

# CDS is building on its 50-year foundation

## Their technical expertise sets them apart

**Concord, ON** - “CDS is a go-to for product within the construction industry, with a wide range of good, quality products, but it is our technical expertise that differentiates us,” says Gino DiGiacchino, the new CEO & President of Construction Distribution & Supply Company Inc. (CDS).

DiGiacchino is no apprentice to the construction industry. In fact, he used to sell caulking to CDS about thirty years ago. Since then, he has held many roles including Chief Merchandising Officer at both Home Depot and WalMart Canada, but now he has come full circle and is looking forward to taking CDS to the next level. “We’re excited to take this well-established, reputable business and build on it,” DiGiacchino explains.

CDS may have a good reputation as *the* one-stop sealant shop, but it is so much more than that.

When DiGiacchino first met with the management team, he asked where they thought CDS excelled. The plan was to focus their innovation on those areas, and when they got down to the nuts and bolts, their answers were all the same:

- Customer service
- Solution and technical expertise
- Operational excellence

This led to the creation of CDS’ tag line in their new logo: “Service. Solutions. Excellence.”

### Service

Service encompasses not only the outstanding and courteous service CDS extends to their customers but also increased product availability. When CDS was purchased, one of the first improvements was to relocate the CDS Branch Support & Distribution Centre to a new and much larger



location. With the new facility in Concord, Ontario, customers can count on CDS to have the products they need when they need them – either for pick up or delivered directly to the job site.

Many members of the original CDS team transitioned to Concord when DiGiacchino took over, which is a strong indication of the commitment and passion they have for their jobs. And, from a customer’s perspective, the continuity is reassuring.



### Solutions

“Solutions” refers to the “know how”, the technical expertise CDS offers to its customers. Adrian Russell, Senior Technical Director, has 30 years of experience at CDS, and he and his team can provide insight into products and solve common – and uncommon – complications that contractors will inevitably face.

“Every day it seems we’re given a new puzzle to solve, and it’s that challenge of providing a solution for our customers that drives us,” says Russell. “It’s our technical ability that sets us apart.”

Russell and his team are problem solvers, providing solutions at CDS since the early days. Back then, CDS was known as a one-stop sealant shop but they are much more than that and have been for some time. In the 50 years CDS has been in business, the team has evolved into experts in many markets including waterproofing, concrete repair, air vapour barriers, sealants, glazing and much more.

DiGiacchino and the team have a vision: to be the construction supply company of choice in their market. One of the steps they are taking to achieve this vision is the creation of a training centre. There they will regularly host product knowledge seminars and workshops. Contractors, engineers, architects, and staff will be invited to learn about new products and new techniques as well as tried-and-true methods. Each seminar will end with a question-and-answer period, where all questions are welcome – the more challenging, the better! “I love coming up with the solutions the contractors are looking for,” says Russell. “New

problems keep me on my toes.” (For more information about the seminars and workshops, contact Adrian Russell at [adrianrussell@cdsco.net](mailto:adrianrussell@cdsco.net)).

### Excellence

Excellence is what CDS strives for. Specifically, operational excellence. With the move to the new location, CDS streamlined their internal processes, which enables them to manage their inventory more efficiently than ever before. Improved inventory management means they can have all product on hand when their customers need it. The CDS team is clearly committed to filling orders quickly, and operating efficiently translates to cost savings which are happily passed on to the customer.

### The New CDS

Improved and innovative service, solutions, and excellence are the building blocks of the new CDS. Their mission statement says it all: “CDS is dedicated to servicing their customers by providing the best solutions for their projects at the lowest possible cost.” To get there, DiGiacchino knows he and his team have to stay true to the new CDS values: trust, respect, reliability, attitude, commitment, innovation. These words serve as a reminder of the promises CDS has made to their customers (see box below).

“It’s a renovation,” says DiGiacchino. “CDS has a strong foundation, so with a new vision and a few upgrades, we will all see significant improvements that will make the new CDS even stronger.”



New streamlined processes are enabling CDS to pass even more savings on to customers.

### The CDS promises...

#### We will save you time!

Interacting with us will be a seamless part of your business, and we will ensure you get your product quickly.

#### We will have your product available!

We will have the stock you need when you need it and have the ability to get it to your company and/or job site in the way you want it.

#### We are committed to finding you the best solution!

We will be your partners in understanding the best products for your job ensuring you are providing the best value and innovation to your customers.

#### You can trust us!

Working with CDS will always be safe and done in a respectful manner. We are your professional partner in your company’s growth.

### 8 locations: CDS is always nearby

**Scarborough** 2050 Ellesmere Rd.

**Mississauga** 760 Dundas St. East

**Hamilton** 140 Centennial Pkwy. North

**Concord** 300 Confederation Pkwy.

**Branch Support & Distribution Centre**

**Toronto** 4630 Dufferin St.

**Kitchener** 107 Manitou Dr.

**London** 611 Wonderland Rd. North

**Barrie** 112 Saunders Rd.

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