



WAY-MAR
INC.

50 SINCE 1973

Way-Mar celebrates 50 years of serving Waterloo Region

FOUR-EVER HOME

Waterloo couple discusses their fourth Way-Mar renovation

AN 'OASIS' IN THE CITY

Family transforms house into the home of their dreams





CELEBRATING OUR 50TH ANNIVERSARY

We are proud of the relationships we have built with our customers, employees and suppliers over the last 50 years and we would like to thank you all for being part of the Way-Mar family!

MESSAGE from the president

Dear valued customers,

As we celebrate our 50th anniversary at Way-Mar, we want to take a moment to express our sincere gratitude for your unwavering support over the years. Your loyalty has been the driving force behind our success, and we owe you a debt of gratitude.

Since our founding in 1973, our goal has been to provide the highest quality workmanship and exceptional customer service. We are thrilled to have been able to do so for five decades, and we look forward to continuing this tradition for many years to come.

As we reflect on the past 50 years, we are proud of the relationships we have built with our customers. Your feedback, input, and support have been invaluable to us as we have grown and evolved over the years.

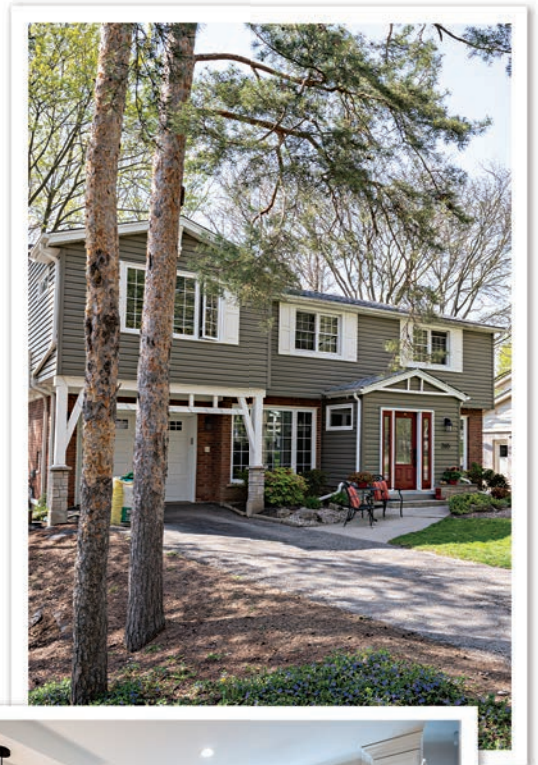
Finally, we want to assure you that our commitment to quality and service remains steadfast. We will continue to innovate and improve our services to meet your evolving needs while striving to exceed expectations. We are prepared to serve the next generation of customers, that have seen us serve their family and friends.

Thank you for being a part of the Way-Mar family. We appreciate your business and look forward to serving you for many more years.



Warmest Regards,

DARRELL MARTIN
PRESIDENT



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Are you ready to take the next step in your home renovation? Follow us on Facebook and Instagram for inspiration and ideas!





Darrell Martin (President) & Wayne Martin (Founder) outside the Way-Mar head office in Hawkesville.

WAY-MAR INC.

CELEBRATING 50 YEARS

Way-Mar is celebrating 50 years in business, but the company's future leadership took root even earlier, joked founder and former president, Wayne Martin.

"I started training him quite young,"

Wayne said of his nephew, Darrell Martin, Way-Mar's current president. "When we built our house in Yatton in '68, I had him hold the tape for me to square up the footings."

Darrell, who was eight years old at the

time, quipped, "The house is still standing."

That was a long time ago, but it exemplifies what was part of the company's success in the beginning and continues to play a significant



SINCE 1973

role today. At Way-Mar it has always been a team approach.

“Without team relationships, you’re wasting your time,” Wayne said.

The company might have started out of necessity as much as anything. Wayne had been working in construction for a local company for nine years and was dealing with knee problems. “I wanted to get away from the floor work and roof work.”

He took a sales job in Guelph and less than a year later he decided to set out on his own, taking what he described as a “leap of faith.”

Way-Mar Aluminum was founded on Jan. 2, 1973, specializing in windows, doors and siding. Wayne ran the business alone alongside a few part-time employees and it was quick to hit its stride.

“With my carpenter experience, I started doing interior renovation work for the first winter and then migrated into the siding business in the spring of ’73. It developed from there on its own. Not that I had a particular goal of where I wanted to end up,” he said. “We couldn’t keep up with the work.”

As demand increased, there simply weren’t enough hours in the day. Wayne knew something had to give.

“I did well financially in the first two years and just had more work than I could handle. After two years, I knew I couldn’t keep this up, working 14-15 hours a day,” he said. “It was just too hectic to be that busy with family life.”

