

How a Minneapolis Startup Turned Custom Metalwork Into a National Design Trend

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Americans are spending more on their homes than ever, and they want more than cookie-cutter choices. From cabinets to countertops, personalization is becoming the expectation.

CopperSmith redefines custom metalwork with digital design

One Minneapolis-based company, CopperSmith, has tapped into that shift by offering something unique: custom-designed range hoods, sinks, and bathtubs that customers can create online and have built to order.

From Gutters to Growth

CopperSmith's story didn't begin in a showroom or design studio. It started in the far more practical world of gutters. Founder Ryan Grambart launched the company in Minneapolis more than a decade ago, fabricating and installing gutter systems for local homeowners. The early work was demanding and physical, and far from glamorous. Yet it established something that still defines the brand today: a commitment to its craft.

Those early lessons shaped Grambart's outlook. If you could take something as ordinary as a gutter system and make it stronger, better finished, and longer lasting, then why not apply that same philosophy to other parts of the home? It wasn't long before CopperSmith moved from gutters into premium designs.

The Leap Into Kitchens

That thinking came to life when CopperSmith began making handcrafted range hoods. At first glance, it seemed like a niche idea, a very specific market. But homeowners and designers were ready for a change. They wanted kitchens that reflected their own style, and a customized range hood offered customers both practicality and personality.

CopperSmith expanded quickly into new categories: farmhouse sinks, freestanding copper tubs, dining tables, and even outdoor fire features. With each product, the team focuses on utility and artistry. The result? High-quality, diverse product lines that let customers develop a unique approach to designing the details of their homes.

Riding the Customization Wave

CopperSmith's growth was part of a larger trend, and across the country, consumers were beginning to push for more personalized products. In a recent survey, more than 70 percent of consumers now expect some level of customization in the products they buy. In home design, you can now find several platforms that make personalization easier, from modular furniture to online kitchen planners.

But CopperSmith has taken advantage of that shift with its own technology. The company invested in a 3D design tool that allows anyone, including homeowners, architects, or interior designers, to experiment with shapes, finishes, and accents in real time. Customers can rotate a digital model of their future sink or range hood, swap out textures, and see how brass straps look against polished stainless steel. When they're done, their exact design goes into production.

This approach won customers, and it has driven growth. The ability to "co-create" a product makes the purchase feel more personal, and as a result, CopperSmith's year-over-year growth jumped to over 30 percent.

Scaling Without Losing the Craft

One of the biggest challenges for any growing company is maintaining quality while expanding. Yet, CopperSmith went with an unorthodox model. Instead of trying to manufacture everything in-house, it built a network of skilled metalworkers around the world. These artisans, many with generations of expertise, handle the fabrication, while CopperSmith focuses on design, customer service, and technology in Minnesota.

That combination has allowed the company to scale without losing the handmade quality that helps its products stand out. "People want something personal, but they also want it to be easy," Grambart said. "Our technology allows us to offer both."

The Team Behind the Growth

CopperSmith's rise likely wouldn't have happened without its small but focused leadership group. Along with Grambart, the team includes:

- Nick Wurm, who oversees production quality and international manufacturing partnerships.
- Brandon Jorgensen, who directs operations and financial strategy.
- Ben Goldstein, who leads design and product innovation.

Together, they've turned CopperSmith into more than a product maker. They've reimaged it as a platform for custom design.

More Than a Local Success

CopperSmith's story is part of a bigger trend the country has been seeing in recent years. Consumers want heirloom-quality products that they can't find at mass retailers. They're also looking for companies that combine tradition with innovation. CopperSmith has found its spot in the front of that movement, providing Old World craftsmanship boosted by modern digital tools.

From its start fabricating gutters in Minneapolis to its current role as a national name in home design, the company has shown the industry how a small trade can grow into something far larger. Today, CopperSmith counts thousands of homeowners and more than 10,000 designers, architects, and builders among its customers. It stands by its belief that even the most functional parts of a home can be personal, expressive, and worth investing in.

In a market where individuality is the new standard, CopperSmith has found its place as a maker of metalwork, but also as a pioneer in how Americans think about customizing their homes.

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