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Course Overview

The attributes of European cabinetry are uniquely suited to integrating the kitchen with the rest of the home, enabling a united and functional aesthetic across the design.

"CREATIVITY IS INTELLIGENCE HAVING FUN."

-ALBERT EINSTEIN



Learning Objectives

1. Identify the characteristics of European cabinetry.
2. Compare different materials available for cabinet frames and doors, and understand the timelines required for the production of different materials and design.
3. Discuss the collaborative process between design professional and international cabinet manufacturer to ensure efficient and precise production in accordance with the local construction industry specifics and delivery process.
4. Assess how today's international manufacturers implement change in order to supply the U.S. market.

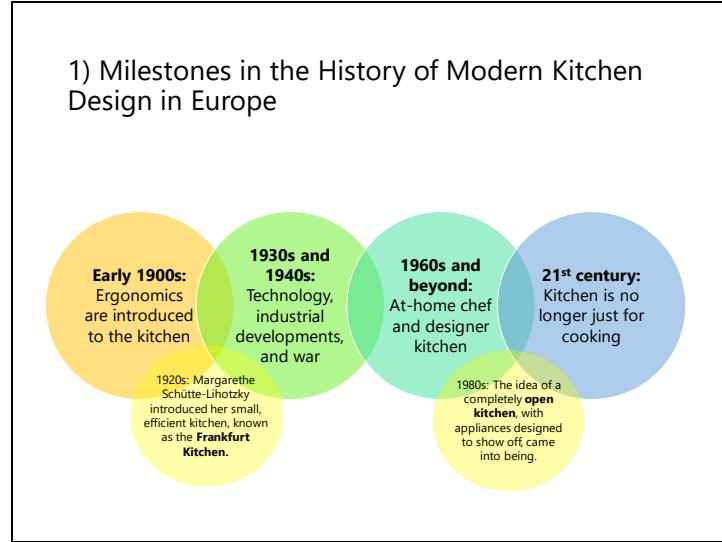




SECTION 1: Introduction to European Cabinetry

- 1) Milestones in the History of Modern Kitchen Design in Europe
- 2) Characteristics of European Cabinetry
- 3) Comparative Approach to Euro-Style Frameless Cabinet Construction System and Aesthetics

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Early 1900s: Ergonomics are introduced to the kitchen

One of the biggest milestones in kitchen design came in the 1920s, when Margarethe Schütte-Lihotzky introduced her small, efficient kitchen, measuring just 6 feet x 11 feet, known as the Frankfurt Kitchen. Her objectives were to reduce the time spent in the kitchen by improving the layout—everything was within arm's reach, making the design both efficient and ergonomic, along with reducing the cost of building a well-equipped kitchen. The idea of laying out the kitchen to make it more ergonomic and efficient for the homemaker was revolutionary, and eventually gave way to the “golden triangle.”

Lihotzky, who is known to be influenced by Taylorism, who came to the agenda with his book "Scientific Management Principles" written by Frederick Winslow Taylor in 1911, aimed to develop a kitchen design that works with the fastest and least movement by analyzing the movements required to complete a job in the kitchen. The kitchen of Lihotzky aimed to minimize the loss of time not only with its spatial organization but also the modern tools used in it. The kitchen also offers a new proposal in terms of manufacturing method; prefabricated elements were installed at the construction site.

1930s and 1940s: Technology, industrial developments, and war

The idea of the “fitted kitchen,” wherein appliances were becoming more integrated within cabinetry, was an important transformation for the kitchen in the 1930s and 1940s. Fitted cabinetry and appliances helped create a more purposeful and beautiful interior design, and the workflow within the space became easier to use. The invention of labor-saving devices, time-saving tools, with better kitchen designs and more stylish, matching options, made the kitchen a source of pride. Many of these advancements were a byproduct of war efforts and technology. Women, having a taste of working outside the home during World War II, returned after the war and desired better design in their kitchens.

