

FOR IMMEDIATE RELEASE

Contact: Lisa Bliffert

Bliffert Lumber & Hardware

1014 E. Chambers St.

Milwaukee, WI 53212

414-264-5700

Lisa@bliffertlumber.com

WISCONSIN COMPANIES STRONGER TOGETHER. BLIFFERT LUMBER MERGES IN PORTAGE LUMBER

TO DELIVER MORE BUILDING SUPPORT AND PRODUCTS TO THE CENTRAL WISCONSIN MARKET.

MILWAUKEE – February 1, 2024 – Bliffert Lumber has merged in Portage Lumber Do-It-Best in Portage, Wisconsin. Portage Lumber was founded in 1953 and has been a dominant force in the building material, hardware, and home decor industry in the Portage market for the majority of their 70 years in business.

Portage Lumber Do-It-Best attributes its strong position in their market to their focus on customer service. Kimberly Dorn, the general manager of Portage Lumber, represents the third generation of the Dorn family's ownership and management and will continue to run this branch.

"We believe that merging with the Bliffert family of companies allows us to continue to serve our customers and community for generations to come," said Dennis Dorn, CEO of Portage Lumber.

"At Bliffert Lumber we are always looking to merge in other great lumber families like the Dorn's that share our values," said Eli Bliffert, vice-president of Bliffert Lumber. "We are very excited to extend our reach into Central Wisconsin and beyond. Old lumber families go together like baseball and cold beer. We are absolutely stronger together."

The transaction closed January 31, 2024.

[About Bliffert Lumber](#)

Bliffert Lumber has served contractors and homeowners in southeastern Wisconsin for over 120 years. Since its incorporation in 1904, Bliffert has helped their communities grow by supplying building materials to hospitals, stadiums, new homes, and a variety of other projects. Now in its 5th generation of Bliffert family ownership, the Company is proud to be family-owned and operated ensuring that the personal service it's known for continues at each of its fourteen locations.

###

