

Maintaining high standards

Bedrock Quartz of West Jordan, UT, offers top-quality products and services, including an extensive line of sinks for the convenience of its customers

by Jennifer Richinelli



Bedrock Quartz of West Jordan, UT, caters to the residential market. In addition to stone and quartz surfacing countertops, the company offers a full range of sinks and faucets — making a one-stop shop for its customers.

Bedrock Quartz is a three-generation countertop business catering to the Utah market. Owned by David Jorgensen and his three sons, Alan, Eric and Steve, the company has evolved from a laminate countertop shop to a natural stone

and quartz surfacing operation, with an emphasis on quality and customer service. As a benefit to its customers, the company stocks a full line of sinks — providing a convenience to purchase everything in one location, as well as adding to Bedrock Quartz's margins.

The company's origin dates back to 1976, when David Jorgensen, president of Bedrock Quartz, founded Topcraft to supply laminate countertops to builders. He attributes his success to two factors: quality and timely service. Over the next 25 years, Jorgensen



The company fabricates roughly 60 kitchens per week, on average measuring 65 square feet.



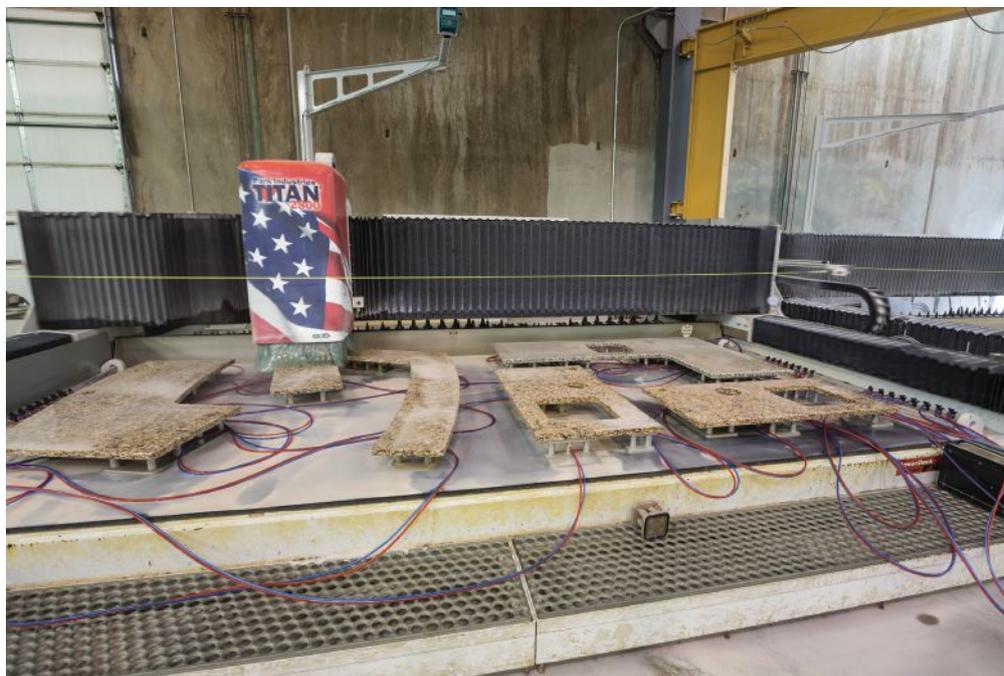
“The free sink promo has become so generic that it has little value,” said Alan Jorgensen. “Also, it becomes expected, and then ultimately devalues the product we are selling if we are always giving something for free. We felt it was valuable to discuss the quality and design of the products we carry and how they contribute to the overall quality and finish of the project. As we got away from doing them for free, not only are we not ‘paying’ for the sink now, we also have some margin that is added to each job.”



taught his sons the business by having them assist with the fabrication and installation of countertops. Alan, Eric and Steve eventually joined him full-time in the business and took Bedrock Quartz in a new direction in 2002.

“In 2002, we changed our focus completely to granite and quartz products and stopped doing laminate and solid surface,” explained Alan Jorgensen. “From 2002 to 2005, we rented a 7,200-square-foot facility. In 2006, we moved into a 25,000-square-foot facility that we built.”

While the company’s fabrication shop is in West Jordan, UT, it also has two sales facilities, a 5,000-square-foot one in Layton and a 6,000-square-foot one in Pleasant Grove. The name change to Bedrock Quartz came at the time the business phased out of laminate and solid surface countertops.



A Park Industries Titan 2800 CNC stoneworking center is a key component of the fabrication process.

Offering high-quality sinks

With the objective of keeping things fresh and growing the business, Bedrock Quartz made the decision to carry sinks. “We didn’t always sell them,” said Alan Jorgensen. “We started because of the difficulty the customers had in getting us their sink and then also realizing that most didn’t have one picked out, so we had an opportunity to add margin by stocking them.

