

## Warmth by Design Growth Required 3,850 sq ft Expansion



Warmth by Design started in the Halliday's Building in downtown Truro as L.L. Masonry in a space just under 700 sq. ft with 2 staff. It did not take long for the business to grow. In February 2015 the company was incorporated and "Warmth By Design Inc." was born. Growth came quicker than originally anticipate. In the fall of 2016 having outgrown the original small space, a move into a new 5000 sq. ft. retail building located at 16 Hub Centre Driver, Upper Onslow, N.S. occurred just at the time several new businesses relocated to the busy new area with each business erecting their own building on large lots. At this time staffing levels increased considerably going from the original two, to a complement of eight.

With four years of constant and rapid growth, it became apparent 5,000 sq ft was not enough. Planning ensued in spring of 2020

a decision was made to add an additional 3,850 sq ft for a larger showroom and warehouse. When completed the company was occupying a total of 8850 sq. ft.

Even though they are extremely busy and, for the most part, can't keep up with the requests to quote, the local construction and associated trades benefited from the expansion. Foundation and concrete work was provided by Black River Concrete. Joel Hingley, Black River's owner said he was pleased to have the work, and now is so busy he can not keep up with customer requests.

Donald McNutt Electric provided electrical services, but stated they are working weekends trying to keep up with the current workload. Donald McNutt says he wires over 100 houses a year. C & J Brothers Plumbing, Heating and Ventilation were engaged for plumbing.

Insulation work which took four days to complete was provided by D & E Energy Solutions. D & E used the last two days on a second trip back to insulate the attic. Kent Building Supplies were the main materials supplier.

Specialty Steel, Debert who have just completed a move to a larger facility on McElmon Road provided much of the intricate speciality finishing, which included almost the entire showroom wall for a gigantic see-thru fireplace. Other services provided by Specialty was the large new exterior sign and a new trailer which

is used for on-site masonry work. Kaulback's Heating and Ventilation, Truro Heights Road was started in 2001 and were engaged to install Kerr Heat Pumps. Mark Bonnell Contracting crew at Gutter Done installed soffit, fascia and roofing.

Inventory and products for resale are sourced from Broil King, Weber and Napoleon for see-thru fireplace and grills.

Beginning as a masonry and hearth business Warmth by Design has evolved into a Destination in Atlantic Canada for BBQ's, BBQ Accessories, Spices & Sauces. A large selection of Outdoor furniture was added, with specialty hearth products and custom masonry services still be offered. *More images on pages 12 and 13.*



A new sign is displayed prominently over the entrance to Warmth by Design new 3,850 sq ft expansion. (Submitted)



An open sign adorns the showroom window even though tradespeople are completing installation of the exterior siding. (Submitted)

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**To our neighbours, Trina and Leif Langille, congratulations on your 10<sup>TH</sup> Anniversary from your friends at**  
**TRURO MITSUBISHI!**

**134 Onslow Road, Upper Onslow**  
**902-843-9990**

Find us on Facebook [truromitsubishi.ca](https://www.facebook.com/truromitsubishi.ca)



**Congratulations to Trina and Leif Langille on your expansion and 10<sup>TH</sup> Anniversary of Warmth By Design.**

**As longtime business banking clients we thank you for your patronage and wish you all the best in the future.**

**We are here to serve your business banking needs. Find the right solutions and advice for your business.**

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