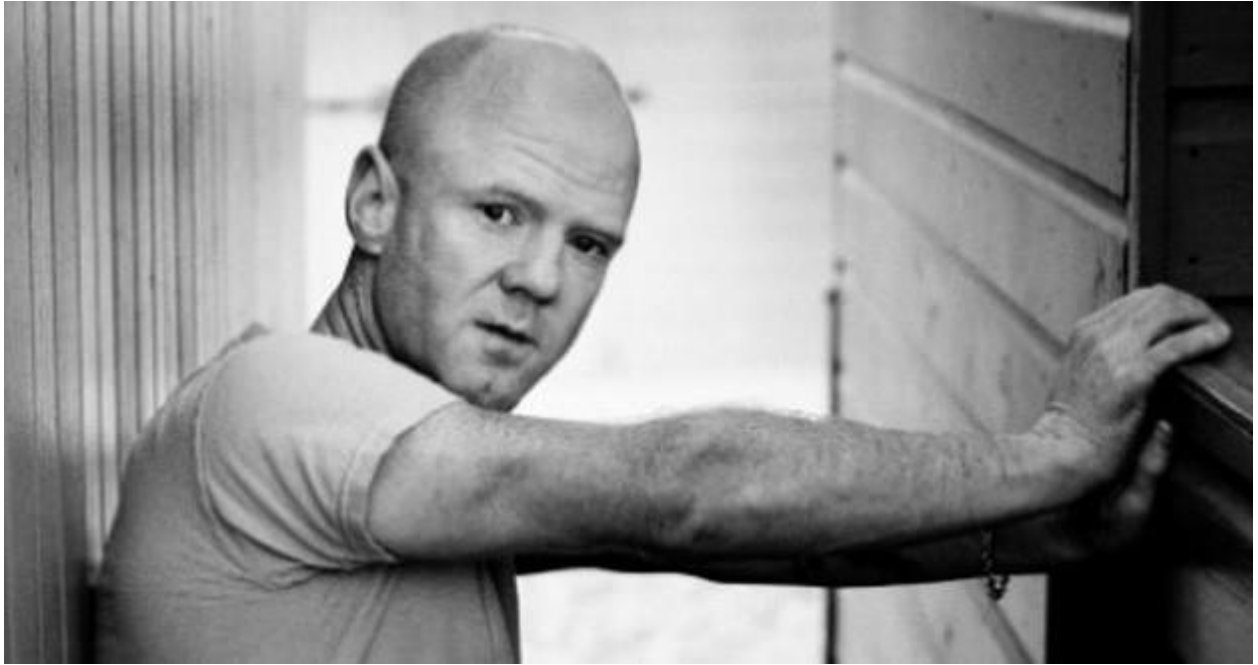


When it comes to interior mouldings, we're with Jimmy Sommerville



Jimmy Sommerville from Bronski Beat checking out the woodwork

You may be thinking that because you've gone all out on the kitchen units and doors in Woodland Beech, you'll have to follow that through with the skirting, pelmets and windowboard to match.

However, when it comes to interior mouldings, we're with Jimmy Sommerville and Bronski Beat – 'It ain't necessarily so'.

It ain't necessarily so

Conventional thinking on home improvement would have it that real timber interior mouldings must be better because they cost more, right? And an integrated look across your doors, units, skirting, architraves, pelmets, cornices and windowboards is going to look much richer and better.

However, the truth is that you can achieve that rich, matching look along with better performance and an easier installation without your client or you having to blow the budget. Even better, it's easier to install, so you save time and money there too.

So, what's the secret? Using MDF mouldings with the look and feel of real wood such as [SAM Wrap](#). It's as simple as that.

Let's talk you through what MDF Wrap is and some of the reasons why it is necessarily so much better for interior mouldings.

What is wrapped MDF?

MDF stands for medium density fibreboard and is a high grade composite material. It is made from wooden logs which are stripped of their bark and made into chips. Then resin is added before it is dried and machine pressed, resulting in the finished MDF product. It is then cut to size and packed. The result is a uniform product that is dimensionally more stable than timber and can be made resistant to moisture. Because of its increased stability, it stands up well to heat and humidity. Its density makes it a stronger alternative to natural wood which splits and cracks under such conditions.

The MDF is cut to match a standard profile or to a bespoke profile to best suit the particular project or customer requirement.

The MDF is then wrapped to complete the product. These wraps are made from real wood (to tone in perfectly with other units), paper (which makes it ideal for picture framing) or PVC.

Why is wrapped MDF better than real timber for skirting, architraves, windowboard, door linings and kitchen mouldings?

Here are 7 reasons why you should choose a wrapped MDF product such as [SAM Wrap](#) for these interior finishes.

It's much easier to use

MDF doesn't have knots. This means that you don't need to cut knots out or seal them to stop them bleeding through. MDF can also be attached to the wall with adhesive rather than being nailed in, saving you time and money on the installation, whereas timber must be nailed in.

Wood has natural bulges and imperfections so real wood mouldings are at times warped and inconsistent in size and shape, whereas MDF is machine made and so completely uniform. This eliminates the need to spend time searching for uniform pieces as required when using real wood mouldings.

Less wastage

Because MDF is knot-free, there is very little wastage. If you buy 1000m of wrapped MDF product you can use 1000m of wrapped MDF product. However, with a hardwood moulding you always have to allow for a certain percentage of wastage due to defects. How much you throw away will depend on the quality of the hardwood.

More affordable

MDF is cheaper by the length – which is great - but the fact of it being easier to use and having less wastage means it's even better value than you might think.

Less maintenance

When you install timber mouldings, you need to treat it so that it resists moisture. Otherwise, it will rot. When you use a wrapped MDF product, it can be supplied as moisture resistant, so you don't have to do this.

Better finish

MDF delivers a smoother finish than timber, which looks great. And it also means that it's easier to varnish, if that's the finish you want. Or if you choose a lacquered veneer wrap, then you've no need to varnish at all.

More stable

Timber expands and contracts when it is exposed to fluctuating temperatures. This can lead to warping and twisting, or create gaps. MDF is more stable, so this is less of an issue. Using MDF also means that there are no splinters to worry about.

More choice

MDF can be custom profiled so that you get precisely the design that you want. You can also choose from over 50 types of real timber veneer, paper or PVC so that you can match your mouldings to your door, kitchen or window units, or even go for something different like garish green or Barbie pink.

So that's about it. Clearly you're better off using MDF Wrap instead of timber. Let's leave the final word with Jimmy, when he saw the finished results -

Wadoo, zim bam boddle-oo, Hoodle ah da wa da, Scatty wah ! Oh yeah !...

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