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opening new doors

The Cupboard Door Company provides a new answer to an old riddle.



We've all heard the old school playground riddle, *when is a door not a door?* and groaned dutifully as the hapless teller rolls out the stock response. It's still around. And it's still every bit as corny as it ever was. But if you're a furniture manufacturer who knows a thing or two about doors, you'll probably have discovered that there's a new stock answer in the trade - and if the teller doesn't get it right, then the laugh's on him because he's missed one heck of an opportunity. It is, as you probably know, a little longer - and maybe even a little less punchy - but it does have a certain poetic ring to it. Try it:

When is a door not a door?

When it's a single piece of solid MDF that's been made to look like a door by the Cupboard Door Company.

Catchy, isn't it?

OK, maybe catchy isn't the right word exactly but for sure the product has caught on to the extent that the Cupboard Door Company has had to introduce a second evening shift in order to cope with the increased demand it's bringing to *their* door.

One piece construction of doors and fascias in moisture resistant MDF has a lot to offer: it's stable, it won't crack, it won't expand and it won't shrink. It can be painted - the Cupboard Door Company will finish it for you, prime it ready for you to finish, or supply in the raw as

best suits your needs. And the really neat thing is, despite its one-piece construction, the machining is so accurate and the corners are so square that you really wouldn't know it wasn't a traditional five-piece door.

"Traditionally-styled doors are very popular," says Chris Warren, the founder of the Cupboard Door Company, "but we're having to prove to customers that our doors are one-piece construction by cutting samples into quarters so they can see they really are solid and have no joints."

To confuse matters further, Chris's son, Craig - the brains behind the programming of their CNC kit - has developed programs to manufacture the frame, the door and the drawer front in one machining operation from one single piece of high impact MR board. They're totally square, ready for fitting and can be supplied with cock-beaded frames if required.

There's another stock answer you might want to remember the next time you're asked the riddle, *when is a door not a door?* Try *when it's a rapidly expanding range of doors.*

Five new designs have just been added to the range, which is now shown in wonderful technicolour in the Cupboard Door Company's new brochure. To get your copy and find out what you've been missing, call the Cupboard Door Company on 01323 899944. ♦