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**Tru Cabinetry Expands to the Midwest Markets**

ASHLAND, ALABAMA (Sept. 24, 2018) – Alabama-based Tru Cabinetry has seen record growth in recent years and is continuing that momentum by expanding to the Midwest.

The company’s semi-custom cabinetry line will now be available in Illinois and Wisconsin, and it’s being represented by Servare Products, which is headed by a Chicago-area father-son team, Bruce and Adam Sauer.

Bruce Sauer has more than 40 years of experience in the kitchen cabinet industry. He maintained the No. 1 volume territory for his stock cabinetry manufacturer for more than 20 years. He has published trade magazines, and he spent 35 years selling stock cabinetry to local two-step distribution and big-box chains. He also served as a small local dealer to family and friends.

Adam Sauer started his career in online technology sales for social networking media before joining his father at Servare Products five years ago. He has experience selling to local dealers, regional distributors, and big-box retailers. He’s learned from his father’s experience in design and kitchen installations, and he helps bring fresh ideas into play.

“Tru Cabinetry represents an opportunity for our markets to be introduced to quality cabinetry at an affordable price,” said Adam Sauer. “With Tru's custom color program, wide range of SKUs, and great corporate commitment to quality, we believe Tru is capable of becoming a major cabinet supplier in Illinois and Wisconsin.”

*Tru Cabinetry, a brand of Tru-wood Cabinet Company, LLC is a rapidly-growing manufacturer of high-quality, semi-custom cabinetry. Tru Cabinetry is headquartered in Ashland, Ala. and currently has over 260 employees. It operates in over 370,000 square feet of top-of-the-line manufacturing and distribution space.*

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