1960s and beyond: The at-home chef and designer kitchen

In the 1960s and 1970s, other societal changes were taking place that impacted the style of the kitchen. A renewed interest in home cooking, fetishizing kitchen utensils, and entertaining meant that life was happening, once again, in the kitchen. The kitchen became a source for honing culinary crafts, displaying designer cookware, and served as the hub for social activity. By the 1980s, the idea of a completely open kitchen, with appliances designed to show off, came into being.

21st century: Kitchen is no longer just for cooking

It seemed logical that the 20th century kitchen might disappear altogether. Today, the kitchen is, perhaps, the most valued room in the majority of contemporary homes, compact or ambitious. This is where families and friends gather, a new form of living room where cooking is a hobby as well as a necessity, where children do their homework and dogs snooze.

As function has become secondary, status has become primary, and the kitchen has emerged as a potent status symbol among both middle- and upper-class demographics. The open kitchen also exists as a social space that combines the public and private spheres, a site for future hopes, dreams, and fantasy, a performance theater for entertainment and leisure, and a space where domestic gender roles are negotiated. This analysis elucidates the evolution, role, and meaning of the 21st century trophy kitchen, especially in scenarios where it is not used as a space for cooking.

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Frankfurt Kitchen

The Frankfurt kitchen was a milestone in domestic architecture, considered the forerunner of modern **fitted kitchens**. It realized for the first time a kitchen **built with a unified concept, designed to enable efficient work and be built at low cost**.

It was designed in **1926** by Austrian architect **Margarete Schütte-Lihotzky** for architect **Ernst May's social housing project New Frankfurt** in Frankfurt, Germany. Some 10,000 units were built in the late 1920s in Frankfurt.



The **Frankfurt kitchen** was a milestone in domestic architecture, considered the forerunner of modern **fitted kitchens**, for it realized for the first time a kitchen **built after a unified concept, designed to enable efficient work and be built at low cost**. It was designed in 1926 by Austrian architect Margarete Schütte-Lihotzky for architect Ernst May's social housing project New Frankfurt in Frankfurt, Germany.^[1] Some 10,000 units were built in the late 1920s in Frankfurt.

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"AS AN ARCHITECT, YOU DESIGN FOR THE PRESENT
WITH AN AWARENESS OF THE PAST,
FOR A FUTURE WHICH IS ESSENTIALLY UNKNOWN."
-NORMAN FOSTER

2) Characteristics of European Cabinetry



European-constructed cabinets bring an innovative perspective to the kitchen concept. Perfection of European cabinetry's simple aesthetic is hidden behind the philosophy that "less is more," as Mies van der Rohe articulated in his iconic statement, which is just as true today as it was for the past century. European cabinets deliver a simple and elegant design with no surface face frames. The full overlay doors with hinges directly attached to the sides of the cabinet box provide a very smooth, clean look that is ideal for modern interiors.

2) Characteristics of European Cabinetry



European cabinet manufacturers are trying to create a distinctive product with design, details, materials, and product quality. With R&D and product development departments in its structure, manufacturers can constantly enrich their range of products to respond to various customer needs and provide different solutions to meet individual expectations.

Benefits include:

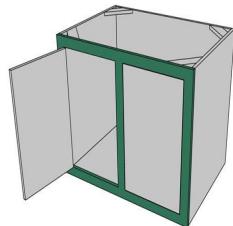
- Various open-shelving units possible
- Easily mountable inner shelving
- Full-access cabinets with more accessible space than framed cabinets, making it possible to store more appliances in the cabinets

Customizing opportunities are endless with European-style cabinetry and much more reasonable when compared to framed cabinet production techniques.

