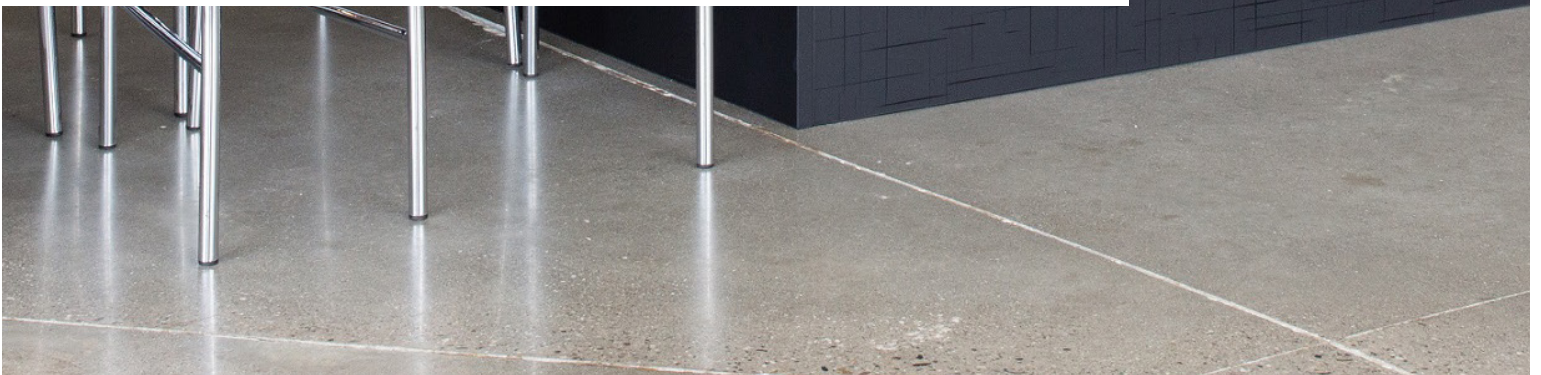


WOODWAYS SHOWROOM GRAND RAPIDS

REHAU Cabinet Solutions

Project Profile



REHAU Brings Innovative Materials and Design Concepts to High-End Clientele

As a trendsetter within the industry, Woodways is a truly custom cabinet manufacturer with design capabilities, operating in Grand Rapids, Michigan since 1994. During their 2017 showroom update, they decided to incorporate modern kitchens featuring the latest unique and high-end designs that would appeal to their luxury customers. Woodways selected REHAU cabinet doors for their two new kitchens to evoke a “visual high-impact response from clients and provide a strong emphasis on marrying exceptional, functional and aesthetic design.”

The first kitchen completed in the showroom was inspired by their design team's trip to Italy. They wanted to incorporate the different design elements and materials that they were exposed to throughout the trip. For this kitchen, they chose black super matte FENIX NTM Nero Ingo cabinet doors which stand in stark contrast to the fluid white Cambria Annicca matte finish countertop and backspash. The cabinets have a sleek look with minimal hardware. To demonstrate the newest technology for kitchens, Woodways incorporated a space-saving electric door lift. RAUVISIO urban Black, a super matte PET textured accent surface, was used for the base of the kitchen island and completes this kitchen's minimalist modern look.

The second kitchen in the showroom exudes mid-century modern design. This kitchen is full of hidden functional elements that provide extra storage while maintaining a minimalist feel. With its light and airy tones, the glass acrylic surface RAUVISIO crystal Perla was the perfect complementing surface for this kitchen and is used for the oversized upper cabinets. The mix of neutral materials resembling glass, wood, stone combine with a rich, wine-colored accent wall to give this kitchen the perfect modern twist on a mid-century design.



Project: Woodways Showroom

Project Type: Showroom kitchens, completed in 2017

Manufacturer: Woodways

Distributor: J. Kaltz & Co.

REHAU Products: FENIX NTM® Nero Ingo, RAUVISIO urban™ Black and RAUVISIO crystal™ Perla with perfectly matched REHAU LaserEdge™ technology