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CABINETRY INCORPORATED

FUNCTIONAL ARTWORK FOR THE GALLERY YOU CALL HOME

www.eurotechcabinetry.com

A MESSAGE from David



Welcome to our 5th newsletter. Another season is here and business is brisk. We are working on a number of projects, both large and small. While last year was a record year for

Eurotech, it appears that this year will be even stronger than last. Some of our multi-home projects are in full swing and we are working on quite a few more. Some of the projects are additional multi-single family home projects and some are condominiums downtown and on the keys. The new relationships we forged last year with architects, interior designers, contractors and developers are bringing us a great deal of additional business.

Remodeling kitchens and baths and providing custom furniture for all rooms continues to be a strong factor for us. Repeat customers (some coming back for the 3rd or 4th time) and referrals from previous clients keep coming in.

As we begin our 23rd year of business, I'd like to thank all of our clients who believed in us and trusted us with enhancing the beauty of their homes and improving the quality of their lives. ❖

David Asher

Trends

WHAT'S HOT, WHAT'S NOT

WOOD SPECIES: Exotic veneers continue to be popular in kitchen and bath designs. Rift cut woods of all species have come on very strong — White Oak, Maple, Cherry and Walnut are the most popular of the rift cuts. We expect to see an increased demand for rift cut Red Oak as this is what has been popular in Europe recently and popular European cabinetry designs come across the Atlantic within about a year or two. Flat cut Maple is still the most popular of all species but clients are beginning to look at both Alder and Birch as alternatives to Maple. The graining is similar to Maple, but the coloring is different enough to give a stain a new look. Cherry is a distant 2nd to Maple, but only in light to medium stains or a natural finish. Very few clients ask for Oak, Hickory, Ash or Pine.

EuroTech's custom furniture line continues to see an increase in the use of exotic veneers. Wenge is very popular for the contemporary as are Sapeli, Afrosia, English Sycamore (highly figured) and Anegre. Traditional or transitional furniture is still utilizing mostly Maple and some Cherry (both of these do well with stains and glazes, distressing, wear-through, etc.).

STYLE AND DESIGN: Contemporary kitchens and baths continue to increase in popularity. We are seeing a healthy mix of wood (including the exotics), laminates (mostly simulating wood) in both gloss and matte finishes, glass and metal. Clients are looking for clean lines, light and airy designs, floating base units and floating shelves. While the European influence is evident, the kitchen with just open shelving (no or very few doors), which is so popular in Europe, does not

seem to be catching on here. While we like European styling, there appears to be too much of a difference in life styles for us to "go all the way" in emulating the European kitchen. Zen design is still influencing contemporary design in both kitchen and furniture design. The simple, clean lines, the natural materials, the bringing indoors of what is outside the home has a great deal of appeal to today's contemporary-minded client. Gen-Xers, who seem to favor contemporary furnishings, are looking at utilizing blocks of bolder colors to add interest and liven up their spaces. They are behind the resurgence of a "Classic Fifties Look". This generation is fearless when it comes to trying what they see as new and interesting ideas.

Traditional and Transitional design continues to be the most popular in kitchens, baths and built-ins. Five-piece panel doors with and without applied moldings, large crown molding, trim moldings, decorative columns and multi-step finishes will continue to be popular here in our region. Look for some new finishes and finishing techniques to develop over the next year or so. We will be looking for some new trends and ideas in finishes from Europe in addition to the bold and colorful stains we are already seeing.

Hardware choices and selections continue to increase as they have in the past few years. A multitude of styles in both Traditional and Contemporary designs are available. In addition to new designs for knobs and pulls, we are still seeing lots of different materials and finishes. Stone, glass, wood, metal...you name it, it's becoming available.

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Enrotech Published

FIVE TIMES IN MARCH, 2006

Four of our projects were published in local and state magazines in their March, 2006 issues. Two were in Florida Design magazine and one each in Sarasota Magazine and House Trends magazine. The fifth was published in the NKBA's Profiles Magazine, an industry trade periodical distributed nationally. Following are some pictures of the projects and some background information.

