

# Matte Cabinets Enhance Design Elements and Add Sophisticated Style to Modern Kitchens

There are a seemingly endless number of challenges that homeowners face when taking on the creation of a new kitchen, and choosing the right combination of elements that will result in a harmonious design is among the toughest. Products selected must work together to fit the client's lifestyle, provide ease of maintenance and, of course, reflect the unique personality of the user.

While traditional and transitional are still part of the design-style mix, an increasing number of homeowners are opting for the clean, sleek lines associated with a more modern aesthetic. Trending finishes such as contemporary brass and high gloss elegantly juxtapose with weathered woods and matte surfaces in today's modern kitchen.

Among these trending looks, matte finishes are arguably the hottest right now. Initially beginning with just touches in the room – such as accessories and hardware – matte is now featured on everything from faucets to appliances.

Interestingly, one of the reasons matte finishes are getting so much play is the way they interact with the other trending finishes. High-gloss and shiny surfaces add a touch of bling and have the ability to make a room feel larger due to their light-reflecting abilities. But too much shine can impart a too-formal feel that needs to be tempered, so honed countertops and matte faucets are often added to the mix to provide a relaxed feel. The matte present in these designs actually works to enhance the reflective elements, providing an understated backdrop to let the others shine.

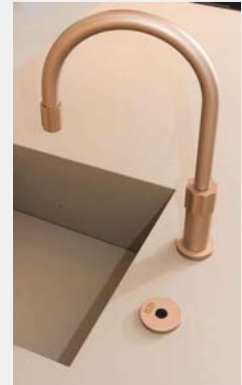
For those who don't gravitate toward the shiny side, matte provides an elegant alternative to the sparkle. It pairs well with wood elements, as well as natural stone, and adds a textural element that works well with these rustic surfaces.

## AN ELEGANT MATTE AIR

In its natural progression from accessories to faucets to appliances, matte has now found its way to cabinets, the anchor of kitchen design. Its subtle presence adds a sophisticated element that, although it is on trend, still looks haute couture.

Matte cabinets work within the kitchen on a variety of levels. A reflection of contemporary design, the non-glossy surface highlights the object it adorns.

Although minimalistic, matte cabinets draw attention because there is nothing to detract from



Matte finishes, such as REHAU's FENIX NTM on the cabinets and countertops shown, are making a statement in today's kitchens.

them. Chic and modern, this cabinet finish also offers the bonus of minimizing the appearance of dirt, fingerprints and smudges. And, in addition to working with a number of other finishes within the kitchen, matte's subtle appearance works well in large, open floor plans where glossy cabinets may compete with other elements.

Though matte is garnering tremendous interest across the board, many homeowners remain unsure of how to effectively use this finish within the design for best effect. And, when it comes to committing to matte cabinetry, the anxiety increases.

This is where REHAU comes in, offering "approachable mattes." REHAU is delivering cabinet matte for America, direct from the European trade show floor to the home.

According to the company, matte cabinets provide low-light reflectivity, and deliver a surface that is extremely opaque, hides fingerprint smudges and features a pleasant, soft touch. And REHAU offers two different matte cabinets to meet the needs of homeowners.

A super opaque nanotech material, FENIX NTM Nanotech Matte Material is an interior design product created by Arpa Industriale that combines an elegant aesthetic with state-of-the-art technological performance. FENIX NTM is made of paper and a thermosetting resin that was developed via research conducted by ArpaLab.

Thanks to the use of nanotechnologies, as its name implies, the product thermally heals micro-scratches. It is also highly resistant to scratches, abrasion, rubbing and dry heat, and withstands impacts, acid-based solvents and household reagents. FENIX NTM significantly reduces the bacterial load, making its surface hygienic and easy to clean, and is mold proof.

A thicker color core, the material can be used for self-edge applications to cover the edge seam. This is a major solution to a common issue that sometimes keeps HPL products from being perceived as a material on par with veneers or

solid surfacing. Cabinet door edges can also be finished with REHAU LaserEdge, a process using adhesive-free laser edging technology. The result is a seamless board that rivals solid surface materials and high-end lacquered finishes.

FENIX NTM is certified according to NSF, GREENGUARD IAQ and IMO MED. "Our FENIX NTM color collection is carefully selected to meet the super matte market demands – from whites, to greys to a truly soft black with a few bright accents to round out the collection," said Jesse Collins, marketing manager for the REHAU's furniture solutions division.

Also available from REHAU is RAUVISIO sky, a super matte PET surface at a lower price point. RAUVISIO sky is part of a color collection that includes exact matches to RAUVISIO radiant high-gloss PET for a mix-and-match, curated look for the kitchen.

## CUSTOM DOOR WITH EASY ONLINE ORDERING

The company's expanding range of custom cabinet doors now includes a choice of slab, 3-piece sienna and 5-piece shaker styles offered in more than 70 modern surfaces. All door edges are individually finished with zero-joint perfection.

REHAU's cabinet door order portal, along with a live chat service on the company's website, help to streamline the ordering process. Ordering through the portal, cabinet makers can choose custom door sizes in a variety of modern finishes and receive instant pricing. Custom doors can be ordered online and are ready to ship in days. The order portal is accessible at <http://na.rehau.com/cabinetdoors>.

"As the modern trend picks up in North America, we want to make it easy for every cabinet maker to offer frameless cabinets that rival the best in European cabinetry," said Collins. "With high-quality seamless slab-front doors, online ordering, delivery in about a week and no MOQs, we're removing all of the barriers to entry."



The matte finish of the FENIX NTM drawer fronts complement a variety of wood tones.