Within those first few years, partners



Original Way-Mar head office at current Hawkesville location



Current Way-Mar head office

were brought in to help ease the burden. The company soon became incorporated, and it hasn't looked back. Today, Way-Mar employs over 30 people.

Way-Mar's headquarters have changed throughout its 50-year existence, from Yatton, to Conestoga, to what's now Hawkwoods Furniture & Cabinetry in Hawkesville, to its current home base on Ament Line on the outskirts of Hawkesville, where it has been located since 1985.

The company's service offerings have expanded as well. Way-Mar operated a successful insulation division from the mid-'70s until selling that division in the fall of 2016. Today it provides a range of services including doors, windows, exterior cladding systems, roofing and home renovations. Way-Mar has maintained a strong reputation as an industry leader in Waterloo Region and across Southwestern Ontario.

Quality and integrity are at the core of every project.

"We wanted to be known as one of the region's top renovation contractors," Darrell said. "So, the things that we do, it's making sure we provide a quality product at a fair price and treat our employees with respect, and compensate them the way they should be. I guess it's trying to put the customer, put the employee, put everybody ahead of yourself in a sense. Are we perfect at it? No. Certainly, you strive toward that."



It goes back to those relationships with customers and staff, and that's something Way-Mar views as being of the utmost importance. Way-Mar holds special events such as picnics and golf tournaments for its staff each year and works hard to retain its employees. Whether it's Wayne inviting his first two employees into his home for Christmas dinner that first year, a regularly occurring employee breakfast meeting at the office, or a project manager bringing coffee to the crew on site, it's all in the name of connecting as a team, keeping the human element of the business at the forefront.

"Being here has afforded me a lot of opportunities and I would want the same for anyone else following along," Darrell reflects.

Wayne and Darrell credit both their own faith, as well as that of many within the company, for shaping Way-Mar's value systems that have been in place from the start.

"I think faith plays a big part. It's important. It's part of the conversation," Darrell said. "Coming here, the culture was just so different. We get that feedback time and time again from customers. They appreciate the way the guys are on site. They're not using foul language ... the typical construction-site language. They're very respectful. The music is not blaring loudly."

He added: "It was certainly part of the decision for me (joining the company), knowing what the company was based on and some of the guiding principles behind it. No, you can't expect that everyone you hire is going to have a similar faith base, but you can model it, and that's important." Wayne agreed.

"I want to give God the credit for blessing the company over the years. Giving us direction. Because by ourselves we would not have succeeded the way we have," he said.

The world has undergone many changes over the past 50 years and Way-Mar has

not been immune to having to adapt. One of the more significant changes relates to workplace safety, something the company takes extremely seriously. Several years ago Way-Mar decided to hire an external company to monitor that aspect.

“They do monthly site inspections just to make sure. It’s just a reminder, a checkpoint, to make sure we stay up to date on what has to be done,” Darrell said. “There are definitely a lot more safety restrictions than there once were. It makes sense to do it. For us it’s a cost, but in the end, it’s worth it.”

Another challenge has been the natural turnover of staff. While some experienced leaders have retired in recent years, a younger generation of gifted employees has proven ready to take on increased responsibilities.

“The one thing that we’re seeing is some of those long-term guys are getting older. They don’t really have a lot of years left. Their bodies are just not allowing them to do it anymore,” Darrell said. “So, yes, we’ve seen some of the long-term guys leave. For some of the new ones coming in, we’re trying to get team members who have some depth of experience. It’s not an easy thing to do. We’ve been fortunate in recruiting some of those people. There are some younger employees who have a good skill set and abilities so engaging them and keeping them engaged is important. We see the future being bright from that standpoint because we do have some of those key team members.”

Just as there is confidence within the workplace, the same is true among Way-Mar’s loyal customer base. The company does most of its business through referrals. In some cases, Way-Mar has completed projects for as many as three generations of customers.

“It just emphasizes how important it is to do a good job every time. It’s the word of mouth, that referral which speaks the loudest,” Darrell emphasizes. “You can advertise all you want, but it’s personal experience with the company that builds customer trust.”

“Honesty, integrity and quality are words we continue to strive for,” Darrell shares. “Respect. Respect for our customers, respect for our employees, respect for each other.”

Wayne adds, “Practical common sense goes such a long way.”

Through five decades in business, there’s no denying Way-Mar’s reputation for customer care. The hope is to keep it up for another 50 years.



