

SHOWCASE KITCHENS

Highly Rated Design with a Personal Touch



Whether customers pull up in a new Mercedes or 10-year-old Toyota, the staff at award-winning Showcase Kitchens welcomes them warmly. But Showcase Kitchens is more than just a friendly store legendary for customer service. This family owned kitchen and bath design business wins national awards and designs kitchens and baths for homes throughout the Northeast, including in Nantucket, Martha's Vineyard and New York City.

The business, founded in 1979, has top ratings on Facebook, Yelp and Houzz, a home remodeling website. And the enterprise is thriving. "Most of our business comes through referrals," says Erica Caserta, president of the business started by her parents, Colleen and Doug Eckdish. While the founders are semi-retired and working part-time, Showcase Kitchens has expanded to employ four full-time designers. Route 44 is an ideal location for a retail store, she says. The store's visibility has soared since a traffic light was installed in front of the shopping plaza housing Showcase Kitchens, Tile Designs of New England and New England Appliance.

"A lot of people will say, 'I'd much rather stay in Canton than go to a big box store.' We hear that all the time."

-Erica Caserta, president

Like many Canton businesses, this store's performance exceeds expectations. Cabinet maker Ultracraft has featured several of the staff's designs in national magazines. Caserta and her team are sought after for their ability to design kitchens that look and function beautifully, regardless of space and budget.



The store has won “Best of Houzz” awards every year since 2013 based on homeowners’ experience working with Showcase Kitchens’ staff. In addition to customer referrals and repeats, Caserta attributes the business’ success to recommendations from the town’s many home-related businesses, as well as the Internet and social media. Customers and designers post photos of completed work on sites like Houzz and Facebook, which brings far-flung customers through the door.

“We try to work with everybody and give them the same attention whether they’re spending \$100 or \$100,000,” Caserta says. That service matters to their customers, who come to the store from towns throughout the Northeast. Showcase Kitchens’ designers may be brought into a Farmington Valley home for a bath, kitchen or mudroom remodel, then the customer will have them remodel the kitchen in their vacation home by the shore or in the mountains.

Canton’s small size and natural beauty can be deceiving. For all its quaint New England charm, its residents are highly educated, sophisticated and loyal. “I think it’s a wonderful place to do business,” Caserta says. “A lot of people will say, ‘I’d much rather stay in Canton than go to a big box store.’ We hear that all the time.”

The high-quality schools attract prosperous residents, and Showcase Kitchens’ revenues have grown. “I think people in Canton have a lot of affluence and want to update their homes and do business locally,” she says. “The last few years have been the best we’ve had.”

