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Earlier this year WOLF introduced Builders Mark Cabinets, which are shown here in a dark Espresso color.

Reborn introduced the same colors and finishes available for its new cabinets into the Vianvi product line so customers can achieve their desired look even if they are just refacing existing cabinetry. In the past, the company specified primarily white thermofoil doors and laminate plastic when refacing cabinets. Now, with new technologies driving the change, Reborn can offer clients a wood door with wood refacing in the same colors and options as a new cabinet. “As the technology increases, we will start to see less ‘real wood’ and more overlay type of products available for both new cabinets and refacing,” Nardo says.

Flat panel and Shaker have emerged as popular cabinet door styles, especially among younger buyers looking for a clean aesthetic, says Barry Graboski, vice president of product and market development for WOLF. “The trend away from thermofoiled or plastic veneer finishes continues,” he adds. “Painted finishes at all price points remain very popular—White, Antique White, and shades of gray are the leading painted colors. Stained finishes have moved darker with warmer brown tones and dark Espresso colors.”

Earlier this year the company debuted Builders Mark Cabinets, which feature a flat-panel door style designed for remodels as well as new construction. The product line offers four colors: White, Espresso, Harvest Brown, and Auburn. Later this year, WOLF will introduce the York door style into its Classic Cabinet product line. The York—a painted transitional flat-panel door with a five-piece drawer

head—consists of wood construction and features solid dovetailed wood drawers.

### The new norm

More than 90 percent of drawer boxes ordered today for both new and refaced cabinetry contain plywood dovetail with concealed undermount glides to ensure a soft close, says Reborn’s Nardo. In the past, the company saw the majority of clients opt for inexpensive, white melamine drawers with side-mounted glides because of price. “An investment in R&D for these new products allows our customers to stay on the cutting edge, and it allows our product offerings to fit with the request of clients,” says Nardo, who like WOLF’s Graboski has recognized the popularity of muted tones (grays) and darker colors in cabinetry.

Dove, a new variation of gray from Wellborn, can be paired with virtually any other color and has been received extremely well this year, O’Neill says. The company recently launched ColorInspire, a new program that allows customers to select colors from thousands of choices found in Benjamin Moore, Sherwin Williams, and Valspar paint decks. “This gives people the ability to be inspired by whatever they see and turn that inspiration into beautiful cabinetry that can be displayed in their own home,” she adds. Wellborn also added three new door styles (Chelsea, Winslow, and Wellington) with solid wood reversed flat center panels in response to the trend toward transitional cabinetry with clean, simple lines.

“It is no longer OK to say, ‘We have the best,’” says Roborn’s Lippmann. “Now, our customers ask for products that meet their specific needs. The difference is subtle but it is driven by an increasing desire to personalize and connect.” **PR**

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