The Fowler Macpherson family
- Kitchener



Frank and Brittany Deen
- Drayton



Florence and Walter Martin
- Elmira



Sara Thorne Van Damme
- Waterloo



Annette Grasman and one of her grandsons - Collingwood



Brenda and Brett Barriage
- Elmira



Sue Thorne-McCaffrey & Bryan McCaffrey



Niyati Shukla - Waterloo



Kevin and Susan Reid - Waterloo



Debora VanNijnatten and Gerry Boychuk of Waterloo: four-time Way-Mar customers



Main floor and full kitchen renovation



Addition above the garage with two bedrooms and a new bathroom

FOUR-EVER HOME:

Waterloo family celebrates fourth home renovation with Way-Mar

After more than two decades and several Way-Mar renovation projects, Gerry and Debora can exhale.

Their dream home is complete.

“I’d always say, ‘That was the last renovation’ and then Gerry would say, ‘I don’t believe it,’” jokes Debora of the couple’s playful banter over the years.

The Waterloo residents insist the most recent project was the charm, having recently completed a sun room and enlisting Way-Mar to make that happen.

The latest project marks the continuation of a longstanding relationship between the couple and Way-Mar. This is the

fourth time Debora and Gerry have collaborated with Way-Mar on a renovation project since purchasing their home 22 years ago.

When the husband and wife landed on their 1964-built home in the city’s Glenridge neighbourhood, it was “love at first sight”; a beautiful treed lot with access to a trail system, and no through traffic on their street.

However, the galley kitchen in the home was on the small side, so they called in a couple of contractors to quote knocking out a wall. Both contractors had conflicting ideas about which way the joists ran so the couple sought a third

opinion from Way-Mar, who suggested taking out the guesswork by cutting a hole in the ceiling to confirm.

“(Way-Mar) wouldn’t guess. Right from then, well, we thought, ‘We trust this. We trust these guys,’” Gerry said.

One renovation turned into two when the couple later replaced their main floor and did a full kitchen renovation while eliminating closets and smaller spaces to open up the main living area.

With children ages 12, 14, and 16—and a dog, it was never a matter of if renovations would happen, only when.

“We always knew it wasn’t going to be big enough. We thought about moving.



is the centerpiece of the home and has reunited the family unit in an idyllic setting.

The sun room has without question become the highlight of the home, featuring floor-to-ceiling windows and a wood fireplace to create the ultimate retreat setting. Whether it's starting the day with a cup of coffee or gathering to watch some sports together, the family gravitates to the warm and inviting space.

"We had a deck, but we couldn't enjoy it for a third of the year," Gerry shares. "Now it's basically like we have a deck that's heated. The windows are huge. With the windows open and the screen door open you feel like you're outside. It's like having a deck all year round."

Debora adds, "The sun room really brings the outside in."

Equally comfortable is the couple's relationship with Way-Mar, something they credit for helping them wade through various challenges along the way, including pandemic-induced price inflation and supply chain issues. With Way-Mar's help, the couple was also able to preserve their backyard trees while constructing the sun room.

"There's not a single thing that we would do differently. We're so happy with how it turned out," Gerry said. "There was nothing overlooked, nothing done without our input that

would materially change the outcome. The result is that you get something you're truly happy with."

Consistency and flexibility are a couple of the words Boychuks use to describe Way-Mar's service appeal.

Working with Way-Mar was comfortable, comments Debora. "They're trustworthy, they're professional, they had easy dialog with us and were in constant communication. We had no concerns at all."

As to when the next home renovation project might be happening?

"We're done. Four renovations later, the house is perfect," Debora says with a laugh.

Added Gerry, "She keeps saying that."

"There's not a single thing that we would do differently. We're so happy with how it turned out."

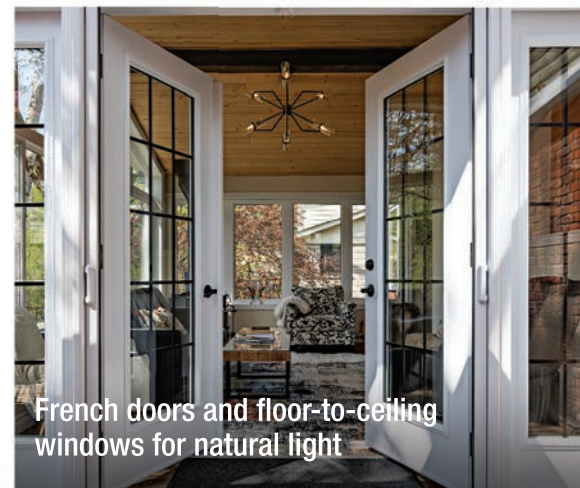
We did fairly seriously look on the real estate market for alternatives but we just love the [location] so much and we love the house," Gerry said. "We wanted basically the same house but with a bit more space. We didn't want to fundamentally change the house."

