



Engineering progress
Enhancing lives

Woodways Showroom Grand Rapids

REHAU brings innovation and design.
na.rehau.com/projects



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 REHAU black matte surface cabinet doors which stand in stark contrast to the fluid white Cambria Annicca matte finish countertop and backsplash. 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
Type of Project: Showroom kitchens, completed in 2017
Manufacturer: Woodways
Distributor: J. Kaltz & Co.
REHAU Products: REHAU matte surfaces in black, RAUVISIO urban™ Black and RAUVISIO crystal™ Perla with perfectly matched REHAU LaserEdge™ technology

For updates to this publication, visit na.rehau.com/resourcecenter
The information contained herein is believed to be reliable, but no representations, guarantees or warranties of any kind are made as to its accuracy, suitability for particular applications or the results to be obtained therefrom. Before using, the user will determine suitability of the information for user's intended use and shall assume all risk and liability in connection therewith. © 2021 REHAU 100.916 08.2021