



Chemcraft®

A Great Finish is Only the Beginning

Ruffino Cabinetry talks about brand growth through relationships

We traveled to Fort Myers, Florida to talk with Steve Ruffino, founder and CEO of Ruffino Cabinetry, and his Chemcraft Distributors Oscar and Mario Hernandez of Famis Inc. located in Miami and Naples, Florida.

Ruffino Cabinetry was founded in 1981 and produces luxury custom cabinetry and fitted furniture for projects throughout Florida and selected national and international projects. Their award winning work has been featured in several publications including Home & Design and Florida Design.

“While we’re obviously cabinet makers, we consider our true specialty to be our custom colors and finishing techniques,” said Steve Ruffino, “it offers our customers more options than they can typically get from the larger manufacturers. It’s what sets us apart.

“I started the business as a solo operation in 1981,” said Ruffino, “and now we have 60 employees. We don’t advertise and we don’t have a sales force to speak of. Most of our business comes from longtime repeat customers and referrals.

“Our reputation for quality has established us as a brand name,” continued Ruffino, “we now have designers and architects coming to us as their preferred cabinet company.

“A few years ago we were experiencing a severe production bottleneck in our finishing area. We realized that we needed to find a new partner that could help take our product and our production to the next level – that’s when we reached out to Famis and Chemcraft.”



Front, L to R: Steve Ruffino - CEO, Ruffino Cabinetry holding grand-daughter Stella Rose Ruffino, Mario Hernandez - Vice President, Famis Inc., Mike McIntyre - Operations Mgr., Ruffino Cabinetry.

Back, L to R: Meghan Ruffino, Stephen Ruffino - Vice President, Ruffino Cabinetry, Carol Ruffino - Sales / Design Mgr., Ruffino Cabinetry, Oscar Hernandez - Partner / Sales Director, Famis Inc., Fernando Rivadeneira - Sales Representative, Famis Inc.

“One of our specialties at Famis is custom engineering automated and semi-automated finishing systems,” said Mario Hernandez, “so we were confident that we could help improve their work flow. But first we needed to identify the correct Chemcraft product to fit the system.

“We brought in our Chemcraft technical representative and together we did extensive testing,” continued Hernandez, “the solution we arrived at was Chemlife® 24.

“Chemlife 24 was a perfect fit with the on-demand finishing system we set up, and its properties allowed us to greatly simplify their finishing process,” he said.

“Between the equipment upgrades and Chemlife 24,” added Ruffino, “a step that was taking us 8 hours was reduced to 40 minutes. Overall we’ve seen at least a 50% improvement in production time.”

“Chemlife 24 allows us to use this type of system,” said Oscar Hernandez, “we’re circulating both white and clear and because the same catalyst is used for both, the number of steps involved have been reduced.

“In addition,” continued Hernandez, “the 24 hour pot life of the product ensures that there aren’t fluctuations in the sheen and helps offset any external factors that might cause problems in the finish such as humidity.”

“And, with Chemlife 24,” said Ruffino, “we have far less of an issue with formaldehyde off-gassing than we had with the product our previous supplier had us using. Between our distributor Famis, and Chemcraft we get the attention to detail, knowledge and support we need. It’s a relationship we can grow with.”

Visit chemcraft.com to locate your nearest distributor.