Once again the couple brought in Way-Mar to help construct additional living space, including two bedrooms and a bathroom for the kids above the home's garage, along with a workstation.

"That was a bit of a journey, thinking about how to use that space and how to make more space, because in the end we went out further than the footprint of the house. How do you make everything look like it was there forever?" Debora asked.

The garage setup turned out to be a blessing during the COVID-19 pandemic, allowing their children more personal space.

But the recently completed sun room



French doors and floor-to-ceiling windows for natural light



The recent sun room addition has become a multi-function focal point for the home



Robin Boles of Kitchener loves her dream home



“The Cottage” - brand new three-season oasis in the city

AN ‘OASIS’ IN THE CITY:

Family transforms beloved downtown Kitchener heritage home into forever home of their dreams

They say it’s what’s on the inside that counts, and that was certainly the case when Robin Boles and her husband decided to purchase their downtown Kitchener home in 2008.

It’s been a long and winding journey but about a half-dozen Way-Mar renovations projects later, everything is in place and the family wouldn’t change a thing.

“When I did the initial drive-by when we were looking for a house, this one was in such bad shape that I kind of dismissed the idea of looking at it entirely,” Robin remembers.

They opted for a showing and “fell in love with it despite what it looked like from the street.” That exterior had to go.

Robin sought inspiration by looking at other homes in her neighbourhood. One home, in particular, caught Robin’s eye. A neighbour

told her about their experience working with Way-Mar, and that recommendation paved the way for a complete re-do of her home’s exterior in 2010.

By replacing the siding, soffits, fascia, and aluminum, Robin said her house went from being “this sort of ‘drive by and avert your gaze’ to being a really lovely, put-together home.”

The basement den and guestroom project followed a year later and the driveway, basement windows, and a full custom bathroom came soon after that.

In 2015, the family once again turned to Way-Mar, this time to address the main floor, including a full kitchen renovation and new flooring. The kitchen was designed by Robin through her design company, Robin Interiors, and executed by Way-Mar.

Custom features were included, a wall was opened up and connectivity achieved via a beam. The original 1920s flooring, in a state of disrepair, was pulled out and new subflooring was put down along with new “old-looking” hardwood.

Among the highlights of the kitchen design was a new coffee station.

“What I’ve really appreciated is being able to have more than one person in the kitchen at once,” Boles said of her family, which has grown to include two children and a puppy. “We didn’t change the square footage in the kitchen. But now we can have all four of us, each doing a different task. When we have family gatherings, we can have three or four people just around the island itself.”

The Boles’ most recent Way-Mar project,



dubbed the “cottage,” is a back-of-house addition, giving the family a three-season room in which to bathe in sunlight and comfort. They can visit with family and guests without worrying about the mosquito problem that previously kept them from enjoying what was once an outdoor space.

“When it’s quiet and no one’s around we can hear the birds,” Robin said. “In the summer there’s this lovely tree behind me. It really does feel like an oasis as part of the city.”

“The craftsmanship Way-Mar brings to the job is top-notch. We can rely on them to do beautiful work for us.”

As with any renovation project, there were challenges along the way, including the discovery of sawed-off joists and a wasp nest. Robin appreciates how “Way-Mar took each obstacle in stride and walked us through the options to address everything without derailing the rest of the project.”

The fact the Robin has repeatedly contracted Way-Mar for help with projects over the years speaks to the level of trust that has been established.

“Calm,” is the first word Robin says comes to mind when she thinks of Way-Mar, adding the employees all regularly display “satisfaction in the work they do and willingness to put in the extra effort to make sure it’s nicely done.”

“The history we have with Way-Mar and knowing the craftsmanship they bring to the job is going to be top-notch is why we felt like we were able to rely on them to do beautiful work for us.”



Modern renovation while maintaining original charm



Custom coffee station is a highlight for Robin



New open concept design between the kitchen and eating area



Full kitchen renovation done in 2015



50 YEARS OF WAY-MAR

1973

Wayne Martin founds Way-Mar Aluminum, operating out of his home.



1978

The company expands their home renovation services to include spray foam insulation.



1976

Way-Mar Aluminum grows and moves to Geddes St. in Hawkesville.



1985

The company grows to 13 employees and more office and shop space is needed. Way-Mar builds a new head office on Ament Line.

1998

Way-Mar Aluminum Inc. becomes Way-Mar Inc. to better reflect their full home-renovation services.



2013

Way-Mar builds a new addition at the current location on Ament Line. Way-Mar re-brands the company and grows to 31 team members.



2010

Wayne Martin steps down and Darrell Martin becomes president.



2023

Way-Mar celebrates 50 years in business. They renovate the exterior of the warehouse portion of the Way-Mar facilities.