

EXTREME



MEDITE® TRICOYA® EXTREME chosen for MDF shopfronts for new central London design and retail hub



Yes, you read that correctly MEDITE TRICOYA EXTREME (MTX) now adorns the shopfronts of over 30 high-end retail and design spaces at the new Eccleston Place hub near Victoria station, central London. However, it's far from an ordinary MDF...

When thinking 'high-end', opting for an engineered wood panel over a hardwood alternative may not seem like an obvious choice, but MTX's exceptional finishing qualities match like-for-like with its hardwood peers. What's the difference then? To name but one, MTX's 50-year external usage guarantee will protect the shopfront from the London weather for years to come.

It's the customised shapes and designs embellishing the doorways of Eccleston Place that play an essential part in the feel of the development. In order to create that look, the designers had to be sure that the timber solution they opted for was up to scratch, that's why K & D Joinery chose MTX.

"We discovered MTX when looking for a durable, weather-resistant, easy to work with, MDF material that matched our clients' expectations," said Alan Sheehy, Director at K & D Joinery. That's not an easy set of criteria to match.

"The quality of the finish on the units was clearly the most important part of this project due to its location and the potential clientele. We assessed a number of different options when it came to the material, but MTX came out on top.

"The ability to finish the material to such a high standard means that we were satisfied it could serve as a suitable entryway to some of the leading, and up and coming brands, the capital has to offer.

"The fact that the material is guaranteed externally for up to 50 years gives a sense of security to the project, knowing that we can rely on the product to hold its finish for years to come.

The increased interest in MTX comes as no surprise to Product Manager for MTX, Peter Clifton, but the way in which it is used continues to impress.

"We've often supplied MTX for use on shopfront designs, but we're now starting to see an increase of interest from designers dealing in more luxurious and exclusive circles," comments Peter.

"The panels unique weather resistant qualities along with its ease of customisation and high finish quality make it a dream for joiners and carpenters alike. When it comes to things like shopfronts, no project will be the same, so as a material manufacturer you need to create something that has additional qualities, but that remains easy to work with and looks the business; that's what you get with MTX."

For more information on K & D Joinery and its projects, please see: <https://www.kandd.org/projects/>

For more information on MEDITE TRICOYA EXTREME, please visit: <https://mdfosb.com/en/medite-tricoya-extreme/products>