

VICTORY CLOSETS

Berks County Business Gets You Organized Easily and Beautifully



In today's market, homeowners are looking beyond organizing their bedroom closets. They want the versatility to create unique, organized spaces throughout their home, including, but not limited to, kitchen pantries, laundry rooms, mudrooms, home offices and kid rooms. With more people working from home, organization is more important than ever to help minimize stress and to create a positive, peaceful environment.

Victory Closets is all about versatility. Owner and founder **Greg Ahart** saw that versatility was missing from other custom closet options on the market. He started his company

in Boyertown, Berks County, wanting to fill that void. Greg's vision for a beautiful, versatile, affordable custom closet system ultimately led him to receive a U.S. Patent in 2015 for his unique product. Ahart applied his 30 years of experience as a builder and cabinetmaker while designing a wall-mounted sports equipment storage rack for his home. He found his project evolving into a new type of closet storage system. He knew the limitations of the wire racks, DIY kits, and fully custom closets on the market. They lacked versatility, were difficult to assemble and often were very expensive. Ahart wanted to design

an attractive custom closet using high-quality, durable materials while keeping the product sensibly priced. He created a parts-based system with self-locking components that can be reconfigured by the homeowner without needing any tools or skill. This sets Victory Closets apart from other companies. The homeowner is not limited by their original design; they can add to or reconfigure their design to accommodate different storage needs for a change of seasons or lifestyle, such as swapping summer sandals for taller winter boots or replacing shelves with hanging storage in kids' closets as they grow.

A reconfigurable custom closet system has many advantages. "Because our closet system can be reconfigured, you don't have to take inventory of every item of clothing. There's a lot less pressure during the design process because you'll have the flexibility to move shelves, drawers and hanging clothes locations after the installation and whenever you want to change in the future. Some of my customers keep the same layout from day one, but some will move things around as they start to fill the closet and get organized. It's great having that versatility," said Ahart.

When designing closets, Greg and his team focus on maximizing the available storage space and considering the customer's wish list for the storage they need. Do they want drawers, do they need long-hanging for dresses? Do they want storage for shoes, jewelry, purses, or ties and belts? "We also take note of any non-standard items in the closet that need to have their own space, such as luggage. Some clients like to store their luggage in the closet, so it's close by to pack for trips."

Victory Closets is seeing an increasing number of clients wanting kitchen pantry and laundry room organization. These are other areas of the home where you spend a lot of time, and having things neat and organized can really help you to be more efficient and even feel more relaxed and make those daily tasks less daunting. The same Victory Closets system used in your main bedroom walk-in closet also looks great and functions beautifully for laundry room storage and walk-in or reach-in pantries. The company has recently introduced new rounded corner shelving for its system, which is ideal for pantries and helps make your pantry items easily visible and accessible. Victory Closets also designs and installs mudrooms, coat closets, linen closets, wall organizers, room conversions and more. Installing a new closet is a great way to take advantage of that unused bonus space above your garage that you've been wondering what to do with. They can even handle those challenging rooms with angled ceilings and work with you to get the most storage space possible.



The Victory Closets business model is based on keeping everything as simple as possible for the homeowner, from design and pricing to installation. "Working with us is easy, and we promise to provide a laid-back, no-pressure, seamless experience from initial design all the way through to installation in your home. Our pricing is simple, straightforward, and affordable. Turnaround time is typically just a

few weeks from approved design to professional installation, and because we are not building your closet on-site, installation is quick and clean," explains Ahart. Customers can send in the dimensions of their closet or room along with their overall needs or request an in-home consultation. The next step is a free 3D design, and you'll receive multiple views of your closet to help you visualize the new storage system in the space. The initial

3D design is a starting point, and the designer can make any revisions needed until the final layout is exactly what the customer wants. Once a design is selected, the installation date is scheduled, and the homeowner will have a new custom closet system in just weeks. Design and installation services are always free, and Victory Closets offers a limited lifetime warranty guaranteeing its product for as long as the purchaser of the system owns the home. You can get creative with your closet!

The versatility of the Victory Closets custom closet system makes the design process a creative, fun experience, and you can make it as personally functional as you'd like. Some of the accessory options you

can choose from include drawer boxes constructed of solid maple wood with dovetail joinery and soft-close glides, two-tiered jewelry drawers with felt-lined dividers, and belt/scarf racks, tie racks, valet rods, pull-out wire baskets, hampers, and glide-out mirrors. You can

also add shelf dividers to maximize your storage space and showcase your collection of shoes or smaller items.

Designed and manufactured in Berks County, Victory Closets is a



local company. Entering its ninth year of business, Victory Closets has installed thousands of closets and expanded to three locations in Pennsylvania, serving homeowners, builders/remodelers, professional organizers, and interior designers. Victory Closets' free services include design consultation, 3D renderings and revisions, estimates, professional installation, and a limited lifetime warranty.

The Victory Closets website has a photo gallery to help provide inspiration for your own design. Victory Closets – VictoryClosets.com – 484-366-1836 – Info@Victoryclosets.com



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