



For Flip Sake Get A Grip

Dan Sullivan, MD of Doorco, explores the new range of Gripcore doors created using a brand new glazing cassette system called Flip.

Earlier this year, Doorco announced the launch of two innovations – Gripcore, a solid core composite door; and Flip, a new glazing cassette system, writes Dan Sullivan of Doorco the composite door supplier.

It was a big task to launch two new products concurrently. I have to admit the R&D stages were quite intense at times. However, the combination of these two new products has resulted in a fresh new and exclusive design portfolio of Gripcore doors, which we're showcasing in a dedicated brochure.

What makes it different?

Flip is our exclusive new door glazing cassette system which provides for aesthetic freedom. You can now choose the design, finish and colour to suit any style of house and to make a statement thanks to Flip's three design options that include clean, modern profiles through to traditional bevels. There is Standard – a re-designed traditional bevelled option with a woodgrain finish; Flat Stipple – the new modern choice that offers a squared-off profile with a smooth finish; and Flat Grained – the eclectic choice that combines the mod-

ern squared-off profile with a woodgrain effect.

Although we've initially launched Flip in familiar shapes and sizes, each style has its own set of sizes.

Huge choice

As Gripcore is such an important addition to the Doorco product portfolio, it needed something more than just being an upgrade to our standard foam-filled door. The scope of Flip's new designs allowed us to give some of our most popular designs a facelift, as well as adding a couple of new ones. These new and updated de-

signs are also available with 25 new colours and 7 exclusive glass choices.

Stylish

Both new products are suited to both traditional and contemporary styling. For example, we have totally transformed contemporary styles such as the Links Oakmont, Square and the Augusta range with the use of Flip Flat Stipple. Monza II has really come into its own with the Flip Flat Grained and we've enhanced all our traditional styles with Flip Standard.

We've also introduced some new designs, such as Pinehurst. Rather than traditional twin tops, Pinehurst has square Flip Standard glazing cassettes on a 6/4 Combi door blank.

Red and yellow and pink and blue

When it comes to colour, we've introduced a mix of heritage shades in a semi-matt finish and fresh new colours in a semi-gloss finish. Many of our colours are based on hybrid hues, which is suitable for Gripcore. We've got new blues – like Anchors Away, Cavalry and Harbour, Greens like Rooftop Garden and Tree Frog, as well as new greys like City Tower and Pointed Rock, neutral shades like Desert Dunes and Spartan Stones and fresh new yellows, oranges, reds and pinks.

Glass

No new door collection is complete without a bespoke glass range. For this new portfolio, we have two designs by Jeyda, Tectronic and Peak, as well as Gripcore exclusive designs from RegaLead. The options for Gripcore have been hand selected to suit the new door brand, giving the collection a high-end and original appearance.



Making shapes

Although we've initially launched Flip in familiar shapes and sizes to our current range, we're excited by the impact it has already had on the new Gripcore design portfolio. It's a

great indicator of what's to come from Doorco as we explore our new found freedom in door design. [i](#)

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FLIP

DESIGNED & MADE IN BRITAIN