

# Creekside Chronicles

## Brushy Creek Custom Doors, LLC

February/March 2010

Volume 1, Issue 2

Product News & Industry Insights

### Highlights In this Issue:

- Discussion on Delamination
- 15% Discount Promotion
- Company history and goals
- Newly Updated Website

## A Frank Discussion...

Have you ever been to an interview where the employer asks the probing question, "What do you see as your greatest weakness?" That's what we want to talk about today. What's the word that strikes fear into the heart of RTF door companies? What is the most likely cause for RTF warranty claims after installation? Why are some cabinetmakers reluctant to use RTF products on their casework? Delamination!

For all the advantages of thermofoil products, it is the one potential problem that can wipe out all the benefits. Rigid Thermal Foil products have so much going for them. The 3-D laminating process offers incredible design versatility. The products are pre-finished, easy to clean, and won't develop cracks in the finish (as painted 5-piece doors can). They're available in scores of patterns, custom manufactured and delivered to your door. But what good are all those things if the finish fails in "the field?"

Yet to be fair, we use lots of other laminated products without fear. High Pressure Laminate is widely used for countertops, and HPL is the

"gold standard" for commercial casework, especially in health-care. Even "all wood" cabinets use plywood extensively. Plywood is a laminated product. And we must admit that we have all seen plywood bubble, edge banding peel, and HPL come off due to glue or substrate failure. The difference is that we know the limitations of these products and have figured out how to design our processes to protect against failure.

So, if delamination is a manageable problem with other products, how big a risk is it with RTF? Or, more to the point, can a manufacturer prevent it?

To answer that, we need to look at the risk factors. RTF products are made with MDF board, rigid thermal foil veneer, adhesive, and a pressing process. Of the four, the adhesive and the press process play the biggest roles in creating a durable laminate bond. If you have the right glue, in the right amount, applied to the right places, subjected to the right heat and pressure for the right amount of time, you get a GREAT bond.

(Continued...)

## 15% Discount Promotion on Selected RTF Colors

Brushy Creek Custom Doors is pleased to offer through the month of May 2010, a 15% discount on the following RTF choices:

01 - Alabama Cherry	23 - Emb Black Wood
06 - Appalachian Oak	07 - Artistry Elm
10 - Black Cherry	14 - Captiva Maple
27 - Geneva Pear	29 - Graphite
31 - Hayward Cherry	35 - Mahogany
<b>37 - Napa Cherry</b>	40 - Pearwood
42 - Rosey Red	45 - Sandstone
47 - Savannah Cherry	
48 - Serene Cherry	
<b>51 - Smooth Antique White</b>	
<b>56 - Vanilla Apple</b>	<b>57 - Vanille Crème</b>
58 - White Dunes	60 - Wild Cherry

These choices offer a wide range of solid colors and wood grains. The highlighted foils are available with a matching melamine back. This promotion is good for a limited time only - Order Now!



**We have recently updated our website. Have you checked it out?**

[www.bccdoors.com](http://www.bccdoors.com)

P.O. Box 1348  
Greer, SC 29652-1348

Tel: 864-877-9119  
Fax: 864-877-9194  
E-mail: sales@bccdoors.com



*We're on the web:*  
[www.bccdoors.com](http://www.bccdoors.com)

## How We Serve You

Brushy Creek Custom Doors, LLC began production in March of 2009 and to date has produced over 40,000 quality RTF parts. We manufacture products for both residential and commercial markets, including: kitchen & bath, closet organization, garage storage, office, medical, & hospitality.

With over 50 years of combined experience manufacturing in the woodworking industry, the three owners established this company to manufacture products of an exceptional quality, completed quickly, and delivered to you on-time — all at competitive prices. Our goal is to build a long-term, service-oriented relationship that will add value to your business.

Contact us via phone or email for further information.



## Cabinet Doors - Drawer Fronts - Moldings - Accessories

### A Frank Discussion (Cont.)

Here At Brushy Creek Custom Doors, we have thought a lot about each of these factors. Our 3-D laminating press and our glue are from the most respected manufacturers in the industry. We are exacting about our glue application process. In fact, the job of Sprayer is the hardest one to qualify for in our shop. The glue has a chemical catalyst to give it extra heat resistance in the field. We send random samples to an outside lab for testing. (The test results always show excellent adhesion at normal temperatures, and after 30 days at 120F. The latest test showed no delaminations from excessive heat until 225F! Let me just say, if tap water will boil in a cup on the counter, vinyl delamination is not your only problem!) We test for moisture resistance by immersing a random sample in water. It takes at least 4

hours under water for one of our doors to start to swell at the glue-line. (One sample lasted over 4 days!) How will your other door options hold up under water?

So, does all this care and testing mean that you will never see one of our doors delaminate? We wish it did, but no product is perfect. No process is perfect. That's why we have a written warranty. It is our mission to supply you, our customers, with wood-based products that make people's environments more functional and more beautiful. It is part of our integrity that if we don't make it right, we will "make it right." But here at Brushy Creek Custom Doors, we do everything we can to make it right the first time.

So, what's our biggest weakness? At Brushy Creek, we have given a lot of thought to it, so you won't have to.