

**CopperSmith®**  
*Find your finishing touch.*



**MEDIA KIT**

## **Twin Cities-based [CopperSmith®](http://www.worldcoppersmith.com) emerges as leading e-retailer of upscale home products, including in-house brand of handmade, custom-order, solid copper [range hoods](#), [sinks](#), [bathtubs](#) and more**

*Specialty manufacturer and e-retailer of high-end housewares credits steady growth to a direct-to-consumer business model, offering live product support, free design assistance, and drop-shipping services to homeowners, interior designers and home builders.*

GOLDEN VALLEY, MINN.—In 2009, Ryan Grambart dove head-first into launching [CopperSmith®](http://www.worldcoppersmith.com) ( [www.worldcoppersmith.com](http://www.worldcoppersmith.com) ), galvanized by the allure of a semi-precious metal that has attracted artists, designers and architects for more than 10,000 years.

Since its humble beginnings as a purveyor of copper gutter systems for Twin Cities-area homes, Grambart's fledgling company has emerged as a leading Online retailer and specialty in-house manufacturer of upscale, premium-quality products for discerning homeowners; while offering wholesale B2B programs and drop-shipping services to contractors and interior designers seeking made-to-order [range hoods](#), [kitchen sinks](#), [farmhouse sinks](#), [bathroom sinks](#), [tables](#), [light fixtures](#), [mirrors](#), [towel bars and rings](#), [cabinet knobs and pulls](#), [flooring tiles and registers](#), [cookware](#) and more.

"We got our start manufacturing, installing and retailing a small line of specialty products we believed in," says Grambart. "We're not just another e-commerce company posting a zillion skus hoping for some quick and easy sales. We have a thriving installation business that serves local building contractors and provides front-line market research and hands-on working knowledge of the products we sell nationally."

### **Direct-to-Consumer Approach**

CopperSmith® was founded on the principle that our quality of life is profoundly affected by the products we surround ourselves with. "When the things in our homes that serve our most basic daily needs are beautiful—or even sculptural—it improves the quality of our day-to-day lives," Grambart says. "Our business model brings this ideal closer to reality for more homeowners than ever before."

Although handmade, high-end, custom-order kitchen and bath wares will never price at the bottom of the market, CopperSmith's innovative, direct-to-consumer approach has opened a new realm of possibilities to cost-conscious consumers who still insist on the highest quality and service.

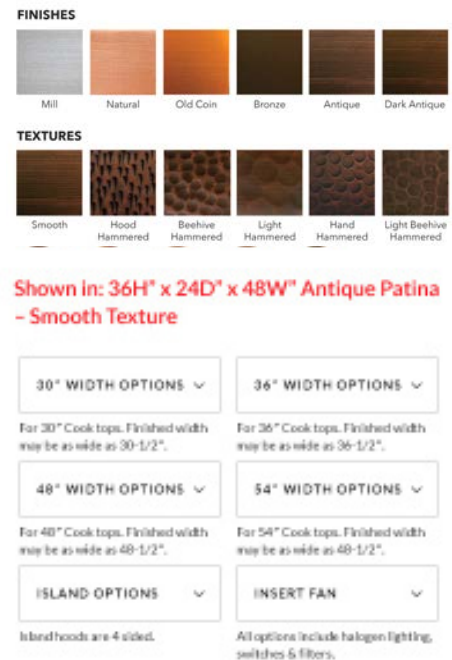
"There's no middle-man between the manufacturer and the consumer with our in-house brand," Grambart says. Free shipping and free design services also help reach a wider range of people who might have been frustrated with the custom-order process or were simply priced out of the market. Some are surprised to realize they can afford a custom-designed range hood, farmhouse sink, or bathtub perfectly suited to a particular space."



## Market Differentiator: Fully Customizable Products

Anyone who has built or remodeled a home knows how difficult finding the perfect fixture can be. You have an idea of what you want, and you try to get as close to that as possible. Maybe you find the perfect design, but not in the right color, finish or size. Or maybe the color, finish and size are perfect; but the style is less than ideal.

To meet these challenges, CopperSmith's Online customers—whether interior designers, building contractors or individual consumers—are provided an array of customization options on all CopperSmith-branded products. Sizes, colors (or “[patinas](#)”), finishes and [textures](#) can all be customized directly on the CopperSmith Web site with easy-to-use [drop down menus](#).



