

DEE LINE KITCHENS

FIRST CLASS QUALITY AT UNBEATABLE VALUE

Do you require a quality kitchen at unbeatable value, that is personally designed, professionally manufactured and fitted, to match your particular needs? Then look no further than Dee Line Kitchens of Flint. *Photographs by Stéphanie Durrant*

The company is long established and has quite rightly earned a glowing reputation for quality of product and service.

Indeed, much of their work is now obtained through word of mouth from many satisfied customers.

Director Peter Hughes says: "We actually listen to what people have to say. We design the kitchen they want with them. We make some recommendations and ensure customers are fully satisfied.

"We make many hundreds of kitchens each year including about 450 for Barrett's the Builders. A lot of our business is with builders and the retail trade.

"We have about 100 kitchens to choose from, and ensure that each one is personally designed to meet a customer's requirements. Anything and everything is possible; and no job is too big or too small. We are currently working on a top of the range kitchen costing over £28,000."

Peter heads the construction side of the business and is justifiably proud of his experienced team of skilled workers. Dee Line Kitchens are one of the area's largest kitchen manufacturers and deliver direct from their own factory at unbeatable prices.

They have created a niche at the top end of the market, and can proudly boast that their prestigious showrooms and workshops are contained on the same site.

The business was first formed in 1971 by Rhyl-born entrepreneur Cyril Bottomley in the Old Casino building at Pentre Halkyn.

Early success led to expansion and in 1987, they moved to their present location, renting premises from Delyn Borough Council, until they finally purchased an 11,500 sq feet building - and enough suitable land for further expansion, which was later needed during 1991.

And it seems incredible that even then, some 34 years ago, the founder recognised that quality was likely to be the key to success. This forthright policy has continued to ensure that Dee Line are still acknowledged as being years

ahead of their time - and remain top of the league for sales, service and commitment.

Cyril's son David later became the managing director, and they quickly entered the retail market, in addition to producing many, much sought-after fitted kitchens.

The latest hi-tech computer equipment has always formed a vital part of their design service, and today's customers now have the benefit of years of experience, with friendly staff, helping and advising customers to create their own designs.

Peter Hughes, who has been with the firm for over 17 years, agreed: "Once a customer has selected a kitchen and a colour, we create a computerised three-dimensional drawing, showing the

design from all angles.

"It normally takes about 6-8 weeks to create, build and install a kitchen, and all materials and workmanship is guaranteed."

Dee Line provides their own fitting and delivery vehicles and display a prominent logo to identify with customers. They have developed steadily over the past four decades to establish this enviable reputation; and proof of their dedicated service is the fact that orders currently stretch into 2006.

If you are need of a new kitchen, or require generous advice, give them a call, or visit their showrooms, which are open between Monday and Saturday, from 10am to 4pm. They offer a FREE quotation service - and I am sure you will not be disappointed.

ADVERTISEMENT FEATURE.

Dee Line Kitchens, Manor Industrial Estate, Flint CH6 5UY. Tel 01352-734202.



Director Peter Hughes with loyal customers Mr and Mrs Davies, who have returned and replaced their Dee Line kitchen after 30 years

