

Frequently Asked Questions and Select Quotes

- **How old is the company?**

Maple Landmark Woodcraft fulfilled its first wholesale order in 1979. As of 2017, this makes us 38 years old. Please see the document entitled "simple beginnings.doc" under the Press Releases folder for the company history.

"When Michael came home from school and he told me his homework was done and his chores were done, I said, "It's time for us to find something for you to do." We looked around in the basement of the house and we found a coping saw and a sand block and he took it from there."

- Luther a "Pat" Rainville, Mike's mother

- **How many people work there?**

Approximately 40. This varies as we need seasonal help around the holiday season but the number is usually in the 40 range.

"Maple Landmark is a company of over 40 local people with widely varied skills, some of whom have been with us for 20-30 years."

- Mike Rainville, Owner

- **What kind of wood do you use?**

The primary wood we use is hard maple, the same species used for maple syrup. We also use smaller amounts of pine, cherry, and birch plywood.

- **Where does the wood come from?**

Since we use native species, most of our wood comes from the region around us. The maple is harvested locally. The cherry we use often comes from as far away as Pennsylvania. Occasionally, we can get short cut-off pieces from Vermont furniture plants.

"We are extremely lucky to be located where we are and have ample access to hard maple for our toys and other wood products. We're proud to support Vermont's working landscape and the foresters, loggers, and mills who keep us stocked with lumber."

- Mike Rainville, Owner

- **Where/how do we sell our products?**

About 95% of our sales are to wholesale gift shops and toy stores. We sell to accounts in all 50 states, around 1500 in all. We are likely to have one near you! We also sell online via our own website and Amazon.

- **Do we make everything in Middlebury, VT?**

Yes, pretty much everything you see in our store, and more. The one woodwork process we do not have is turning, making round parts – like our wheels. They typically come from mills in Maine. On the other hand, we do a lot of custom work for other companies, things you will not find on sale to the public.

- **Have you been in Middlebury all 35 years?**

No. The business was started in Lincoln, VT (a town of approximately 1200 currently) and switched buildings a few times. Eventually, Lincoln could not support our growing operation and we had to move to a place that was more accessible to large trucks and more available for expansion. The move to Middlebury was made in 1996. There have since been two additions to the building in 1999 and 2015.

- **You say that you're a family business. Can you explain how so?**

The business was started by Michael Rainville. Since then, three more generations have added on. The youngest is Michael's sons, Adam and Andrew. One generation up from there is Michael, wife, Jill, and sister, Barbara. Up from there is Michael's mother Pat and occasionally father, Claude. On the very top is "Grandma" as she's known around the shop. This is none other than Michael's 98-year-old (as of 2017) grandmother, Harriett Brown. While she doesn't come to work regularly anymore, she did well into 2016 and still makes appearances every now and then.

- **What does each family member do?**

Michael serves as president and CEO, running day-to-day operations. Jill is office manager, overseeing the paperwork. Barbara is the marketing manager, attending trade shows, working on public relations and helping in the finish room. Adam is a project manager, developing new products and improving old processes. Andrew is heads up communications, working on advertising, social media, and email blasts and attending trade shows. Pat is the supervisor of our finish room and is responsible for the application of all paints and finishes in addition to doing our hand-painted items. Claude helps in his free time, shredding paper for packing and mowing the lawn.

- **Which product is your most popular?**

The Nametrain line. The line itself has grown and expanded and continues to be our #1 seller.

- **Are your products safe?**

Absolutely. We do regular testing, both on our own and with a third-party lab, to ensure that our products are safe to the target age that we state. All finishes and inks meet all safety regulations. For additional concerns, please contact us.

"We ensure the safety of our customers by regularly testing our products to verify that they meet the national safety standards. When you buy a Maple Landmark product, you know that you're getting quality and durability."

- Adam Rainville, Safety & Production Management

- **Other Select Quotes**

"Something that I really like about this company is the fact that you can come up with a new idea or product, design it, test it, and have it in the consumers' hands in a matter of weeks as opposed to a big corporation which might take a year or more to develop."

- George Macedo, Graphics

"You're working with family and friends. That's how it feels. I mean, everyone's your friend. Everybody grew up together here, most of us. Mike and the rest of the family make you feel like you're part of the family."

- Regan Wedge, Maintenance