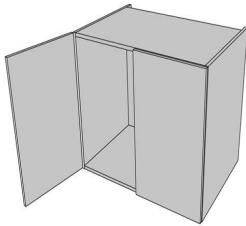
3) Comparative Approach to European-Style Frameless Cabinet Construction System and Aesthetics

EUROPEAN	DOMESTIC
Frameless cabinetry	Face-frame cabinetry
Adjustable shelving	Fixed shelving
Adjustable plastic legs with removable toe kick	Fixed toe kick without leveling option
Cabinet sizes in metric systems	Cabinet sizes in imperial systems
Cabinet box material is particleboard	Cabinet box material is plywood
Drawer boxes are made with metal sides and integrated rails	Drawer boxes are made from solid hardwood with dovetail joints
Cabinet boxes enclosed by an upper panel	Cabinet boxes have integrated I-beams or braces
Cabinet boxes have full-height back panel	Cabinet boxes have full-height back panel
Cabinets fixed by hanging brackets	Cabinets fixed by hanging rail

3.1) Frameless Cabinetry



FACE-FRAMED



FRAMELESS

The main difference between European and American (or framed) styles is in the construction. American style uses a face-frame on the front of the cabinet, which is visible because the doors are smaller than the outer frame (see illustration on slide).

European-style doors lie flush, with a tight 1/8-inch gap between each other. The gap between drawers is equally tight, so it has an overall cleaner look. Without a face-frame, the construction of side walls is generally sturdier with European cabinetry.

3.2) Adjustable Plastic Legs with Removable Toe Kick



3.3) Fully Assembled Cabinetry: Ready-to-Install Delivery for Easy Installation



Fully assembled and ready to install means every cabinet is engineered to create a single piece that will arrive in one carton—no assembly required. Factory construction methods join wood parts using dovetail joints, hot and cold glue, power fasteners, and other industrial techniques. In this wood-to-wood construction, the pieces bond on a microscopic level, creating a quality kitchen cabinet with strength.

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3.4) Full-Access Cabinets with More Accessible Space



Frameless door style: More usable room for storage is provided due to European cabinetry's frameless system. This style offers more functionality because there is no face-frame obstructing access to the interior of the cabinet. It makes access for cleaning and maintenance easier.

3.5) Soft-Closing and Full-Extension Drawers, Overlay Doors with Hidden Hinges



Soft-close drawer glides. European drawer boxes are made from metal sides with integrated rails. They come in a variety of forms, shapes, and sizes, and in concealed form for metal drawers and openers. Materials and finishes are completely customizable, including natural wood, laminate, and veneer. They can also be operated through 100,000 open and close cycles. Soft opening and closing is provided. Drawer glides have 30 kg loading capacity up to 90 cm, 65 kg loading capacity from 90 to 120 cm. Aesthetic steel frame combined with mfc bottom and back. It provides easy and long-lasting use. Allows easy cleaning with concave corners.

Soft-close door hinges. They have been tested to withstand 65 pounds of weight and operated through 25,000 open and close cycles. European kitchen cabinets have soft-close door hinges.

3.6) Folding and Vertical Opening Doors



In European kitchens, the openings for the upper cabinets have been diversified with different hardware in accordance with ergonomics. Folding and vertical opening doors are used to access the large internal volumes with small movements that do not require effort and to reach a wide field of view.

3.7) Various Cabinet Organizers and Accessories



European cabinets bring an innovative perspective to the kitchen concept by delivering a design bare enough to allow enhancement by adding personal accessories, yet still possessed with an unexpected elegance.

3.8) Pullout Tables and Surface-Mounted Shelves



Tables coming out of the drawers, lightened shelves on the walls offer innovative solutions to organize the function and create more space in the kitchen. Cabinets, drawers, and shelves have both the efficiency to hold all utensils and the suitability to keep them organized right under your hand.

3.9) In-Drawer Organizers



Thanks to these in-drawer accessories, the kitchen has everything you need when cooking and hosts all, such as different sets of dinnerware, all sizes of pots and pans, and varieties of jars and cutlery holders to organize the interiors of the drawers.

3.10) User-Friendly Corner Units



Thanks to the shelves that come out and slide with easy movement, the missing and hard-to-reach areas in the corner modules are eliminated.

