

Founded in 1989, Manchester-based TK Components (TKC) has grown consistently and strongly to become one of the top five specialist suppliers of doors and accessories to the fitted furniture trade.

OPENING NEW DOORS TK Components & ArtiCAD

TKC, led by Tom Kelly, Managing Director, now has a staff of seventy-five, including five area sales managers covering all of the UK and Ireland, as well as an impressive 70,000 square foot modern purpose-built warehouse.

Serving the KBB industry

ALTHOUGH TKC IS BEST known for its extensive range of doors, which are sourced from around the world, it also stocks a range of related products for kitchen and bedroom fitters, including storage solutions, handles and lighting.

At any one time, TKC is able to offer its customer base – numbering over 2,000 kitchen and bedroom businesses – more than thirty different door styles, ranging from traditional wood finishes to high-gloss finishes in an array of dramatic colours. Each year, Tom Kelly prides himself on finding exciting new ranges to ensure that TKC retains its position as a premier supplier of doors to the KBB trade.

CAD: an essential next step

When visiting their customers, TKC's sales personnel take with them comprehensive catalogues and samples of the company's products.

However, as Brian Wade, Product Development and Marketing Manager relates: "Listening to our customers showed that there was a strong demand for our doors to be included in a CAD system, which would make it easier and quicker for them to sell to their own customers.



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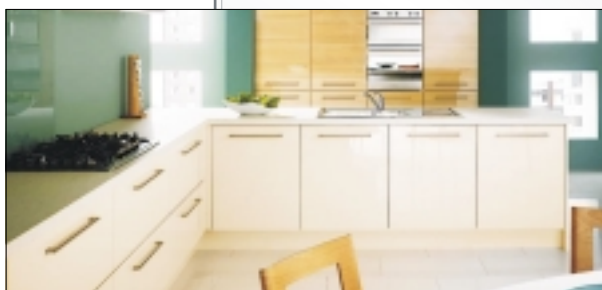
"We were keen to ensure that in taking this major new step for the company that we made the right decision about which CAD company would be the best partner for TKC. It was our customers, with their

hands-on experience of what was available on the market, who provided us with the answer. The vast majority of them recommended the market-leading ArtiCAD-Pro product from ArtiCAD."

Creating the Graphics Library

THE DECISION TO JOIN the ArtiCAD Supplier Partnership scheme was formalised and work began, in February 2008, to create all the necessary door graphics for inclusion in the ArtiCAD-Pro design software.

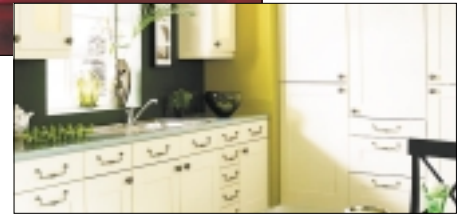
Brian Wade: "The timescales to get all thirty-five door ranges into ArtiCAD-Pro were extremely tight. We were hosting an open week at the beginning of April for our customers, and the new ArtiCAD library was to be a focal point of this event."



TKC photographed all their doors and supplied these images on a disc to ArtiCAD, whose designers then created the images. "The quality of the images was extremely good, but I was particularly impressed by the speed at which they were turned around. The entire graphics library was ready for the open week, which provided a great opportunity to launch this exciting new stage in the company's history."

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Offering choice

TKC is ALSO enthusiastic about the recently launched i-Choose ArtiCAD-Live technology.



i-Choose, which can be used as either a web or PC-based multi-function tool, allows ArtiCAD designers to offer their customers a means of viewing and choosing some of the key elements of their specific room design such as door and handle styles, floor, work surface and wall tile finishes – at the click of a button and without re-rendering time.

For TKC, i-Choose allows them to group together different door styles from the same price bracket, and then quickly and easily generate visuals of how they would look – thereby considerably speeding up the sales process.



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Working in partnership

BRIAN WADE: “We are working closely with ArtiCAD to promote the new TKC graphics library and will be ensuring that this is always kept up to date with our latest styles and models. We may also start to include some of our accessories at a later date to complement the door ranges.

“ArtiCAD has been very professional in their approach to working with TKC, and this has been underpinned by their speed of response, which is exemplary.

“For an organisation such as TKC, it is absolutely essential to be included in a CAD package. I am confident that in choosing to work with ArtiCAD, we have definitely made the right decision.”



Creating the Graphics Library

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THE NEW ARTICAD/TK Components graphics library – which is available free of charge to all ArtiCAD users with an annual support plan – has received a very positive reaction from TKC’s customers.

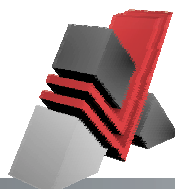
Brian Wade: “I am confident that our customers will really benefit from this introduction. It will not only make it easier to show their own customers various design possibilities, but will also make it easier for them to base their designs on our doors.”

ARTICAD USERS – if your support plan is current, you can download the TKC graphics library **FREE OF CHARGE** from the ArtiCAD website.

...❖ IF you’re not already trading with TKC but want to take a closer look, please call 0161 336 3636.

...❖ IF you buy from TKC but aren’t yet using the ArtiCAD-Pro system and want to know more, please call 01923 888101 and we’ll arrange for a demonstration of ArtiCAD featuring TKC.

ARTICAD IS DESIGNED TO HELP YOU SELL. ALL OF OUR PRODUCTS AND SERVICES ARE GEARED TO THIS OBJECTIVE.



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