

CABINET CONNECTION

Manufacturers afford more modularity and personalization as consumers manage smaller spaces and budgets

By Kyle Clapham, Managing Editor

Before the housing market downturn, many homeowners who sought to renovate their kitchen desired a larger space with extravagant cabinets that featured an assortment of moldings and corbels. With the economy still recovering, more clients have opted for smaller, transitional cabinetry in an effort to create a streamlined look and maximize the amount of space available, says Angela O'Neill, director of marketing and advertising at Wellborn Cabinet.

The company's Smart Design initiative integrates thoughtful cabinetry designs within limited spaces through the use of technology, organization, and lighting. "Some features that can be incorporated into the Smart Design include sliding shelves, drawer dividers, and U-shaped drawers," O'Neill says. "Lighting is another tool that is important to Smart Design because a lack of lighting is often the reason people cannot get the most use out of their cabinets."

Wellborn has extended the Smart Design approach beyond the kitchen with a program called Whole House Design Solutions, which gives customers the ability to coordinate storage solutions throughout their home while utilizing every inch of space and fitting everything into their budget. The cabinet manufacturer also offers several semi-custom options to assist clients in finding functional and stylish products for each room of their house.

Making everyday lives easier has led many homeowners to prioritize modularity, or the grouping of multiple cabinets together, and personalization—products configured specifically for each individual's needs. Robern, a subsidiary of Kohler Co., responds to this growing demand for more freedom in cabinet design by offering multiple heights, widths, and depths in product lines, as well as a wide array of optional features such as adjustable shelves, accessory trays, nightlights, electrical outlets, USB chargers, and safety lock boxes.

"We focus on the smallest of details so that our customers don't need to," says Andrew Lippmann, marketing director for Robern.

U-shaped drawers are just one organizational feature offered by Wellborn Cabinet that helps maximize the amount of cabinet space available.



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