

Remodeling center wins small business award

December 13, 2014

By Nathan Grimm ngrimm@civitasmedia.com



Nathan Grimm | The Telegraph

Teresa and Larry Krotz, center, stand with the RiverBend Growth Association Small Business of the Month sign as members of the RBGA gather around. The business was named small business of the month for December for, in part, its 30 years serving the Alton area.

ALTON —Kitchen and Bath Outlet Center is resilient.

Through ups and downs, the Alton remodeling center, located at 3518 Homer M. Adams Parkway, has persevered. It's one of the reasons that Larry Krotz, who owns the store with his wife, Teresa, believes Kitchen and Bath Outlet Center was named the RiverBend Growth Association's Small Business of the Month for December.

"We've been very stubborn and stuck with it during some really hard times," Krotz said.

The center was started by Krotz in 1985, and through the years it has undergone growth and decline. At one point there were four locations, Krotz said, but only the Alton store remains.

Through it all, the center has remained local and focused on customer service, RBGA director of member services Joell Aguirre said.

"Kitchen and Bath Outlet Center was chosen by the committee for their years in service — over 30 years — their commitment to their community through community service, and the products that they sell to their customers that they take care of," Aguirre said. "It's just that small-business atmosphere."

Aguirre and members of the RBGA gathered Tuesday to present Krotz and his small staff with the award. Krotz said he was delighted to receive the recognition.

"It's excellent," Krotz said. "Any time you can be honored by your peers in your community, that's really the top of the line right there."

Looking ahead, Krotz said he and the Kitchen and Bath Outlet Center employees will continue to try to provide great service and stay current with trends. It's what's worked for the business for the past 30 years.

"We continue to try to keep up with the industry," Krotz said. "That's one thing — we have to be excited, too, to sell this stuff. And we want to make sure that we're putting quality out there to people."

Nathan Grimm may be reached at 618-208-6451 or on Twitter @GrimmTelegraph.