A NEWLY CONSTRUCTED LONGBOAT KEY CONDO

This project, by Anne Folsom Smith Interior Design, and featured in Florida Design Magazine, was the third Long Boat Key condo in which we created custom built-ins for this couple from the Chicago area. In the Grand Salon, we provided a "vitrine" which the dictionary defines as "a case for displaying articles such as china, objects d'art or fine merchandise". The unit features highly figured English Sycamore in a natural finish with ebonized mahogany trim. The four compartments, each having bowed aprons above and bowed doors below, easily accommodate the couple's extensive art collection. In the Family Room, we provided a wall unit for the tv and audio equipment and the fireplace. Attached to this unit is a large wet bar with a working counter, a serving counter, sink, refrigerator, ice maker and wine cooler. All of the cabinetry is faced with sequenced White Ash Burl



veneers and trimmed with Marbelized Olive Ash Burl. Once again, the clients' beautiful artifacts compliment our cabinetry perfectly. While space limits us to showing just these two areas, we provided cabinetry in eight rooms including the master bath, master suite, powder room and a home office.

A RENOVATED LONG BOAT KEY CONDO

This project, by Interior Design Consultant Ellen Levine, and featured in Florida Design Magazine, was definitely one of the most interesting and unique projects we have ever had the pleasure of being involved in. The condo, which has a fabulous gulf front view, was built in the 70's and was very ready for a remodeling. The designer chose to expose structural elements such as the concrete support columns and the concrete



ceilings, all eventually polished and sealed, as well as the vents and ductwork. Bringing the outside in, Ellen used natural colors throughout. This provided an excellent setting for our Artercraft Kitchens line of cabinetry. Working with EuroTech's Jim Judsen, Ellen chose the "Como" door style, a gloss laminate simulating a sand colored, Figured English Sycamore with stainless steel trim around the edges of the doors and drawers. This was contrasted with frosted glass upper cabinets in a wide aluminum border and stainless steel pulls throughout. We topped it all off with "Caesarstone" counter tops, a quartz surfacing product.

A RENOVATED HOME ON SIESTA KEY

Over 90% of our work is from referrals or repeat clients. About seven years ago, after being referred by a local contractor, we provided Phyllis and Ron McSwain with the cabinetry for a remodeling project on Siesta Key. We must have done



something right. When Phyliss and Ron decided to purchase and remodel another Siesta Key home with a view to die for, they called us again. Meeting with Jim Judsen at EuroTech's showroom, it didn't take Phyliss long to decide on the style she wanted for her new kitchen. EuroTech kitchen designers must be able to design contemporary, traditional, transitional and any other style of kitchen. Jim was

able to design a family-oriented, traditional kitchen using an inset door style cabinet with a painted, glazed and antiqued finish. To compliment the feel of the house, Jim used "palladian" style glass doors as accents to recessed panel doors with applied moldings and "florentine" style trim. Fluted columns, fascia molding and crown moldings round out the look. Accessories are abundant with roll-out shelves, pull-out waste and re-cycling bins, pull-out food storage columns, a lazy susan corner and appliance panels to hide the appliances (including the warming drawer). Juperana Bordeaux granite countertops finish it all off beautifully. This project was featured in a seven- page article in House Trends Magazine.