## The Customer as Designer

For some customers, customizing an existing design is not enough. That's why CopperSmith® offers free assistance to those who want to design their very own piece for an absolutely perfect fit. All a customer needs is a good concept, and CopperSmith® staff develops the design, providing color CAD (computer assisted design) renderings until a final draft is approved.

“There's nothing like going into a project knowing exactly what you want and bringing that vision to reality with the help of a professional” Grambart says. “Customers can create a one-of-a-kind piece designed just for a particular space and precisely to personal tastes and preferences.”

It's these customer tastes and preferences that led CopperSmith® to add other premium metal finishes to their product line, including bronze, stainless steel, nickel and mill aluminum. In some cases, a customer's design concept is so successful CopperSmith® brings it into the company's product portfolio.

In some cases, a customer's design is such a winner that CopperSmith® incorporates it into the product line.



[The Veneitan](#) range hood, designed by a customer, was adopted into the CopperSmith® product line.



Top left: [Dean Johnson](#), right, of PBS's [Hometime](#) and CopperSmith® president Ryan Grambart install a range hood in a July 2015 episode. Right: The "Bronze Custom" hood, which is now part of the CopperSmith® product line, fully installed.

## A Genuine Show-stopper

Taking a customer's idea from concept to installation requires proven expertise and attention to detail, says [Dean Johnson](#), host of the long-running home improvement series [Hometime](#), which airs weekly on 205 PBS stations and also in syndication on another 151 channels in cities across the US.

"Ryan is always our go-to guy for anything copper," Johnson says. "So when we asked CopperSmith to manufacture and deliver a custom-designed copper range hood for one of our kitchens, I have to admit I wasn't really sure how it would work out."

"But it was right on the money," Johnson continues. "It was absolutely perfect. The hood is a show-stopper for the home, and there's a 'wow' effect when people walk in the door. It's actually a focal point for the entire home."

"CopperSmith is truly conscientious about their work," Johnson adds, "and they want to get it done perfectly. So much of this business is about making the most money in the least amount of time. With CopperSmith, you don't get that sense at all. They want to get it done right."

**Handmade artistry**

CopperSmith’s chief distinguishing characteristic is that all CopperSmith-branded products are handmade by select artists from around the world.

Some of CopperSmith’s artists trace their family lineage in the trade hundreds of years. The character and unique appeal of an individually crafted, one-of-a-kind piece by a true artists is a treasure to be prized, offering refinements that just can’t be achieved through mass production



**The Perfect [Patina](#)**

Copper’s range of deep, rich natural colors and finishes is a big part of its growing appeal in with interior designers. From the mirror-like salmon pink of smooth, polished copper to the vibrant aqua-green of copper aged more than 30 years, oxidation’s trans-formative affect on the metal produces a variety of colors and tones or “patinas” to accommodate any color palette.

Natural copper patinas by age

New:	Salmon pink
4 months:	Brown
8 months:	Rosette brown
1 Year:	Deep rosette brown
2 Years:	Chocolate brown
3 Years:	Dark chocolate brown
4 Years:	Rusty brown
5 Years:	Green with some tint of brown
7 Years:	Dark green
10 Years:	Leaf green
15 Years:	Blue-green
25-30 Years:	Bright green



Fortunately, CopperSmith’s customized patina option means customers won’t have to wait until their new sink or range hood’s patina fits their decor scheme. Through a process involving natural oils and heat, CopperSmith can accelerate the oxidation process to achieve the desired color, then applies a sealant to lock it place.



“But we also have customer’s who are purists,” Grambart explains. “They’ll want a range hood or sink that arrives unblemished and in its natural state for a truly natural patina that adds character over time. An authentic patina has always been desirable in the antiques and collectibles market, and I respect our customers who hold to that tradition.”

## **A Sustainable Material**

As a recyclable material, almost 90% of the copper ever mined human history is still in use today. That’s because there is no structural difference between primary (virgin copper) and secondary (recycled) copper. The two are chemically indistinguishable, and copper can be recycled without losing any of its chemical or physical properties or structural integrity. Because of its dollar value as a commodity and its high demand, it’s very unlikely that much of anything made of copper will ever make it all the way to the landfill.

