



member Profile

By Michael Kerr,
ABO Co-Chair

W&W Cabinet Distributors Expands into Construction

Bob Robbins, W&W Cabinet Distributors

Known for over twenty-five years as one of the major distributors of kitchen cabinets and countertops in New York City, W&W Cabinet Distributors, an ABO member for ten years, has expanded into construction, offering all aspects of apartment renovations, including demolition, construction, electrical, plumbing, floor refinishing and wall treatments.

"It's a tremendous advantage to a landlord to have one source for all renovation needs," according to General Manager Michael Fonseca. "The owner or manager doesn't have to call a cabinet provider, a flooring guy, a painter and carpenter. We take on the job of general contractor, providing as much renovation as he wants."

The company is an authorized distributor for seven major cabinet companies, from low-end to top-scale, boasts four-to-five-day delivery on twenty lines of cabinets to all the boroughs of New York City and provides countertops in plastic laminate and all solid surfaces.

The expansion is a logical next step for W&W. "As customers requested additional contracting work," says Fonseca, "that phase of the business increased and it grew as our reputation grew. Our principals have extensive experience in construction – we always had that expertise. Now we have a big sign up at the ABO Show about our contracting division."

Recent projects have included the installation of 93 complete bathrooms at the Helmsley Medical Tower at the New York Weill Cornell Medical Center. At the Rockefeller University Faculty Residence at 63rd and York Avenue, W&W completely renovated 225 kitchens and bathrooms, while the apartments remained fully occupied, in just twenty-two weeks.

W&W recently completed a nearly half-million-dollar high-end architectural renovation of an apartment at Madison Avenue and 86th Street, including complete demolition, replacement of all risers and branch lines, central air conditioning, built-ins, marble bathrooms, new flooring and new hi-tech kitchens.

Represented at the last ten "Buildings New York" shows sponsored by ABO at the Javits Center, W&W displays its cabinet lines and promotes its new construction division in an extended, twenty-foot booth. "We walk away with many names," says Bob Robbins, Director of Management Sales. "People who come to the show are our perspective customers."

W&W was honored with the Emma Lazarus Award at the 2001 Annual ABO Dinner Dance. "We attend all the ABO meetings and social and business functions," adds Robbins, "where we meet people we haven't met at the show." ■