3.11) Functional Garbage Units

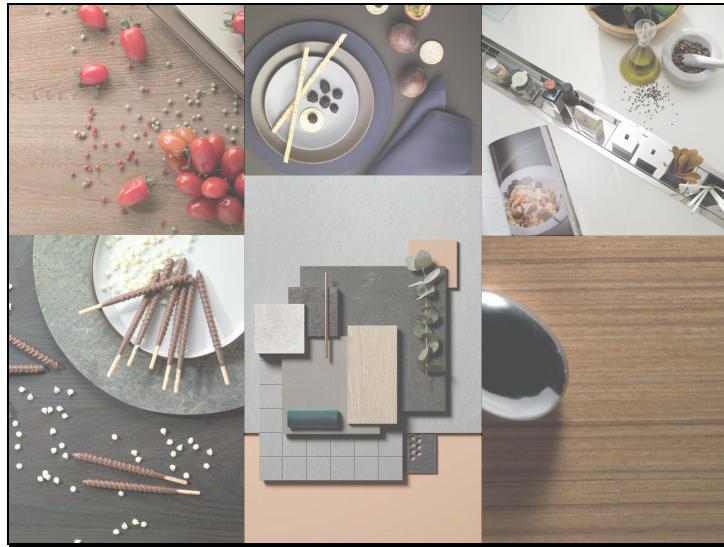


Sliding dustbin drawers provide user-friendly, ergonomic convenience for evaluating unused volumes inside the cabinet.

SECTION 2: Comparing Different Materials in Cabinet Design and Production Timelines

1. Materials and Finishes Used in European-Style Cabinet Design
2. Cost Comparison Table for Different Materials
3. Production Timeline Comparison Table for Different Materials
4. Incorporating New Design Trends and How to Implement Change in Market Requirements

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1) Materials and Finishes Used in European-Style Cabinet Design

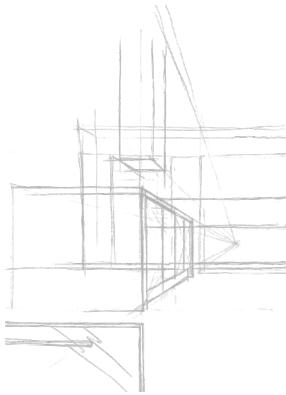
a) Engineered wood products

- Laminate
- Particleboard
- MDF

b) Wood veneered products

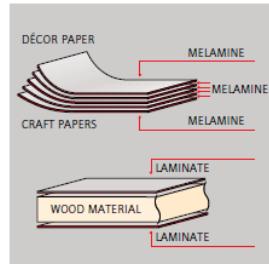
c) Lacquered finishes

- Super matt coating
- Matt lacquered
- Glossy lacquered



1) Materials and Finishes Used in European-Style Cabinet Design

a) Engineered wood products - Decorative laminates



Decorative laminates are laminated products primarily used as furniture surface materials or wall paneling. They can be manufactured as either high- or low-pressure laminate, with the two processes not much different from each other, except for the pressure applied in the pressing process.

Laminate is made of resin-impregnated cellulose layers, which are consolidated under heat and high pressure. The various layers are described below:

- Overlay paper, which serves to improve the abrasion, scratch, and heat resistance
- Decorative paper, which defines the design and is composed of colored or printed paper
- Kraft paper, which is used as core material and control product thickness

After the papers are impregnated with the resins, the three layers of paper/resin are placed into a press that simultaneously applies heat and pressure. Low-pressure laminate is defined as plastic laminate.

1) Materials and Finishes Used in European-Style Cabinet Design

- a) Engineered wood products
 - Melamine and laminates



Melamine-faced chipboard is a decorative panel that is produced of impregnated paper and chipboard used in cabinet production, usually surrounded by edge banding.

Medium-density fiberboard (MDF) is pressed under temperature and pressure for a certain period of time. It is used in paint (lacquer)-faced door design and production.

1) Materials and Finishes Used in European-Style Cabinet Design

a) Engineered wood products



Particle board



MDF

Engineered wood products are designed and manufactured to maximize the natural strength and stiffness characteristics of wood. The products are very stable, and some offer greater structural strength than typical wood building materials.