## **Health Benefits: The Anti-Microbial Factor**

Scientists have only just recently begun to understand copper’s inherent anti-microbial properties, which studies have shown resists and destroys harmful bacteria, viruses and fungi including E. coli, Staphylococcus, and influenza. In fact, it’s such a powerful deterrent that it’s officially registered as antimicrobial by US Environmental Protection Agency (EPA), which has gone so far as to authorize public health claims about its effectiveness.



## **Unmatched Customer Support**

Key to [CopperSmith’s](#) Online success is the company’s focus on engaging customers directly and providing live, hands-on customer service from product selection to final installation.

“Many of our customers have shopped around before they contact us and have had trouble getting much more than a model number and a price from other vendors,” Grambart explains, “but they end up buying with us because our prices are better and we answer all their questions. We’re knowledgeable enthusiasts, not professional order takers.”

## Biography



**Ryan Grambart**  
*President and Founder*  
[CopperSmith®](#) Companies

In 2009 at the age of 24—fresh out of college and with only \$5,000 to invest—[CopperSmith®](#) founding president Ryan Grambart bought a used van, rented a roll-form gutter machine, placed some ads on Craigslist and started picking up work installing copper gutter systems in and around in the Twin Cities of [Minneapolis](#) and [St. Paul, Minn.](#)

[CopperSmith Gutter Co.](#) was a quick success, but it exposed Grambart—ever the entrepreneur—to even better opportunities in the home products market. Before long, Grambart was on a worldwide search for skilled metal smiths who could execute his new designs for copper kitchen and bathroom wares.

Today, Grambart oversees all aspects of [CopperSmith®](#) Companies' day-to-day operations as a leading Online retailer of upscale home products at the company headquarters in [Golden Valley, Minn.](#), including CopperSmith's own brand of handmade [range hoods](#), [farmhouse sinks](#), [kitchen sinks](#), [bathroom sinks](#), [bathtubs](#), [furnishings](#) and more.

Grambart appears regularly on the syndicated PBS series “[Hometime](#)” with [Dean Johnson](#), who says “Ryan is our always our go-to guy on anything copper.” Grambart's also a prolific blogger who likes to write about copper and metallurgy as well as home construction and design.

Grambart, 30, was born in [Minneapolis](#) and grew up in the small town of [Maple Lake](#), Minn. After graduating from [Annandale High School](#) in 2004, Grambart attended [Bemidji State University](#) in Northern Minnesota, where he earned a bachelor's degree in business management and entrepreneurship.

Grambart's been an avid runner and fitness devotee since his high school days on the track team and as captain of the cross country team. He's also an avid outdoors-man and likes to hunt and fish when he's not relaxing at home in [Rogers](#), Minn.



March 11, 2016

Contact: Todd Messelt  
Media Line Communications  
612.222.8585  
[tmesselt@medialinecom.com](mailto:tmesselt@medialinecom.com)

## Fact Sheet

**Description:** Specialty manufacturer and e-retailer of upscale home products, many hand-made from solid copper and other premium metals. Supplier and installer of copper gutter systems.

**Address:** 2355 Louisiana Avenue North  
Golden Valley, MN 55427

**Year established:** 2009

**Organization:** Limited Liability Company (Domestic)

**Assumed name:** World Coppersmith

**Web addresses:** [www.worldcoppersmith.com](http://www.worldcoppersmith.com)  
[www.coppersmithgutter.com](http://www.coppersmithgutter.com)

**E-mail addresses:** [info@worldcoppersmith.com](mailto:info@worldcoppersmith.com)  
[coppersmithgutter@yahoo.com](mailto:coppersmithgutter@yahoo.com)

**Phone numbers:** (888) 431-4677 (CopperSmith)  
(612) 558-5839 (CopperSmith Gutter Co.)

**Product line:** 164 CopperSmith® branded products in 11 categories. New products added monthly.

<u>Product category</u>	<u>Models</u>	<u>Price range</u>
Range hoods	62	\$1,595 to \$3,495
Bathroom sinks	7	\$199 to \$595
Farmhouse sinks	35	\$795 to \$1,495
Kitchen sinks	9	\$645 to \$1,195
Bar sinks	4	\$545 to \$995
Bathtubs	5	\$3,595 to \$4,225
Kitchen sink drains	4	\$29 to \$49
Bathroom sink drains	14	\$19 to \$55
Tables	18	\$295 to \$2,495
Table tops	14	\$95 to \$1,795
Counter tops	4	\$195 to \$1,395

