

**NEW GARAGE CABINET DESIGNS**  
**CONVERT TRADITIONAL "STORAGE SPACE" TO "LIVING SPACE"**

With the cost of housing in Southern California regularly reaching new plateaus, builders can count on home buyer expectations rising as well. Part of the dream home now includes a dream garage, not just a storage place but truly part of the living space.

"Our look at the market indicates that the amenities buyers seek in a garage are taking their place alongside those critical amenities inside, such as kitchen and carpeting upgrades," says John Davies, president of Metal Line Cabinets of Anaheim. "Many homeowners want the garage to match the quality of the rest of the house. And a lot of them spend time in garage workshops that they expect to be very functional."

Gone, says Davies, are the days of cheap plywood or fiberboard cabinets and fixtures. In their place are strong and dependable metal cabinets that offer homeowners flexible modules to customize their work and storage spaces.

Metal Line Cabinets engineers have designed a complete line of modular components that are interchangeable. This allows unlimited design possibilities.

"Most cabinets are just boxes," says Davies. "But we think builders can profit by supplying modular components with structural frames that increase load capacity and versatility and are designed with a life expectancy closer to that of the house itself."

Garages with this kind of organization offer tremendous open-door curb appeal. They make the work environment more efficient while maximizing the space. With storage always being high on home shoppers' lists, a walk into a flexible, modularized garage environment can tilt prospects toward buying.

Metal Line says its products appeal to both husbands and wives. "Often, the husband becomes enamored by the workshop possibilities reflected in the arrangement and storage of tools and work materials," says Davies. "A wife may be more concerned with hiding the Christmas decorations for the other eleven months of the year. She may also see quality cabinetry as a safe means of storing clothing and other valuables in what is often seen as a dusty and dirty environment."

Visual perception is critical to the home selling process. Beauty counts. To achieve a very appealing look, Metal Line products offer a powder coat finish on heavy gage sheet metal, making them look better and last longer. The cabinets come in standard or custom colors.

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The company says that these high end cabinets can be offered to home buyers as an upgrade to standard garage finishes but also as "original equipment" in high-end developments and custom homes.

"The powder coat finish," says Davies, "acts like armor and is environmentally safe as well." Powder coat finishes prevent corrosion and offer protection from chemicals, humidity and scratches.

Metal Line Cabinets markets its products to builders, homeowners and the motorsports market, including professional and hobby auto, motorcycle and boat racing enthusiasts. In the builder market, the company consults with both neighborhood developers and custom home builders, helping both to use Metal Line Cabinets as a sales tool.

"Our goal is to position Metal Line Cabinets as a brand that commands respect and reflects well on the builders who use them to make their houses better," Davies concludes.

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