PRESS RELEASE

Opening specials

17 February 2012, Johannesburg: The interior design of a room is no longer restricted to the wall colour, accents and furniture – today you can make a real impact by installing beautiful interior doors in your home. Says Charl Jacobz from Swartland Wooden Windows and Doors: "A beautiful door is one of those subtle necessities that can make a big difference in your home's style. Like trim or mouldings, most doors go fairly unnoticed, but if chosen correctly, they can have a dramatic impact on the overall appearance of a room or interior space.

He says that an interior door is a vital part of any indoor space and that great care must be shown when making your selection: "If you are building, renovating or just looking to upgrade the look of an interior space, picking new interior doors is an important step. Style, the type of door, materials, energy efficiency and door hardware are just a few of the things that need to be carefully considered before a choice can be made." Charl provides the following pointers to make your selection of interior doors a little easier:

A question of style

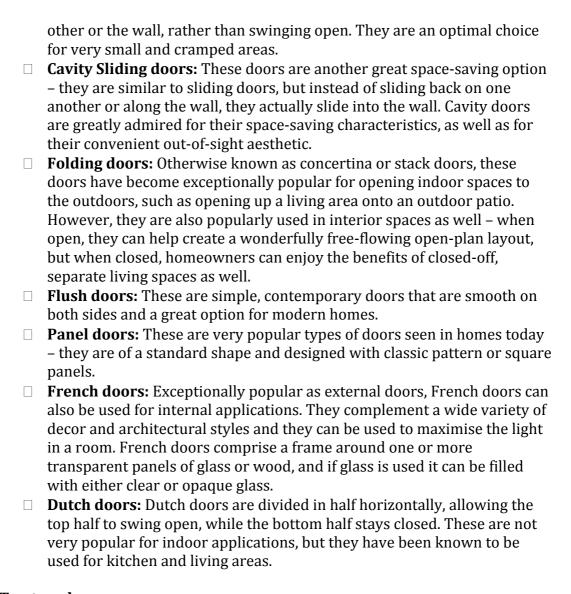
When it comes to choosing your interior doors, it is important to choose a style that will complement the overall architectural and décor of your home. If your home is traditional or a period style, then you should choose similarly traditional and classically styled doors, such as cottage-pane, French or panelled doors for example. However, if you have a more contemporary home, then the interior doors should reflect this as well – for example, flush, angular doors sit very well in sleek, modern interiors, as do fully glazed doors.

Says Charl: "When it comes to door styles, you can mix-n-match a little, but be sure to keep some elements the same so that there is a flow throughout. Ideally, all the interior doors should match one another – in fact, one of the biggest trends today is to pair interior doors with your choice of exterior doors to create a seamless and harmonious flow throughout your home. Swartland for example, offers several ranges of interior and exterior doors that homeowners can mix and match to find their ideal combination."

Type of interior doors

There is a wide variety of different types of interior doors on the market, and as such, Charl says that it is important for the homeowner to consider each space before making a decision on the type of door that should be installed there – consider how big the room is, how much swing area you have, is it a dark or light space, and so on. Generally speaking – there are a number of different types of doors, the main ones include:

Sliding doors: The majority of these doors are used for closet or
cabinetry doors, but they can also be used as doors for entryways too.
They take up a minimal amount of space because they slide along each



Top trends

Says Charl: "Interior doors no longer have to be merely functional and boring – in fact today, consumers are looking for doors that stand out from the rest as a feature in their own right." He provides the following top trends in interior doors today:

Going organic: The influence of nature in design and architecture has never been stronger – a trend that is clearly reflected in the choice of natural looking finishes being used in abundance throughout homes today. Solid timber finishes are at an all-time high due to the organically inspired aesthetic they imbue, and solid wood doors are no exception. The natural knots and grain of a wood finish can add great character and life to wooden doors – a character that certainly has mass appeal.

The use of glass: Modern doors seem to include increasingly more glass in their designs – from clear glass, to opaque glass and even decorative coloured glass or stained glass inserts or panels for a more traditional look. Doors with oversized glass inserts have never been more popular for their classic styling and the extra

light they transmit. Part of the popularity of glass in doors is due to the improved insulation qualities of the glass being used. Doors with glass often used to mean problematic leaks and drafts, however, this has all changed now – today's doors boast double-glazed insulation and glass excellent insulation qualities. For spaces where privacy is an issue, obscured glass can be used so light can still come through.

Oversized doors: Volume is another key trend in today's doors – architects and builders seem to be expanding the height and width of doorways to create a more dramatic effect. No longer simply a door – a door system in the living area for example, might include a single door or pair of doors, sidelights and transom to create an impressive focal point. Oversized doors are also bang on trend – Swartland for example offers a range of oversized doors that can be bought offshelf, or they can custom-make doors to suit your individual preferences and specifications for a signature look that reflects its own unique character.

Environmentally friendly doors: There has been a huge surge in consumer demand for green building products – a trend that Swartland takes very seriously. For example, Swartland uses a process of cold glue pressing when manufacturing plain hollow core doors, as opposed to a process of heat fusion, as well as using timber from renewable sources. They also kiln-dry their timber so that it has an 8% moisture content – this ensures that the wood is in perfect balance with local atmospheric conditions, thereby stabilising the timber and minimising movement or warping to ensure maximum durability and longevity.

Other considerations

Door framing: Says Charl: "Framing a door incorrectly can quickly detract from its value and beauty – even when it comes to the most expensive door. Using cheap framing materials or construction shortcuts can often lead to damaging the door, and the cost of fixing this, will usually end up being more than just investing in a good quality door frame in the first place. As such, it is highly advisable to consider purchasing pre-hung doors, or doorframes that have been purpose-built for your particular choice of door.

Solid wood versus MDF (medium density fibreboard): Solid wood costs more, but looks great. However, Charl says that if you are intending to paint your interior doors, then MDF is a better and more affordable option – it is an engineered product, so it's very stable. It also doesn't have any grain, so it is entirely smooth and very easy to paint.

Door hardware: Choosing mismatched door hardware can really ruin the overall aesthetic of any door. Charl suggests that you choose door hardware that suits the style of the door in question – for example, sleek stainless steel handles or knobs would suit contemporary doors, while crystal or brass knobs look better on the more traditional and elaborately styled doors. Also, if your choice of door is pre-hung, then carefully consider the quality of the door hardware included, such as the hinges and locks for example.

"Your internal doors are the very first point of contact on entering a room – you see them close up, you touch them, plus they form the background of any interior scheme, and as such, their importance should never be overlooked," concludes Charl.

ENDS

Released on behalf of Swartland (www.swartland.co.za) by The Line Communications (www.theline.co.za, ant@theline.co.za).