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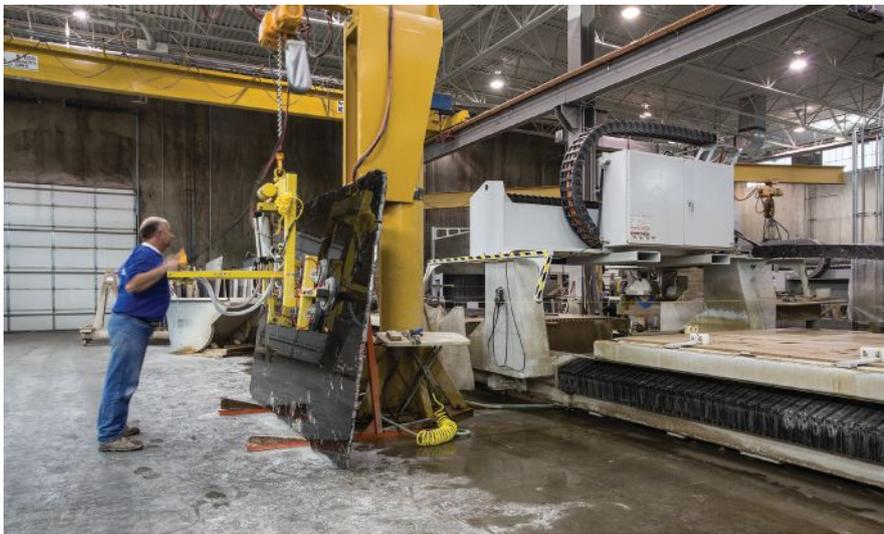
becomes expected, and then ultimately devalues the product we are selling if we are always giving something for free. We felt it was valuable to discuss the quality and design of the products we carry and how they contribute to the overall quality and finish of the project. As we got away from doing them for free, not only are we not ‘paying’ for the sink now, we also have some margin that is added to each job. The greater number of jobs we do, the greater the payoff of each margin dollar.”

According to Jorgensen, Bedrock Quartz offers a selection of stainless sinks, as well as various options with the BLANCO SILGRANIT® sink collection of sinks. “With such a broad variety, I don’t think people think it’s free,” said Jorgensen. “They know there are varying costs.

“The different colors and shapes of the Blanco Silgranit line are very popular, but we also sell many stainless options,” Jorgensen went on to explain. “We find that many custom-



A Park Industries Fastback edge polisher is also used in the production process.



Wood Powr-Grip vacuum lifters are used to move slabs around the 25,000-square-foot fabrication shop.



With machines such as the Park Industries Fusion 4045 in place at the shop, Bedrock Quartz has the capacity to produce roughly 20,000 feet per of material per month and 240,000 annually.

ers are very happy they can buy a sink, faucet, accessories, disposals, etc. all in one trip. They don't want to visit three or four different vendors to buy things. If we have good selections, they will be happy to fill their cart, so to speak, with our offerings instead of driving all around town. We like having one brand that has excellent sinks, faucets and accessories.

Bedrock Quartz believes it raises its company image to add additional options to the customer. "We can't give away every sink, so we may as well offer a broader variety," said Jorgensen. "Also, we need to have margin on everything possible we sell."

The shop

To meet the requests of its customers, the company stocks approximately 55 of the best-selling marble and granite varieties, in addition to all brands of quartz surfacing, including Q-Quartz from M S International (MSI). Bedrock Quartz has the capacity to produce roughly 20,000 feet per month and 240,000 annually.

Included in the lineup of machinery in the shop are a Titan 2800 CNC stone-working center, a Fusion 4045 saw/waterjet and a Fastback edge polisher — all from Park Industries of St. Cloud, MN. The shop is also equipped with Kaeser compressors, a filter press from Water Treatment Solutions of Hampton,



Bedrock Quartz markets its stone products across the state of Utah.



NH, and a settling tank from Park Industries. The company uses Manzelli and Wood's Powr-Grip vacuum lifters to move material during the production process, and ADI tooling and Terminator blades from Continental D.I.A. Diamond Products Inc. of San Carlos, CA. It purchases tools and accessories through Basic Diamond in Salt Lake City, UT; GranQuartz of Tucker, GA; Regent Stone Products of Virginia Beach, VA; and Salem Stone of Winston-Salem, NC.

The company has a total of 68 employees, including eight two-person installation crews. "We also sub out work to crews when needed," said Jorgensen. Two LT2D3D laser template devices from Laser Products Industries of Romeoville, IL, and a Proliner from Prodim USA of Fort Pierce, FL, are used for templating. Weekly production includes approximately 60 kitchens, on average measuring 65 square feet. Slabsmith software — developed by Northwood Designs, Inc. of Antwerp, NY — is used to create digital slabs.

When looking to the future, Bedrock Quartz, a Marble Institute of America Accredited business, intends to continue to grow its market share through excellent service, offerings and high value. And in the long term, it is considering other markets to expand to, such as additional satellite showrooms. □

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**Bedrock Quartz
West Jordan, UT**

Type of Work: primarily residential

Machinery: a Titan 2800 CNC stoneworking center, a Fusion 4045 saw/waterjet, a Fastback edge polisher and a settling tank — all from Park Industries of St. Cloud, MN; Kaeser compressors, a filter press from Water Treatment Solutions of Hampton, NH, vacuum lifters from Manzelli and Wood's Powr-Grip of Laurel, MT; ADI tooling; Terminator blades from Continental D.I.A. Diamond Products Inc. of San Carlos, CA; tools and accessories from Basic Diamond in Salt Lake City, UT; GranQuartz of Tucker, GA; Regent Stone Products of Virginia Beach, VA; and Salem Stone of Winston-Salem, NC; two LT2D3D laser template devices from Laser Products Industries of Romeoville, IL, a Proliner from Prodim USA of Fort Pierce, FL; Slabsmith software — developed by Northwood Designs, Inc. of Antwerp, NY

Number of Employees: 68, including eight two-person installation crews

Production Rate: approximately 60 kitchens per week, on average measuring 65 square feet