



Press Release

20th October 2009

JCK Joinery Launches Designer Brand Spirit Doors

Door Manufacturer JCK Joinery celebrates its success despite the Credit Crunch by launching its new brand.

Leicester-based company JCK Joinery is launching a designer brand 'Spirit doors' with its first new range of contemporary front doors. JCK Joinery are going from strength to strength and from what they are experiencing, the credit crunch is as good as over, the order book is full and construction companies are wanting their doors sooner than yesterday, which makes it an ideal time to successfully launch a new contemporary brand.

The construction Industry almost ground to a halt when the banking crisis struck last year. During a recession in which their client base in the construction sector was hit hard, the best JCK Joinery could have hoped for was to break even. They have found that sales have been unexpectedly increasing during 2009.

It is a positive indication the country could be coming out of a recession and the plans to launch a new brand have been taken 'off hold' and JCK Joinery will be launching the 'Spirit Doors' designer range on 30th October 2009. Its first range will be exclusive contemporary doors designed for people who understand the value of style and quality. The products will be available for both the retail and trade market.





Managing Director Anthony Kellett says:

"We believe the front door is a statement of who you are and is as much of a status symbol as a car. The front door it is the very first impression a visitor has of you and your home, our customers are realising this and demanding higher quality, unique designs which conveys their personality and style. With the housing market slowing down people are spending more money renovating their existing homes with better quality products. "

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Notes to Editors:

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