<u>Reseller line:</u>	<u>Manufacturer</u>	<u>Product categories</u>
	Amoretti Brothers	Cookware
	Copper Factory	Bathroom sinks, farmhouse sinks, kitchen sinks, bathtubs, tile, floor registers, mirrors, knobs & pulls, towel bars & rings, toilet tissue holders, electrical switch plates and coat hooks.
	Copper Works	Range hoods.
	Golden Lighting	Light fixtures.
	Sinkology	Bathroom sinks, farmhouse sinks, kitchen sinks, bathtubs, kitchen sink drains, bathroom sink drains.
	Trade Wind	Range hood fan Inserts.
	Vent-a-hood	Range hoods, range hood fan inserts.
	Zephyr	Range hoods.





Contact: Todd Messelt  
Media Line Communications  
612.222.8585  
tmesselt@medialinecom.com

300 dpi 4" x 4" and 4" x 6" CMYK & RGB jpgs available online at <http://medialinecom.com/coppersmith.html>.  
Larger format print-quality images available upon request.



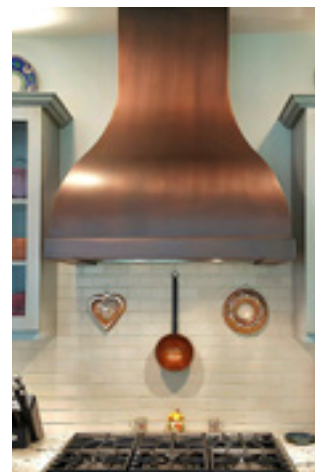
1.jpg



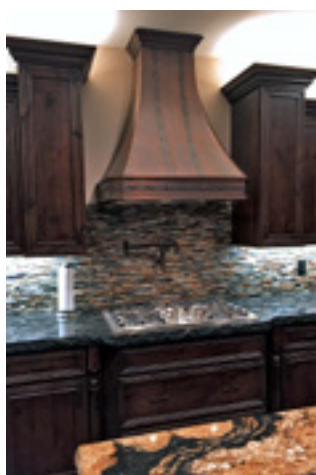
2.jpg



3.jpg



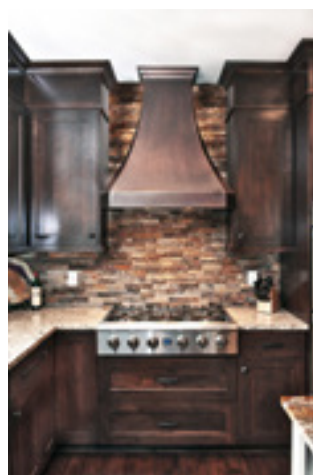
4.jpg



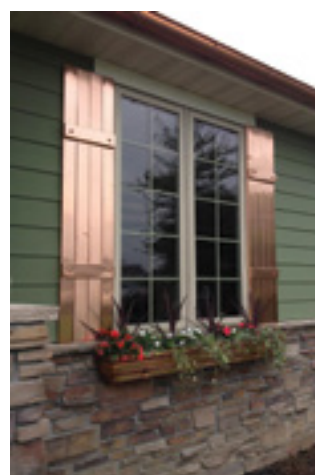
5.jpg



6.jpg



7.jpg



8.jpg



9.jpg



10.jpg



11.jpg



12.jpg



13.jpg



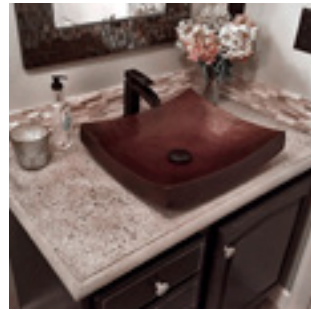
14.jpg



15.jpg



16.jpg



17.jpg



18.jpg



19.jpg



20.jpg



21.jpg



22.jpg



23.jpg



24.jpg



25.jpg



26.jpg



27.jpg

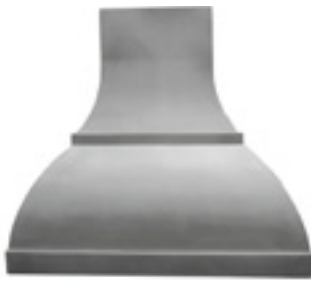


28.jpg



29.jpg





30.jpg



31.jpg



32.jpg



33.jpg



34.jpg



35.jpg



36.jpg



37.jpg



38.jpg



39.jpg



40.jpg



41.jpg



42.jpg



43.jpg



44.jpg



45.jpg



46.jpg



47.jpg



48.jpg



49.jpg





50.jpg



51.jpg



52.jpg



53.jpg



54.jpg



55.jpg



56.jpg



57.jpg



58.jpg



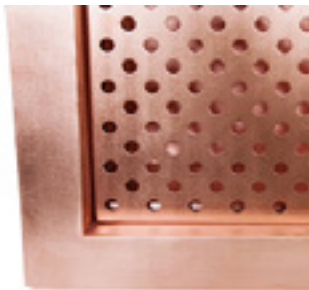
59.jpg



60.jpg



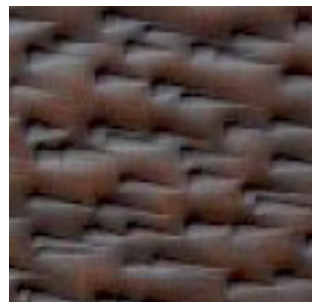
61.jpg



62.jpg



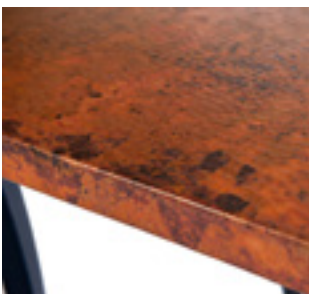
63.jpg



64.jpg



65.jpg



66.jpg



67.jpg



68.jpg



69.jpg



70.jpg



71.jpg



72.jpg



73.jpg



74.jpg



75.jpg



76.jpg



77.jpg



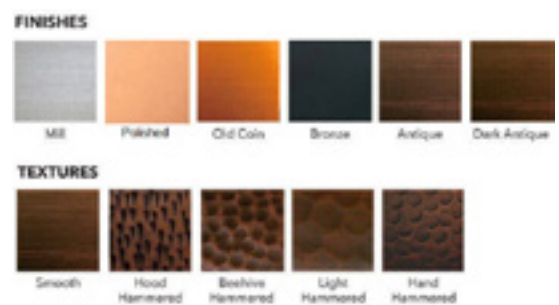
78.jpg



79.jpg



80.jpg



81.jpg

## Photo Key

1. Artisan™ range hood - natural (virgin copper) patina, smooth texture.
2. Bronze Custom™ range hood as featured on PBS's Hometime. Bronze patina, smooth texture.
3. Modern Curve™ range hood - antique patina, smooth texture.
4. The Venetian™ range hood was created by a customer with free design assistance from CopperSmith®.
5. Classic™ range hood - antique patina, smooth texture.
6. Classic™ range hood - antique patina, smooth texture.
7. Contemporary™ range hood - antique patina, smooth texture.
8. Solid copper window shutters below a copper eve trough installed by CopperSmith Gutter Co.
9. Rustic™ range hood - antique patina, smooth texture.
10. Classic™ range hood - antique patina, smooth texture.
11. Solid copper gutter system installed by CopperSmith™ Gutter Co.
