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Deer stands that stand test of time

Company built on men's knowledge and values

Rob Griffin and Bill Dellaughter's partnership began long before they went into business together to form Southern Deer Stands.

The Denton County residents became friends through their church's men's ministry.

"We really clicked after a men's camping retreat to Oklahoma and two trips to Biloxi, Miss., to assist with Hurricane Katrina recovery," Griffin said.

From there the two began hunting together. Both have backgrounds in the construction industry, so the company's formation was inevitable.

Dellaughter suggested they build deer blinds from insulated aluminum panels, for themselves, not as a company.

The insulated aluminum used in the blinds doesn't rust, rot or otherwise deteriorate, and they became a hot topic among the pair's friends.

"Of course, everyone wanted to know where we got the blinds, and as a result Southern Deer Stands was born," Griffin said.

Few other blind manufacturers use insulated aluminum, which has added value beside longevity. They are light, typically weighing less than 150 pounds. The light weight makes set up and moving easier.

Customers have a wide variety of stands to choose from. In addition to free-standing blinds, also available are trailer blinds, handicap-accessible blinds, duck blinds, camp houses for hunting and fishing and walk-in coolers — all made from the same aluminum-insulated panels.

The company's offerings do not end with its standard products. Custom blinds

and fabrication, towers, ancillary parts such as deer-blind doors and windows, setup and delivery are also available.

"Give us a challenge, and we will do our best to provide a quality solution," Griffin said.

Griffin and Dellaughter each bring a unique business perspective to Southern Deer Stands. Griffin owned a cabinet shop and made custom reproduction furniture and cabinetry. He also worked as a technology and business consultant for more than 15 years.

Dellaughter, an Air Force veteran, owned a construction company and worked in the structural panel industry for more than 15 years.

They decided early on that their core business philosophy and business model would live inside their faith and values.

"Our faith plays an important role in how we do business," Griffin said. "From our vendor partners to our customers, we do business in the same manner we want to be treated, while providing a quality product and service."

The future of Southern Deer Stands will encompass all aspects of these goals: providing quality products in a way that corresponds with the men's values. More products are planned. The values will stay the same. The service will continue.

"We have some products on the horizon that we are developing and a growth strategy we believe is both realistic and in alignment with our core values," Griffin said. "We want to provide our customers with a quality product, service and relationship that lasts."

For more information, call Southern Deer Stands at 214-551-1530 or visit www.southerndeerstands.com.

TOP: Two satisfied customers of Southern Deer Stands. BOTTOM LEFT: Rob Griffin aids in setup. BOTTOM RIGHT: Trailer stands and several other products are also available.



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