

# BUSINESS PROFILE

## BILL'S UPHOLSTERY

By Robert Verderese

There are certain vocations where an artisan's eye and touch count for everything. So it is with upholsterers. They cannot learn their craft in a class, or by reading a book or going online. They first have a gift for the trade; then learn it by apprenticing for many years, before becoming expert in the techniques they'll use on a customer's treasured furniture.

As a young man, Bill White—owner of Bill's Upholstery in Toms River—was first introduced to the upholstery trade by John Jacopec—a master craftsman who worked at an upholstery shop across the street from where Bill was working at the time. One day, when Bill was sweeping up around the store where he worked, Mr. Jacopec approached Bill and asked him if he would be interested in making some extra money cleaning up the upholstery shop across the street. Within a week, Bill was working exclusively

natural to me as speaking or breathing!" Bill explains.

In addition to being what he describes as "born in the trade," Bill also feels that he was "born for the trade,"—that he was endowed with an artistic sensibility that lends itself to being an artisan in some capacity. "Ever since I can remember, I always had ideas in my head that I wanted to render into reality. I felt impelled to create things—things that are tangible and beautiful!"

To be sure, Bill views upholstery not merely as a skill but rather as an art form. By working closely with his customers to determine and create an environment that is a reflection of their needs—whether it is a

er's preference—fashioning unique trims, flourishes and other fabric details to personalize your furniture. "We offer a wide variety of upholstery treatments, many of which are not to be found in retail stores," says Bill.

And unlike retail stores, Bill's Upholstery uses only the highest quality fabrics and materials and provides a craftsmanship that is truly second-to-none. "Much of the furniture we upholster is of an extremely high quality, so it is critical that we use only the best materials for such projects," Bill

explains. Without question, furniture upholstery allows you to keep an old item that is of high quality, while at the same time you are renewing its look. You can keep a valuable, one-of-a-kind item that cannot be replaced looking good and new for an in-

definite amount of time.

Perhaps the greatest benefit of having your furniture reupholstered is its cost efficiency. At Bill's Upholstery, you can, for example, have your sofa or recliner reupholstered and save a lot of money, not having to buy a new one. By doing this, you can refresh the look of your home at a small price.

Whether it is your Grandfather's old plaid-and-battered recliner that you want to spruce up, or a section of your modern loveseat that has to be replaced due to your cat clawing at it, Bill's Upholstery will refurbish any piece—large, small, antique, contemporary, expensive, inexpensive—while bringing harmony and beauty to your living space.

As a company with 40 years of experience, Bill's Upholstery is your one-stop resource for all things upholstery. Providing guaranteed on-site repairs, free



Bill White

for Mr. Jacopec. "When I began working there I was only 14 years old. In the beginning he had me only cleaning up the shop, but as a result of my interest in the vocation, John Jacopec began to introduce me to the rudiments of the trade," Bill recalls. Possessing a natural eye for talent and potential, the master craftsman commenced to apprentice Bill as an upholsterer and the rest is history.

Like many great artisans, Bill White learned his trade by way of osmosis—gradually absorbing the nuances of the upholstery business over many years in the same way a young child learns to speak a language. Indeed, Bill's absorption in the trade at such a young age made working on upholstery projects after a while second nature. "I don't even think about the mechanics of the job anymore; I've been doing it so long—working as an upholsterer comes as

single chair or an entire house reupholstering—Bill believes that open communication with his customers is paramount in producing beautiful and elegant masterpieces for them—masterpieces that will imbue their lives with comfort and aesthetic richness for many years to come.

Do you have a look in mind for your sofa or loveseat, but no matter how many stores you go to you can't seem to find the right look? Perhaps you can't find the right color or the texture is not what you imagined, and you start to get frustrated with the process. With a huge selection of fabrics types and colors to choose from, Bill's Upholstery can make your unique vision a tangible reality.

Knowing that all people are unique and thereby have distinct tastes, Bill's upholstery prides itself in offering custom designs to satisfy every custom-



estimates and competitive prices, Bill and his expert team offer a wide variety of services, including: custom-fitted slip covers, foam rubber restorations, window treatments and more!

Servicing all of Ocean County, Bill's Upholstery is conveniently located at 1177 Fisher Blvd in Toms River. So if you're thinking of getting your furniture repaired or restored; or just have a few questions, you can reach Bill at 732-270-0622 between the hours of 8 a.m. to 4 p.m., Monday through Friday and on

Saturday's from 10 a.m. to 2 p.m. Bill's Upholstery is closed on Sunday. You can also text a picture to 609-312-1378 or email a picture to [wwhite44@comcast.net](mailto:wwhite44@comcast.net) for a free estimate or visit their website at [billsupholsterynj.com](http://billsupholsterynj.com) for more information.