

## Williamson Supply Company, Inc.

Talking to Chris Williamson of Williamson Supply Company is like checking in with a long lost college friend who always made you laugh. His easy demeanor, soft southern drawl and joking manner immediately put you at ease. But that doesn't mean he isn't all business. This is a man who knows the drapery business; after all he grew up in it.

Williamson Supply Company was started in September of 1968 in Houston, Texas by Bill Williamson, father of Chris and Rick. Mr. Williamson had set up and was running a branch warehouse for the Schmalzried Company when he decided to buy the business from them and make it on his own, and he certainly did. One year away from its 40th anniversary, Williamson Supply Company now has a 15,000 square foot space in Houston, TX and another 10,000 square foot space in Dallas, TX.

Chris started in the business at the age of 18 to pay for college. He was working three days a week and summers. He found that he liked the business and the people so much that he now works there full time. His brother, Rick, joined the business at the age of 23. Unfortunately, Bill Williamson passed away five years ago and the business is now run by brothers, Chris, as President and Rick, as vice president.

Williamson Supply Company is a strictly wholesale distributor to the interior design trade. They carry everything from workroom supplies such as hooks, cording, thread and glue to fabric, lining and a huge selection of decorative and functional hardware. Product lines include Kirsch, Graber, Paris Texas Hardware, Western Wood and Makita motorized drapery products.

Supplies are shipped from the United States to Canada, Mexico and as far as Europe. Chris proudly noted that they have a customer in every state in the Union, including Alaska and Hawaii.

Chris believes the key to success at Williamson is not the product line, but the service. Service is key; the products come second. It's not unusual to be able to talk to Chris or Rick personally if there is a problem, and they are always happy to answer any questions. If they don't have the product you're looking for they will try to get it for you.

They continually seek out new products to bring into their supply chain. Often manufacturers send them information about a new product, other times sales reps bring in things they've seen in the field. They keep a close eye on the drapery trade and stay on top of the new trends.

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Williamson Supply Company continues to grow. Although they do some advertising and a few trade shows, word of mouth and people off the street are their main lines to new customers. Much of their business is walk-in business from the local Dallas and Houston area. Other business comes when a satisfied customer tells their colleagues and family members in other states about the company.

It isn't just customers though who are satisfied with Williamson Supply Company. So are the employees. With twelve employees in the two warehouses; one has been with the company for 18 years and two for 14 years. These are people who know the business, know the customers and know their products. After all if you've been in business for nearly 40 years you must be doing something right.

For more information about Williamson Supply Company visit their website, [www.williamsonsupply.com](http://www.williamsonsupply.com) or telephone 800.231.6249.