Particleboard covered with melamine is used in the box for European-style kitchens. It is made up of wood particles mixed with resin and bonded by pressure. New technology and improved resins make particleboard a strong, reliable building material.

MDF is a high-quality substrate material made from smaller fibers than particleboard. It is mostly used as a substrate for lacquer-finished cabinetry in European-style kitchens. It offers clean edges and extremely smooth surfaces, providing different shapes and design on the edges.

1) Materials and Finishes Used in European-Style Cabinet Design

a) Engineered wood products

- Melamine or laminate-coated MDF or particleboard



The textured melamine boards looks like natural wood and has the synchronized wood pattern. Designs are more trendy recently.

1) Materials and Finishes Used in European-Style Cabinet Design

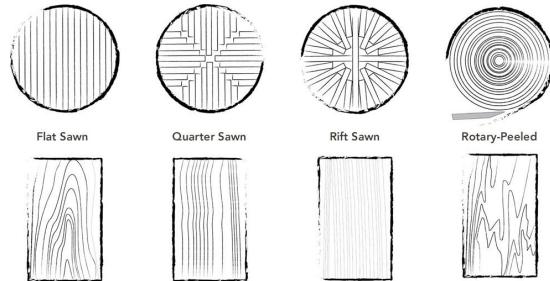
b) Wood veneered products



Veneers are slices or sheets of solid wood that are pasted over a composite substrate, similar to laminates. These sheets are then stained and waterproof polished to achieve a desired color and texture. Veneers truthfully reflect the refined grains and beauty of natural wood. Oak and walnut are the most preferred woods in European kitchen cabinets. They can be used in their natural colors or dyed to various shades.

1) Materials and Finishes Used in European-Style Cabinet Design

b) Wood veneered products: different wood veneer cuts



Here are basic explanations of the most common cuts. The more efficient use of the wood, the less expensive.

FLAT SAWN

Because of the simple 'sliced' format, this is the most common and economical solid wood cut. It can also have the most variety in grain and tone, depending on the species of tree of course. The closer you get to the center of the trunk, the more dramatic the 'cathedral' patterns appear.

QUARTER SAWN

As you can see, there is more waste in the production, and therefore it is more pricey than flat sawn. Quarter-sawn lumber has fairly straight, tighter grain, and it can have a 'flecking' in certain woods like red or white oak.

RIFT SAWN

The least common, most wasteful, and therefore the most expensive is rift sawn, although when cut in conjunction with quarter sawn, it can be a more efficient cut. Rift-sawn lumber tends to be more stable and has a unique linear aesthetic with little or no flecking.

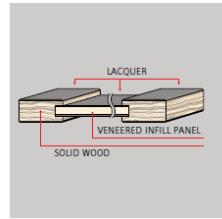
ROTARY PEELED

The rotary-peel method is the least expensive, is mostly associated with veneers, and tends to resemble the look of plywood. It has the least amount of waste, and because it is cut in thin 'peels,' it needs backing to give it structure. It is the least stable however and prone to cracking.

1) Materials and Finishes Used in European-Style Cabinet Design

c) Lacquered finishes

- Super matt coating
- Matt lacquered
- Glossy lacquered



MDF doors can be sprayed with various coats of a base, color, and lacquer finishes, and then highly polished. Available in matt or gloss, lacquer is also suitable for unusually shaped doors due to the spray-application process. A lacquered finish is very practical, easy to maintain, and provides great color flexibility. It is applied to all sides of the door (including the backs), producing a seamless finish and a greater level of high gloss.

1) Materials and Finishes Used in European-Style Cabinet Design

Polymeric laminate doors:

PVC skins laminated on MDF, plywood, or particle boards

Acrylic doors:

The process of applying acrylic finish to kitchen doors is an elaborate one, with sheets of the finish being pasted onto an MDF board. The sheets are then covered with a protective layer and sealed at the edges.

