzinski talks about Precision Glass and Door, the scope of what he does is so vast that he often tells people, “We do everything glass but eyeglasses and safety glasses.”

It’s worked for Precision Glass and Door, 3101 Post Rd., Stevens Point. Among other things, the company works on storefronts and large multi-story window assembly, service doors and door hardware on the commercial side; and windows, patio door glass, decorative glass for cabinets, shower doors and vinyl replacement windows on the residential side.

“We are very diverse by our nature, and while we have a couple of people who can do everything, most of our employees are specialized in a category,” said Don Turzinski, president, who co-owns the business with his wife, Nicole. “We’re fortunate to have so much talent in our staff.”

The staff numbers 12, a far cry from the company’s origins in 2005 when Turzinski decided to venture off on his own after working in the glass industry in a variety of capacities since 1992.

He started the business in his garage – without a heater – in October 2005, focusing on in-shop work with a few customers at a time. He began with residential work — including screens and storm windows — before moving to a facility for about a year and a half and then into a retail location in Stevens Point in 2007.

In 2008, he built onto that location to triple its size.

In 2017, the Wisconsin Department of Transportation purchased that site and Precision Glass and Door moved into its nearly 13,000-square-foot existing site in March 2018.

“I’m really proud of what we’ve built in the past 14 years when I step into our new office and shop area,” he said. “I’m proud to say that we support 12 different families with the work we do.”

Over the years, Precision Glass and Door has experienced a steady increase in sales. While Turzinski always had faith in the business, “I never thought we would be where we are now,” he said.

When the company was honored with the Business of the Year Award from the Plover Area Business Association in June, Turzinski honored employees for making that a reality.

He also credits the staff’s mentality, work ethic and willingness to do what it takes to serve customers as a key reason for the company’s success. That includes being where they say they’re going to be when they say they’ll be there, going the extra mile to find parts, delivering excellent customer service and maintaining a positive, can-do attitude. The staff has a lot of longevity which Turzinski attributes to empowering and trusting staff to follow through and maintaining communication.

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—Don Turzinski, co-owner,

Precision Glass and Door, Steven’s Point

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“Staff know that I have an open/closed door policy; the door is open but it can be closed as staff can talk to me about anything,” he said.

Turzinski estimates the business’s 12-person staff often does the work of a staff easily double that. During summer and other busy times, employees may work 60- to 80-hour work weeks. Summer is a high time not only with favorable weather but also a lot of work in schools

when the school year is not in session. This past year, the staff performed remodeling projects in six schools.

The company’s commercial side has taken it as far away as Indiana to do work with several contractors building franchise restaurants. Turzinski said that once a contractor sees how they conduct business, including how thorough they are, they place a lot of trust in Precision Glass and Door.

All that said, he has watched the commercial side of the industry become increasingly price-based versus relationship-based and he’d be remiss to say it hasn’t affected business.

“We’ve definitely gone above and beyond without charging extra for it in an [attempt to differentiate] ourselves on the commercial side,” he said.

On the residential side, the company tends to do most of its business within a 75-mile radius. Customers repeatedly turn to Precision Glass and Door because they value their staff’s vast knowledge. This has become particularly important in the quoting, selling, ordering and installing 95 percent of residential glass such as shower doors and vinyl windows, a significantly growing part of the company’s business.

“This staff member’s knowledge in this area really helps people feel comfortable since they’re not spending just \$5 here,” said Turzinski.

Keeping tabs on trends, new technologies and offerings require the team to subscribe to Glass USA as well as attend trade shows as a team.

One of the more recent company projects entailed the use of electronically tinted glass that was incorporated into a new ENT clinic.

Technology on the fabrication forefront has changed dramatically. Turzinski said mass production that includes drilled holes, for example, saves a lot of time and labor. The company invested in a crane to lift huge pieces of glass that they used to do with physical manpower, “saving backs and bodies,” he said. “We can set a huge piece of glass now with just one guy.” Shower door technology has also taken off. A today’s homeowners want shower doors that feature less metal and more glass in their design.