



Living in a Digital World

In today's business world, online accessibility and marketing are not just important — they are essential. Customers expect to be able to order materials, track deliveries, and get updates with just a few clicks. In the building materials industry, we are committed to developing tools that give our customers this level of access and convenience. But for October, I'd like to take a step back and look at things from a different angle.

Online shopping is not always the easiest or most efficient solution. Nearly every company today offers an app or digital platform, promising rewards, easy purchasing, and 24/7 access. That's great — and many customers do appreciate and take advantage of it. But not all customers want a fully digital experience.

As someone in my mid-50s, I am no stranger to technology, but I wouldn't call myself a digital native either. I don't keep dozens of apps on my phone, and I don't spend a lot of time on social media. Still, as a leader, I recognize the importance of evolving with the times, staying competitive, and meeting the needs of younger generations who expect technology to work for them.

Even so, I firmly believe that face-to-face and personal interaction will always be an irreplaceable part of our business.

Some customers want to see a familiar face or hear a trusted voice on the other end of the phone. Others benefit from a conversation over a Teams call where they can ask questions, gain clarity, and build trust. These interactions do more than just complete a transaction — they provide comfort, confidence, and reassurance.

Our customers don't just need a product; they often need guidance. They need someone to listen, educate, and help them choose the right solution — not the wrong one. This is where Kimal Lumber shines. We will continue to improve and expand our technology so that our customers have the tools they need to order, track, and receive materials quickly and efficiently. But where we will never compromise is in the personal service we provide.

Our commitment is to be there for our customers — whether in person, on the phone, or on a video call — to help them build better, make informed decisions, and have confidence that they are heading in the right direction.

At Kimal Lumber, technology will always support our mission, but our people will always define it.

Let's face it, some decisions are way too expensive to make with your thumbs!

Clark Willis

Kimal Lumber

Regional Sales Manager