Glass doors:

A glass finish can make a modular kitchen look stunningly ultramodern. Strength, durability, and safety factors should be kept in mind when specifying this finish in a kitchen.

Polymeric laminate doors: PVC skins laminated on MDF, plywood, or particle boards. This is an effective option, and the variety of finishes is immense. Options include a wood finish or a range of colors.

Acrylic doors: Acrylic is a nontoxic finish that gives a perfectly smooth texture and a high-gloss appearance to kitchen cabinets. Available in a wide range of colors, this finish gives a resplendent, mirror-like semblance to the cooking space. The process of applying acrylic finish to kitchen doors is an elaborate one, with sheets of the finish being pasted onto an MDF board. The sheets are then covered with a protective layer and sealed at the edges.

Glass doors: A glass finish can make a modular kitchen look stunningly ultramodern. Strength, durability, and safety factors should be kept in mind when specifying this finish in a kitchen. Glass is available in myriad range of colors and provides a high gloss finish to the kitchen. Glass finishes offer easy maintenance.

2) Cost Comparison Table for Different Materials

SUPER MATT COATING
GLOSSY GLASS
GLOSSY LACQUERED
MATT GLASS
MATT LACQUERED
WOODEN VENEERED
WOODEN
LAC LAMINATE
LAMINATE
GLOSSY POLYMERIC LAMINATE
MATT POLYMERIC LAMINATE
UV LACQUERED
GLOSSY MELAMINE
MATT MELAMINE

3) Production Timeline Comparison Table for Different Materials

MELAMINE – LAMINATE GROUP	4 WEEKS
MATT LACQUERED	5 WEEKS
GLOSSY LACQUERED	6 WEEKS
HARDWOOD – VENEER	5 WEEKS

This production timeline is for retail kitchen orders. In the project business, the lead time varies according to the quantity, capacity of the production plant, and availability of the materials. While the offer is getting prepared, the timeline is also an issue. The transportation time also should be considered, and it depends on where the manufacturer is located and the customs process.

4) Incorporating New Design Trends and How to Implement Change in Market Requirements

Shaker door style



We are living at a time when design trends are spreading globally and regional differences are diminishing. Global design trends often begin in Europe. Every new trend, product, technology, and material can be made available on the other side of the world in a very short time. Having said that, the projects that we come across in different parts of the globe also reflect established local trends that require us to implement the design into our product line.

One of the solutions often used by designers for kitchens is transitional styles. Classical artistic forms and patterns are interpreted with the simple, straight, geometric harmony of modern understanding. The shaker style is very trendy in kitchen designs with a parallel approach. Shaker, as a minimalist interpretation of classical style, shares the characteristics of modern style, simplicity, and regular appearance.

4) Incorporating New Design Trends and How to Implement Change in Market Requirements

Industrial style: concrete- and metallic-look surfaces



In recent years, there has been an increase of interest in industrial finishes. Concrete surfaces, aged copper, rusty copper, brushed brass, burnished metals, cast-iron-look metals, and all kinds of metal structures that have undergone different processes are integrated into kitchen furniture. Metal- and concrete-look materials are often associated with reclaimed or raw wood surfaces.

4) Incorporating New Design Trends and How to Implement Change in Market Requirements

Super matt coating



As the interest in matt surfaces increases, we also see that matt understanding also varies. It is now apparent that more focus is placed on matt surfaces such as super matt and soft-touch matt products, which are preferred more by designers.

A super new and innovative revolutionary varnish that can be applied to lacquered and veneer surfaces called super matt coating is recently launched. It is an ultra-matt and velvety soft touch surface with has super powers. It is anti-fingerprint, scratch resistant, stain resistant, self-healing for minor scratches, and more important than all these, the super matt coating includes materials with the highest levels of safety and reliability. It is formaldehyde-free and free of CMR Category 1A/1B substances (carcinogenic, mutagenic, and toxic for reproduction).

