

## True Custom

Some people believe that “real” custom cabinetry cannot be built in a factory, but that couldn’t be further from the truth. So what is custom? One definition could be it is “made to order”, meaning that parts for my order are not stocked. In today’s world, that describes almost every price point and quality of cabinetry. Another definition might be getting some special features or different finish options. Unfortunately, today’s competitive environment has pushed many cabinet makers into attempting finishes and modifications that are at the limits of their abilities.

*Here are some key areas for you to consider:*

### **What grade of material is being used for your cabinetry and what is the origin of that material?**

- Plato Woodwork has worked closely with our suppliers for years to create a highly selective material spec...above and beyond what is available to other cabinet makers.
- Our purchasing power assures that these materials are used to create lasting value and a visibly superior product for you.
- *We also work very hard to ensure that our standard construction materials are domestically sourced. That’s important in supporting additional American jobs, but also because domestically sourced materials are required to adhere to strict environmental standards.*

### **Does the cabinet shop or manufacturer make its own doors and drawers?**

- Making our own doors and drawers allows us to pre-finish the expansion edge of the insert panel before the door is assembled. This is very important because wood naturally expands and contracts with changes in your environment. This additional step prevents the “white-lining” that you may have witnessed in other cabinetry.
- Our doors are built to exacting standards in our climate controlled facility.
- *Many manufacturers and local shops just purchase doors, drawers and, in some instances, the cabinet box itself! Just being able to “assemble” an order is not custom.*

### **What is the finish material used and how is it applied?**

- Plato Woodwork only uses industrial grade finish materials rather than a “retail” grade. The benefit is a higher “solids” content and provides better coverage and depth of the finish.
- We use *three* coats of catalyzed conversion varnish over our stains. This is the finest, formaldehyde-free top coat available and it is as tough as it is beautiful.
- Our facility is climate controlled and we also have multiple processes in place to control dust and other contaminants.
- *Few cabinet shops have the capacity to offer this superior finish, and no finish applied at a job site can remotely compare to the quality of Plato’s finish.*

These are just a few of the facts that should enter into your decision on what product to purchase, and why it is important not to mistake true custom with “homemade” or “locally made”. As you can see, the terms are not synonymous. What really sets Plato apart from other manufacturers and local cabinet makers is the true marriage of technology with good, old-fashioned hands on craftsmanship. Having over a century’s worth of experience doesn’t hurt either!

