



A Comparison

“Manufactured” vs. “Local Shop-built” Cabinetry

Many people are under the false assumption that “custom” cabinets mean they have to come from a local shop and can't be done in a factory. Customers must not be fooled by superficial similarities and should understand how high quality boxwork materials and construction can make a major difference in the overall quality, performance, and value of their cabinetry.

What's the difference in the finish?

CRYSTAL

Crystal's finishes are done in a dedicated finish area with positive airflow (to keep dust out) and drying ovens versus air dried. This creates a much more durable and ultra-smooth finish. Crystal's plant is humidity controlled with misters so that there is always an optimal moisture content in the air/wood.

Crystal has a multi-million dollar finish system. Equipment is routinely regulated by onsite reps from the largest suppliers of furniture finish in the industry.

Multiple steps are used for Crystal's finishes. Paints for example have a wood sealer, two coats of pigmented primer, 2 coats of paint and a sealer coat, then oven-baked using halogen drying ovens.

Each door is meticulously sanded using different equipment/techniques creating the smoothest possible surface.

Crystal's finishes are environmentally friendly with ultra-low VOCs and/or water-based finishes offered.

LOCAL SHOP

A typical shop either finishes in a small room in their shop which is exposed to all of the dust in the air or it is finished by a painter on the job site (even worse). By finishing this way not only is their more foreign debris in the finish but there is a real good opportunity for too much/or little moisture in the wood prior to finish.

Shops use hand painter sprayers from Home Depot.

Typical shop has a primer and maybe a combined top-coat/pigment coat. Nowhere near the depth or durability.

Shops use orbital hand sanders.

Most local shops do not have the technology to offer environmentally friendly finishes.

What are differences in materials & quality?

CRYSTAL

Much like our construction and manufacturing methods, the hardwood plywood used by Crystal is the best in the cabinet industry, featuring high end panels and high grade face veneers and is American-made. Particleboard or MDF are also extremely durable and shops do not take advantage of this.

Our purchasing department has access to the finest materials which are all quality inspected upon arrival.

Crystal is a custom shop that makes our own doors in any wood and finish that you want.

Wood is measured for moisture content before it is received. Crystal's humidity is monitored throughout the plant around the clock. THIS IS ESPECIALLY IMPORTANT FOR INSET CABINETRY WHERE TOLERANCES ARE CRUCIAL.

LOCAL SHOP

Shops use more multipurpose materials which are often lower grade because they cannot buy enough for specific purposes to be profitable.

In most cases shops buy their doors and put on their boxes.

For example on painted products, a lot of shops will paint on birch veneer plywood which causes a wavy or uneven surface.

Most local shops will not do inset because they cannot control the moisture content well enough and if they do they tend to undersize the doors which gives a lower quality look.

What if I need help with my design?

CRYSTAL

Crystal utilizes the talents of many of the nation's best designers. The creative talents of these designers helps keep Crystal on the cutting edge of custom cabinetry design.

Crystal has a wealth of resources on products from doing thousands of kitchens.

Ability to make many more decorative, custom pieces.

Crystal's independent dealers have showrooms filled with displays, samples, and brochures to help you through the design process.

You will be getting detailed 3D renderings from an experienced kitchen designer.

LOCAL SHOPS

Local shop has a very limited experience and training in design capability.

The local shop typically doesn't have an array of displays, samples, etc to look at. Brochures are generally limited to a couple of looks and designs.

Basic drawings by a woodworker without training in these areas.

How long does it take to get my cabinets?

CRYSTAL

Crystal can take an order for 1 kitchen or 50 kitchens and give you the same lead time.

Our leadtimes are guaranteed at time of order and do not fluctuate.

LOCAL SHOPS

What happens if one of the shops employees gets in a car accident or has the flu for a week? Your cabinets are delayed. Suppose they get a must have order from one of their regular customers? They can only do one or two jobs at a time so your job (since you're a one time customer) will be moved.

Many times the local shop will promise a leadtime to get the business but then not be able to meet their deadlines. Often times, cabinets are delivered without doors and drawer fronts and they may take several additional weeks to get installed.

What if I have an issue once my cabinets are installed?

CRYSTAL

Crystal is committed to backing your investment with a lifetime warranty and has been in business for 60+ years.

Crystal has an entire department dedicated to after the sale "issues." Should you need additional parts, that is handled without having to wait for the shop to stop making their next job and address yours.

Look at a job done today, versus 12 months ago and it will be identical. Crystal has state of the art computer equipment that is calibrated to our finishing systems. If a replacement door or part is needed Crystal can produce an exact match.



LOCAL SHOPS

What warranty does the shop have (especially on finish) and how long have they been in business. Many shops are going out of business.

What happens with the shop? If they need to match the finish do they have computer equipment on site that is calibrated to their finish system that can do this? A local shop will not have this technology to produce such a match.

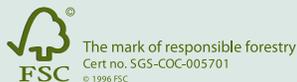
I'm concerned for the environment and want "green" cabinetry?

CRYSTAL

Crystal has documented policies for making decisions with regard to reducing waste, recycling waste and manufacturing by-products, conserving energy, and using recycled or rapidly-renewable materials in our products and processes.

Crystal's intent is to continue pursuing all avenues to 'green' until it truly becomes a way of life. We have a strategic objective to be a leader in green, both in terms of our product offerings and our manufacturing processes.

Crystal is certified under several green programs and offers a full green line of cabinetry called GreenQuest. Under LEED-2009 GreenQuest cabinetry can earn points for recycled content (particleboard and MDF), regional materials if within a 500-mile radius, rapid renewability (bamboo), various FSC-certified species and low-emitting wood coatings from the water-based finishes. The use of low-emitting composite wood products also make them eligible.



LOCAL SHOPS

Most local shops will not have such strict policies in place or have the ability to maintain and qualify for these green certifications.

Most local shops would not have the resources and expertise to develop and offer a full line of green cabinetry.