Design and performance are the key decorating concepts of super matt coating. In line with the need for functionality and convenience of use, materials became ultra-resistant to make a lasting aesthetic impact. Super matt coating offers high performance, sophisticated velvety soft-touch finish, an ultra-matt look, and anti-glare surface. This material is eco-friendly; respects and prioritizes human health, and protects the environment by meeting the highest product standards.

Super matt coating brings the style of minimal design to every kitchen with its plain lines and wide range of color alternatives, which are available to all lacquered door types. Super matt coating's unique opaque lacquered doors reflect warmth, calmness, and perfection.

Super Matt Lacquered Finish

 ANTI-GLARE <p>Lacquer with 100 percent anti-glare surface; brightness level is less than (or equal to) 5 gloss units.</p>	 SOPHISTICATED SOFT-TOUCH FINISH <p>The surface creates a soft, velvety touch effect where the depth of color is felt obviously.</p>
 SCRATCH RESISTANCE <p>Self-healing feature; thermal repair of micro-level scratches. Super matt coating surfaces are able to self-heal by gently wiping them with a damp or wet cloth using warm water.</p>	 RESISTANCE TO COLD LIQUIDS <p>The super matt coating series complies with the requirements established by the UNI 11216 regulation for vertical surfaces.</p>
 EASY TO CLEAN <p>Hygienic surface makes cleaning easier.</p>	 SUITABLE FOR FOOD CONTACT <p>Suitable for contact with food with hygienic properties.</p>
 ANTI-FINGERPRINT <p>Super matt coating surfaces retain all their charm because they become anti-fingerprint.</p>	

4) Incorporating New Design Trends and How to Implement Change in Market Requirements

Acrylic foils or UV-lack materials to achieve smooth, glossy surfaces that appear similar to lacquer



A kind of engineered wood product, acrylic foils on MDF base board or melamines that are varnished and resistant under the UV lamp can take the place of lacquered doors, as they can reach to perfect smooth and glossy surface levels.

4) Incorporating New Design Trends and How to Implement Change in Market Requirements

Natural looks achieved by engineered materials (thermo foils, synchronized melamine panels) to provide cost efficiency



Crowded metropolis are rising on high concrete masses. As those who live in the rapid flow of city life, we always yearn to see and feel nature. In response to this need, nature is brought to our home with the trend of "return to nature," which gives more space to the textures, patterns, materials, colors, and images taken from nature. Since natural materials are in hard-to-reach price categories, it is up to the designers to look for ways to provide this demand in the most affordable way. Thanks to textured melamines and laminates, we can now see natural wood surfaces and marble patterns as materials that are almost impossible to distinguish from real and at affordable price levels.



SECTION 3: Collaborative Process between Design Professionals and International Cabinet Manufacturers

1. Understanding the Technical and Operational Specifics of the Production Facility
2. Manufacturer's Role in Identifying the Specifics of the Industry
3. Design Professional's Role

1) Understanding the Technical and Operational Specifics of the Production Facility

- Facilities flexible production capacity to meet the needs of the customer
- Credentials such as the automation technology infrastructure
- The data created from the design/CAD software flows directly to the ERP software of the manufacturer, which minimizes the amount of administration and maximizes accuracy of the information until delivery.
- Customized product configuration
- Providing door-to-door delivery
- Familiarity and capacity to supply materials that comply with the local requirements
- Transportation, import duties, and taxes
- Bridging the operational gap between international suppliers and the construction industry
- After sales and warranty

