

# Keim

BUILT ON TRUST, SINCE 1911

## Keim: Built on trust

March 10, 2020



After one hundred years, *Keim Lumber* is rebranding as *Keim*.

Keim Lumber began in 1911 as a rough lumber mill with four employees. Today with 500 employees, some things have changed. But what's at the heart of the family-owned business is the same: It's all about trust.

For years Keim has built trusting relationships with contractors, woodworkers, and homeowners. But as the company moves into its second century as a community business, it wants the community and region to know that Keim is much more than a lumber yard.

"Our vision is to inspire others to fulfill their dreams and goals," said Jim Smucker, Keim's president. "We remain committed to serving the pro contractor and woodworker, but we've heard too many stories of women waiting in their care while their husbands go into Keim, thinking it's just a lumber store. In reality, Keim is lumber and so much more."

### **For the homeowner, Keim helps create the perfect gathering space for family and friends.**

From design details of kitchens, baths, or a cozy living room, Keim is here to help. Keim's designers can turn ideas into reality. They are committed to walk with customers each step of the way. But for the DIYer, who just needs a can of spray paint, Keim's got that, too.

Keim supplies everything to build a house, but it also has what it takes to make it a home. Homeowners can find products like Magnolia Home Paints by Joanna Gains, organizing bins, and home décor. As well as Kitchen Aid products and a whole isle of children's toys by Melissa and Doug. For the outside of the home, Keim stocks a variety of flowerpots, bird feeders, and more in their Lawn and Garden department.



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**For the woodworker, Keim continues to provide trusted expertise and selection.**

Keim provides products and services to more than 2,400 local woodworkers. These professional furniture and cabinet makers create and sell high-quality, solid, hardwood furniture across the United States and Canada. Keim has and will continue to be a proud supporter of the Hardwood Furniture Guild.

And for the woodworking hobbyist, Keim stocks more than 125 species of wood from 120 countries around the world. “We don’t know of another exotic wood collection like ours anywhere in the world,” says Smucker. “We have customers coming from around the country to purchase our unique woods to make anything from guitars to live edge tables.”

**For the contractor, Keim continues to provide quality and service that can be trusted.**

Keim has been serving contractors for more than 100 years, and that’s not going to change.

“We’re committed to providing the same quality and service as we have in the past,” said Abe Troyer, Executive Director of Sales. “And we hope to improve service to our contractors, through online sales. This will help contractors better serve their customers!”

When Keim works together with homeowners, woodworkers, and contractors, it benefits the entire community.

**Supporting the local community**

Offering locally made products is something that Keim cares a lot about. Keim has more than 100 product lines made in Ohio. It takes pride in supporting and investing back into the local community.

“The Keim Family has laid a foundation for serving the local community,” said Smucker. “It developed out of their true nature - their love for their neighbors and this community, and their practice of supporting local businesses. In Keim’s second century, we aim to continue to build our business on the trust that our employees, customers, suppliers, and community continue to have in our services and products.”

Visit Keim’s new website at [www.keimhome.com](http://www.keimhome.com) to see products and read the latest about home building trends, buying guides, and how-to articles.