

# VICTORY CLOSETS CELEBRATES 10 YEARS OF PROVIDING STORAGE SOLUTIONS TO THE GREATER LEHIGH VALLEY



Clutter causes stress. Whether it's in your bedroom closet or your kitchen pantry, not having enough space to organize your items and wasting time looking for misplaced pieces can lead to a lot of unnecessary anxiety. Lehigh Valley's Victory Closets understands those feelings and that's why they've developed a stress-free approach to their storage solutions, with a streamlined design and installation process, transparent pricing and flexibility to change your closet layout as your needs evolve.

The company, owned by Greg Ahart of Boyertown, is celebrating its 10th anniversary this year, so it seemed like the perfect time to catch up with this local family business to learn more about the sensible storage solutions they've been providing to the Greater Lehigh Valley for a decade now. Over the course of those ten years, the company certainly has grown, beginning in Berks County, the business has expanded to include three locations: Greater Lehigh Valley, Susquehanna Valley, and the Greater Philadelphia/South Jersey area.

## **A Different Approach to Organization**

"I've personally never liked the whole high-pressure sales approach," says Greg Ahart. "Wondering if you've negotiated the best price or not, or feeling pushed into making a decision. We set out from the start to keep the process really straightforward and simple. We treat our customers the way we want to be treated. So we don't go

in and do a sit-down meeting with pressure to sign a contract. Instead, we listen to our customers and are guided by what they want." Ahart believes in honest, upfront pricing and a simplified system that gets homeowners the storage and organization they need quickly and efficiently, without a lot of unnecessary expense.

## **A Simple Three-Step Process to De-Clutter**

Ahart prides himself on providing an entirely stress-free process to homeowners. In fact, there are three simple steps to the entire process as Ahart outlines. "First, we provide a free in-home measurement and design consultation, but you can also just send us the dimensions of your closet or room." The Victory Closets team will provide recommendations, giving you design suggestions for a layout that will maximize your available storage space and be the most useful for how you use your closet. The design can be customized with your choice of

*Cont'd on pg. 28 ►►*



colors, hardware finishes, and accessories, creating a truly personalized look for your specific needs.

“After we measure your space and discuss your needs and wishlist, we create a 3D rendering that includes a fixed price quote,” adds Ahart. It’s at this time you can see what your closet system will look like in your home thanks to this 3D rendering, and it gives you an opportunity to make changes or adjustments that are then revised in the renderings until your design is perfect for you. The final step is to schedule your installation! Most closets are installed within just a few weeks.

### More than Just Clothes Closets

When Ahart began designing storage systems ten years



ago, homeowners were mostly looking for custom closets for their walk-in and reach-in bedroom closets. Today, the company’s offerings have expanded. “Now we also do a lot of kitchen pantries, laundry rooms, linen closets and mud rooms. Many customers are looking to have us install our closet system throughout all the storage areas of their homes,” adds Ahart.

Kitchen pantries are one of the most popular rooms where Victory Closets installs its storage system. Ahart says he meets many homeowners who are tired of the white wire shelving that has either fallen down over time or doesn’t serve their needs or offer any versatility. Victory Closets provides an attractive upgrade over builders grade wire shelving with its unique system made of solid shelving that’s entirely adjustable. Some of the Victory Closets shelving elements feature rounded corners, which allow full access to food items, bakeware or other specific kitchen storage needs such as small kitchen appliances. “We’ve listened to the needs of our customers and what they’re looking for, so we also have many accessories to choose from like glide-out baskets which are very popular in pantries.”

One of the newer emerging storage trends which Victory Closets has responded to is a well-outfitted laundry room. Gone are the days when a laundry space had to be relegated to the basement. Today, laundry rooms are given their own well-appointed space that includes



plenty of storage for household necessities that typically can't find a good home. Ahart recommends utilizing the area above the washer and dryer for a custom storage system, which can include glide-out baskets, adjustable shelves and even soft-close doors if you want to keep the items out of sight. "It makes the room more functional, and it looks better too."

### A No-Commitment Walk-in Closet Option

While expanded kitchen pantries, laundry rooms and home offices have become more popular over the last decade, bedroom closet makeovers remain one of the most requested storage upgrades. Ahart notes that in the last few years, he's seen a surge in homeowners requesting jewelry drawers and other dressing accessories such as pants racks, valet rods and tie racks. "Basically any accessory that you can think of to help organize your clothing, we can incorporate that into your custom closet with our system."

Ahart notes that homeowners are still opting to convert a spare bedroom into a walk-in closet to gain much-needed storage space and organization, however, with Victory Closets there's far less commitment in making this change. "With our patented wall-mounted system, you can easily switch the room right back to a bedroom," explains Ahart. "We mount a single support rail on your walls, and we don't touch your flooring or remove your baseboard trim." So enjoy finally having that walk-in closet, without feeling like you're sacrificing a space or altering your property value. The Victory Closets system has all of the essentials from hanging racks to soft-close drawers and shoe shelves to give you a place to easily store and access all of your clothing and accessories.

With Victory Closets you can enjoy the flexibility of their versatile system, but still get the luxurious feel and function of pricier custom built-ins. Ahart and his team offer the highest quality drawer construction with dovetail joinery and soft-close glides, two-tier jewelry drawers with felt-lined dividers and accessory-specific elements like belt and scarf racks. They also provide all the touches that turn a space into a comfortable dressing room, such as gliding mirrors and hampers.

### Trust the Family-Owned Local Team at Victory Closets

Ahart was awarded a U.S. patent for his Victory Closets storage system, a system that's unlike any other offered by custom closet companies in the area. The Victory Closets system actually allows you to easily reconfigure your closet without tools as your storage needs change. That means once it's installed you can move your shelves or hanging sections or add to it whenever you'd like, so you're not locked into your original design. To schedule a free in-home consultation, reach out to Victory Closets by calling 866-825-6738 or emailing [info@victoryclosets.com](mailto:info@victoryclosets.com) ■



484-366-1836  
[victoryclosets.com](http://victoryclosets.com)  
[info@victoryclosets.com](mailto:info@victoryclosets.com)