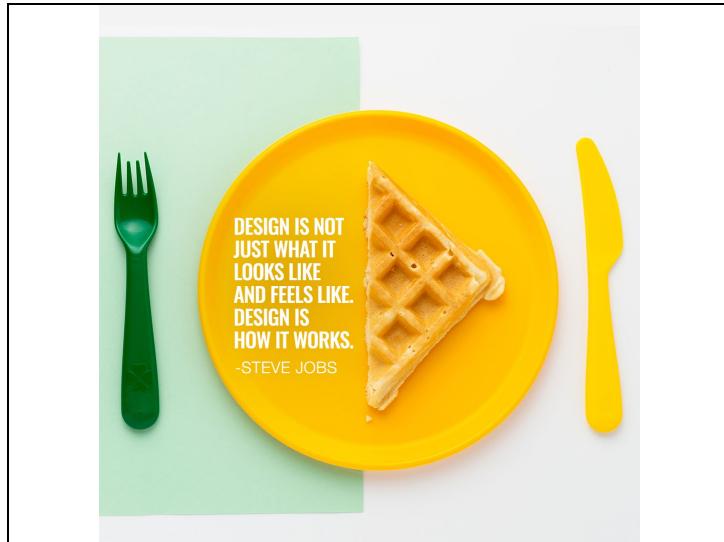


EVERY PROJECT IS UNIQUE WITH
SPECIFIC DETAILS.

2) Manufacturer's Role in Explaining the Technical and Operational Specifics of the Production Facility

- Fulfilling the prequalification requirements
- Providing technical online catalogue and specifications
- Providing samples and mockups
- Providing the materials and cabinet design solutions in accordance with the budget
- Providing VE by reducing production costs and enabling better resource planning
- Being affiliated with trade organizations as NKBA-AIA-ASID
- Understanding AIA documents
- Project coordination, scope sheets, and shop drawings
- Imperial and metric system conversion; providing 3-inch increments in modular system
- Understanding the market segments and targeting your niche
- Compliances and green approach

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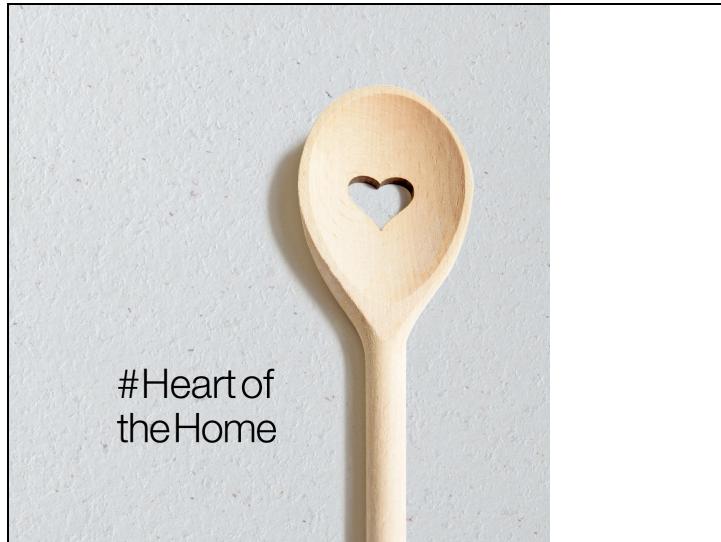


3) Design Professional's Role

- Knowledge of materials and learning the limits of the materials through well-prepared CEU programs, participating in showroom events to follow up with new products
- Connect with the material suppliers and manufacturers who are willing to provide all the services required to have the material specified during design process
- Project coordination and scope sheets
- Providing specifications for materials, appliance, and plumbing fixtures
- Providing breakdown and finish schedules
- Providing a well-prepared set of casework drawings
- Providing ADA compliance information
- Providing information on the compliances required
- Thorough review and confirmation of shop drawings

The most important indicator of quality of a kitchen furniture brand is the positive response and acknowledgement received for long years from its loyal customers. Increasing numbers of repeat customers along with second-generation users are surely results of great customer experiences.

ERP systems help achieve a higher level of customer satisfaction rates by providing a platform for faster processing of data, storing the history of every client and addressing all of their concerns immediately.



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We would like to thank you for viewing this presentation. At lineadecor, our mission is to become a worldwide respected brand, by providing all our customers and business partners with aesthetical, functional, and high-quality kitchens at the right price, using the highest-quality materials, through excellent service in order to never settle with anything less than absolute customer satisfaction.