12. Rustico™ bathroom sink - drop-in mount, antique patina.
13. Rustico™ bathroom sink - under-mount, dark antique patina.
14. Rustic™ single-bowl farmhouse sink - antique patina, beehive hammered texture.
15. Rustic™ double-bowl farmhouse sink - dark antique patina, beehive hammered texture.
16. Redsmith Rustic Edition™ sink - under-mount, dark antique patina, light beehive hammered texture.
17. Rustic Zen™ bathroom vessel sink - dark antique patina, smooth bowl, hand hammered walls.
18. Morelia™ bathroom vessel sink - antique patina, hand hammered texture.
19. Redsmith Living Edition™ single-bowl, under-mount kitchen sink, old coin patina, smooth texture.
20. Modern Farmhouse™ double-bowl sink - under-mount, dark old coin patina, smooth texture.
21. Rustic Double™ double-bow sink - undermount, dark antique patina, beehive hammered texture.
22. Artisan™ range hood, antique patina, smooth texture.
23. Artisan™ range hood - old coin patina, smooth texture.
24. The Bronze Custom™ range hood, designed for PBS's "Hometime". Bronze patina, smooth texture.
25. Colorado™ range hood - dark antique patina, smooth and hand hammered textures.
26. Grand™ range hood - natural (virgin copper) patina, light hammered finish, custom fleur de lis detailing.
27. Classic™ range hood - dark antique patina, smooth texture.
28. Modern™ range hood - old coin patina, smooth texture.
29. Beehive™ range hood - antique patina, beehive hammered texture.
30. Artisan Mill™ range hood - mill aluminum finish, smooth texture.
31. Urban™ range hood - bronze patina, mill aluminum straps, smooth texture .
32. Iron Range™ range hood - antique patina, hood hammered texture.
33. Classical™ range hood - antique, dark antique and old coin patinas; mixed textures.
34. Classic Single Bowl™ sink - old coin patina, hand hammered texture.
35. Textured Farmhouse™ sink (front) - dark antique patina, hand hammered texture.
36. Textured Farmhouse™ sink (top/back) - dark antique patina, hand hammered texture.
37. Redsmith Living Edition™ sink - natural (virgin copper) patina, smooth texture.
38. Modern Farmhouse™ sink - natural (virgin copper) patina, smooth texture.
39. Montana™ farmhouse sink - antique patina, light hammered texture.
40. Modern™ kitchen sink - natural polished patina, smooth texture.
41. Cabina™ farmhouse sink - dark antique patina, brass rail, beehive hammered texture.
42. Classic Double™ kitchen sink - old coin patina, hand hammered texture.
43. Rustic Zen™ bathroom vessel sink - antique patina, smooth bowl, hand hammered walls.
44. Arco™ bathroom sink - antique patina, beehive hammered texture.
45. Morelia™ bathroom vessel sink - rustic patina, hand hammered texture.
46. Natural™ bathroom sink - natural (virgin copper) patina, smooth texture.
47. Round Bar Sink™ - old coin patina, smooth texture.
48. Copper Bar Sink™ - old coin patina, beehive hammered texture.



