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Subject: Re: Flat pack kits

Posted by [Wayne Parham](#) on Sat, 15 Jun 2013 17:28:26 GMT

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Our flat pack kits will be made by the same company that does CNC for everything else we do -

only difference is we've never sold them as raw, unfinished panels, for exactly the reasons you've described. Shipping costs are rather high for large panels. And with them really just being simple boxes, I always felt it made more sense to have a local cabinet shop make boxes for kit builders. But we'll give a go of the flat packs and see how people like them.

There's no reason to introduce a middle-man like Parts Express. We started off as a DIYer enterprise, giving out free plans and doing it for the fun of it. Still have that same spirit. I'm not going to tell you I don't make a buck or two off the kits, but the whole kit idea (here) started off about 12 years ago, when people were building enough speakers from my plans it seemed worthwhile to use an economy of scale to get wholesale pricing, much like what others might call a group buy. So the products on my site are largely wholesale cost, usually cheaper than what a person could do buying them separately. Any introduction of a reseller or dealer network is pure marketing, commercialization that would simply increase cost.

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