

Prokraft Ethics & Policies

Prokraft is a small business – we like it that way and have no desire to become a large impersonal online machine.

We are fiercely independent and honest:

Our videos are not monetised, we do not allow adverts on our YouTube channel to generate extra income – the videos are produced to assist in the assembly of our products and to give a better idea of what they are like. It is to provide the opportunity to see as close to a “live” product as we don’t have a physical shop.

We do not send out free products in return for a video review – that is simply dishonest and misleading, we don’t need to do it our products speak for themselves.

Our business is selling hardware not making films.

Our website and social media sites are branded Prokraft® so you know where the information is from and our reason for putting it there is completely transparent. We do not accept sponsorship from manufacturers.

We do not participate in forums, they are often controlled by business owners who are not independent – they are thinly veiled promotional websites that often serve to confuse more than they help. We would always recommend joining a local woodturners or craft group where you can meet experienced independent makers and gain from their wealth of experience directly.

Product testing & Photos

We test and check all our woodturning kits in our workshop to make sure they are fun, suitable for making and do what they say. We do not use stock photos or employ professional photographers – we do it ourselves, often a video will lead to a still photograph so you know what you are viewing is what we have just made – a real product, not a marketeers carefully packaged ideal that you will never achieve.

What about reviews?

We do not use review sites as they are a “paid for” service and frankly we don’t trust them. We do now accept product reviews on our products and these are treated as fairly as we can, we do reserve the right to not publish them but only in the interests of fairness and accuracy, we are pretty much a warts and all business. We don’t just publish a select few comments like some websites as these would be carefully chosen and in our opinion worthless.

What about packaging and recycling?

Many of our products are sourced overseas and arrive in a lot of protective material, we do our best to re-use any excess where we can. We shred scrap paper and often use this for protective packaging. Kits such as pens often have many small grip-seal

bags, these are very useful and can easily be re-used. If you cannot re-use them you are welcome to return them to us and we will re-use them if we can. We don't use bio-degradable packaging as we feel this is sometimes misleading – things may be technically bio-degradable but if it takes 150 years to degrade will it ever happen?

Re-using is primary recycling.

Product Instructions

We don't like the term instruction – it implies there is only 1 way to complete a job and is often not the case, we prefer guides. We aim to help you through the construction process but if you can adapt and improve on it or do it a different way that should be encouraged – and please tell us – we don't know everything (unlike those on forums who think they do!).

We try not to send out paper guides to prevent duplication, the guides we produce are there to be seen before and after purchase and are easy to print – but if you don't have access to a printer and need a paper copy please just ask by leaving a small note on your order.

And finally...if you have read all that and are still awake well done, but it's time to get back to your workshop – that is where the fun is to be had, we just hope we can be a part of your makers journey.