49. Del Cobre™ bathtub - rustic patina, light hammered texture.
50. Romojo™ bathtub - dark rustic patina, light beehive hammered texture.
51. Mañana™ table - dark antique patina, hammered texture.
52. Cocina™ kitchen table - rustic patina, beehive hammered texture.
53. Round table top - old coin patina, hammered texture.
54. Dakota™ range hood - mill aluminum finish, smooth texture.
55. Colorado™ range hood - antique patina, hood hammered.
56. Colorado™ range hood - dark antique patina, beehive hammered texture.
57. Modern™ range hood - old coin patina, smooth texture.
58. Modern™ kitchen sink - natural (virgin copper) patina, smooth texture.
59. Rustic Double™ kitchen sink - rustic patina, beehive hammered texture.
60. Rustic™ double-bowl farmhouse sink - dark antique patina, beehive hammered texture.
61. Modern Farmhouse™ sink - natural patina, smooth texture.
62. Redsmith Living Edition™ kitchen sink - natural patina, smooth texture.
63. Rustic Zen™ bathroom vessel sink - dark antique patina, smooth bowl, hammered sides.
64. Detail: hood hammered texture, dark antique patina.
65. Del Cobre™ bathtub - dark antique patina, hammered texture.
66. Rectangular table top - fire patina, hammered texture.
67. Square table top - dark antique finish, light hammered texture.
68. Round table top - old coin patina, hammered texture.
69. CopperSmith® hallmark.
70. Manufacturing process: pouring molten copper into sheets, Santa Clara Del Cobre, Mexico.
71. Manufacturing process: pouring molten copper into sheets, Santa Clara Del Cobre, Mexico.
72. Manufacturing process: heating a copper sheet, Santa Clara Del Cobre, Mexico.
73. Manufacturing process: pouring molten copper into sheets, Santa Clara Del Cobre, Mexico.
74. Manufacturing process: baking a copper sheet, Santa Clara Del Cobre, Mexico.
75. Manufacturing process: a freshly formed Classic Single Bowl™ sink.
76. Manufacturing process: finished, hammered copper sheet, Santa Clara Del Cobre, Mexico.
77. Manufacturing process: hand-finishing a new bathroom sink.
78. CopperSmith® president Ryan Grambart and Dean Johnson install a Bronze Custom™ range hood on PBS's Hometime ( June, 2015).
79. Installing the Bronze Custom™ range hood on Hometime.
80. Portrait: CopperSmith® founder and President Ryan Grambart.
81. CopperSmith® Custom patina and texture options.



