

PRESS RELEASE

Contact: Holly Berez
duehr & associates
1902 Wright Pl, Ste 200
Carlsbad, CA 92008
(760) 918-5622
holly@duehrandassociates.com

About Strasser Woodenworks

Strasser Woodenworks

manufactures high-quality, elegant, freestanding and floating wood bathroom furniture across a range of styles, sizes, configurations, species, and finishes, with well over 45,000 product combinations. Each vanity, cabinet, and accessory are crafted in the USA, built to order using cherry, maple, red oak and alder hardwoods sourced in the US and Canada. Strasser Woodenworks prides itself on detailed craftsmanship, including solid-wood dovetail construction, hand sanding, soft-close doors and drawers, and solid-wood legs. Strasser Woodenworks was founded in 1982 and is headquartered in Woodinville, Washington. For more information about Strasser Woodenworks, call toll free 1-800-445-0494 or visit StrasserWood.com.

Strasser Woodenworks to Welcome New Representative in Florida

Al Rykus and Elite Brands will serve showrooms and designers in the Southeast beginning in December



Al Rykus

(Woodinville, WA, December 9, 2019)

Strasser Woodenworks has added a new independent sales representative in the Florida market, Al Rykus. Rykus is principal and lead salesperson for Elite Brands, a specialty provider of sales and logistics within the decorative home product industries.

Rykus has spent more than three decades in the decorative plumbing industry, beginning his career in showrooms and then serving in leadership positions with major manufacturers including Rohl, Masco, and Aquabraxs. He launched Elite Brands in Boca Raton, Florida, in 2009, representing decorative plumbing, hardware, and furniture throughout the state.

“With a career dedicated to decorative plumbing, Al brings an intimate knowledge of the industry’s shifting landscape that leverages viewpoints from the manufacturer and buyer levels, ensuring a positive experience for our customers,” said Peter Ollestad, vice president of sales for Strasser. “Al worked with us a few years ago, and we’re extremely pleased to have him back on the team. And the timing is perfect—Strasser will be launching several new and exciting products in early 2020, and Al is the perfect choice to introduce those innovations in the Sunshine State.”

Rykus officially joined the Strasser Woodenworks team on December 1, 2019.

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