

Aabsolute Inc., Custom Woodworking Division

What started as a hobby for Bob Ison many years ago developed into a business that is celebrating its 12th year in existence.

In 1998, an acquaintance asked if Bob Ison could make him a Pepsi crate. That one crate turned into an order for 1,700 boxes and the business grew from there.

Ison is the owner of Aabsolute Inc., Custom Woodworking Division. Ison

along with his employees create items such as wine racks, shelving units and Pepsi crates and gift boxes by hand.

There are many products that the company can produce from wood including display or presentation plaques in the shape of any state or as a solid form. Serving trays, crates, condiment carriers, card boxes, menu table tents, custom furniture, cabinetry and wine racks are just a few of the



other wood items the business can create.

The shop is now located in Farwell and employees up to 10 staff as needed.

The business can be reached at (989) 588-4176 or toll free at 800-327-4855.

“Providing area employment is one of the most rewarding things that I do,” Ison said about being able to hire employees to assist with the woodworking.

The wine racks and other items Ison creates are all handmade and often are sold to distributors and purchased by people all over the country. “Most of them go to Meijer, Kroger and Farmer Jack’s,” Ison said.

“The process starts with the raw material going through the saw, then it goes over to the table for assembly and then it goes to a staining area,” Ison said. “We shoot it with stain and then we shoot it with a clear coat over that.



“Prior to assembly, we ship the boards to the printer and they do the custom screen printing – they use a special order of ink to adhere it to the wood,” Ison said. Screen-printing is the process that allows the Pepsi logo and other such logos to be

printed on the wood similar to how designs are printed on T-shirts.

Each item takes a varying amount of time to make from two hours for a mass-produced unit to two-and-a-half days for a prototype unit.

Ison is a local resident with a local business. He uses local area business’s for all of his supplies and

materials. Pepsi crates and our variety of gift boxes are used for unique gifts by themselves or promotional or holiday gift crates similar to Christmas or Easter baskets filled with wine, cheese, sausages and candy or your company promotional items and covered in colored cellophane.



The typical order size is usually for 100 to 150 items, but Ison also gets larger orders as well.

The largest single unit Ison created is still in use at the Clare Party Store, which ordered it.

“We did a rack that holds 802 bottles of wine,” Ison said. “It’s 12 feet long and five feet tall.”

Visit our website at www.aabsolutewood.com or email us at aabsoluteinc@gmail.com