Contact: Todd Messelt  
Media Line Communications  
612.222.8585  
[tmesselt@medialinecom.com](mailto:tmesselt@medialinecom.com)

## **CopperSmith<sup>®</sup> Customer Testimonials**

“... we discussed exactly what I was looking for in a larger range hood. Got right back to me with the product. Installed now, it is the first thing that draws your attention to the kitchen and it looks beautiful.”

*–Lori Lienemann, Maple Grove, Minn.*

“I knew in my mind exactly what I wanted ... I was a little nervous that I’d be disappointed no matter what. CopperSmith created exactly what I had imagined and wanted ... fabulous product and service.”

*–Ashley Butler, Bozeman, Mont.*

“I can’t say enough about CopperSmith’s follow up skills and customer satisfaction. Hood came and it is perfect. And when we were confused on how to install, CopperSmith walked us through it.”

*–Cheryl, Geneva, Ill.*

“Recently bought the Rustic Zen sink and installed it in my main floor bathroom. Everyone who sees it loves it. Great quality and looks to boot.”

*–Rob Coppersmith, Laingsburg, Mich.*

“The range hood was delivered this morning .... it’s one of the most beautiful things I’ve ever seen. My husband and I literally gasped when we opened the box!”

*–Kelly Prock, Payson, Ariz.*

“A very professional and positive experience. They were very detail oriented and efficient in providing us the information we needed. The finished product was absolutely perfect and surpassed our expectations in quality and craftsmanship.”

*–Jennifer Watty / Interior Designer, Westfield, N.J.*

“Great installation & product line. The design, layout and thoughtful installation complements my home.”

*–Mark Richardson, Maple Grove, Minn.*

“Great company to work with. Very happy with my hood and sink. Gorgeous workmanship! The products CopperSmith is very professional and really helped me to make sure I received my products on my time-line.”

*–Sheila Knudson, Rapid City, So. Dak.*

“CopperSmith did an awesome job for our customer. The house now has a distinction that no other house in the neighborhood has. Sales person was straight forward and the install was as planned.”

*–Steve N., Superior Construction Services, Eagan, Minn.*

“CopperSmith did a great job helping us select our copper gutters for our new home in 2011. We have received many compliments on how they look. We have not had any problems with the gutters.”

*–Amir Abelwahed, Maple Grove, Minn. 12-18-2013*

# Copper: a growing trend in interior design

*Design and construction professionals see a growing demand for copper and bronze finishes in the consumer home products marketplace.*

"Copper is hitting kitchen trends in a big way right now with copper bespoke appliances, cabinet hardware, and even counter tops. This warm, rich metal will patina and age differently depending on how you use it, giving your kitchen an authentic look over time."

*–Classic Construction*

"While silver, chrome and stainless steel are three metallics commonly used in the kitchen, next year warmer metals, like gold, copper and bronze, will have their moment to shine, according to Natale. 'Metallics in all their forms were prominent at [Paris design fair Maison & Object], from copper to bronze to gorgeous gold, and I'm a fan,' the designer says. 'The texture and gleaming finish of metallics provide a stunning accent to most palette choices.'"

*–Houzz*

"It has been a season of warm metallic hues with gold, copper and bronze replacing the usual suspects such as silver and chrome. This trend has made a significant impact in both the world of fashion and the world of interior design, and expect it to continue on this merry path all through 2015 as well."

*–Decoist*

"People are looking beyond a traditional copper range hood for a warmer look throughout for all design styles. Copper range hoods, small appliances, hardware, sinks, tile and counter tops and tile are good places to start. Copper mixes well with wood tones, neutrals and cool colors such as blues or greens."

*–Jennifer Adams, Interior Design Journalist*

"... there will be a shift toward warmer metal tones such as brass and copper, edging away from the brash, stainless steel and chrome colder metals ... bold brass and copper kitchen hoods and appliances (where possible) will be big in 2014."

*–House & Garden*

"There's New Metals in Town – Bronze and Copper: Though brass had a strong showing both at I Saloni and at the spring High Point market, I think it will soon be dethroned by the new kings of metals – bronze and copper."

*–Decorating Diva*

"The comeback of copper and brass definitely more than a fad. Many designers and brands are recently introducing copper and brass on their latest creations. Actually, it has been one of the most highlighted trends seen during the last furniture fair in Milan."

*–diarioDESIGN*