A REMODELED KITCHEN IN GATOR CREEK

Included in Sarasota Magazine's DELICIOUS KITCHENS article this March was a EuroTech kitchen designed by EuroTech designer Judy Adams Hunt. Sarasota Magazine writes, "In Gator Creek, a posh country community of largely



equestrian estates, the recently renovated kitchen is as sleek as a thoroughbred." We couldn't have said it better ourselves. Using Artcraft Kitchens cabinetry with a "driftwood" stain on Rift Cut White Oak, floating shelves and varied cabinet heights, Judy made sure this kitchen would be special. Working with interior designer, Holly Logan, who had the walls finished in Venetian Plaster, Judy created a sense of movement by varying the heights of the floating shelves, wall cabinets and tall elements, stepping higher with each as one moves around the room. Holly and Judy added another dimension by surrounding the upper cabinets with a taupe painted wrap on the exposed sides and cabinet tops. Aluminum framed obscure glass doors along with stainless steel elongated pulls, island counter top and refrigerator face present a pleasant contrast to the matte finished driftwood finish. The balance of the kitchen is covered with Quartz Surfacing Cambria counter tops in soft crème finish.

ASIAN-INSPIRED SHOWROOM DISPLAY

This project, a bedroom display designed by EuroTech designer Tracey Scalzo, CKD, CBD, for the EuroTech Showroom, was published in the National Kitchen and Bath Association's Profiles Magazine as one of the 44 Best Designs for 2006. All 44 were entered in this year's Design Competition and all have been selected as finalists. We won't know exactly how we fared until the Kitchen and Bath Industry Show's Board of Directors Gala takes place on April 20, 2006.



Using a minimalist approach with organic materials, Tracey created this display of Asian-inspired and designed furniture. A curved wall is the background for the radiused dresser which attaches to a tall storage unit. Staggered, floating shelves are "anchored" to the tall unit in a pattern that allows a hidden TV to rise out of the dresser unobstructed. The opposite wall houses a platform bed and storage headboard with night stands and asymmetrically shaped storage units with inset doors, some with a patterned, obscure glass. All of the furniture is finished in Wenge veneers with the grain running horizontally. There are no pulls or knobs, just finger notches cut into the faces of all the doors and drawers. All sits on a Bamboo floor in a caramelized finish. ❖

What Makes EUROTECH SO SPECIAL?

1. Over 90% of our work is from referrals or repeat clients.
2. 97% of our jobs are delivered on time.
3. We have been recognized and received design awards in 12 of the last 13 years.
4. Our designers have an average of 22 years experience.
5. Our installation technicians have an average of 21 years experience.
6. All of our projects are designed and/or reviewed by 3 members of our design team.
7. Our work has been published 37 times in both local and national publications.
8. Our reputation goes beyond the local area; we have completed projects totaling more than \$3,300,000 outside the Sarasota market.

Trends CONTINUED...

BATHS: Baths, in particular the Master Bath, have become a much more important part of the home. It is a 2nd retreat (after the kitchen), but more private. Master Baths are larger, incorporating walk-in showers, accommodations for in-home spa treatments and Saunas. Tubs have become smaller with the emphasis on therapeutic functions. Look for this trend to continue and grow in the coming years.

COUNTERTOPS: Granite maintains it's # 1 position in popularity for our clients' work tops. However, in our constant search for new and unusual products, we've been specifying Granite tops that aren't polished, but honed or sand-blasted. These processes give a whole new look to Granite tops. The 2nd most popular material for counter tops is Quartz surfacing such as "Caesarstone", "Cambria" and "Zodiac" (95% stone and 5% pigment and epoxy). Color and pattern choices have increased substantially making Quartz surfaces more appealing than before. Wood tops are also gaining in popularity as new finishes have been developed to make the Wood tops more durable and safe to use as a food preparation surface. We have been providing some Concrete countertops as well. Being able to customize colors and patterns make Concrete tops very appealing in both Contemporary and Traditional designs. Stainless Steel counters are still considered, particularly by those who use their kitchens a lot or by the gourmet cooks among us. Solid surfacing (Corian, Avonite, etc.) is still requested as well. It's a good option for those who feel that stone is "too cold", but for whom plastic laminate is not acceptable.

APPLIANCES: Kitchen appliances are no longer limited to dishwashers, refrigerators, ovens, etc. Today's kitchen is "teched-up". Look for electronic "plug-in posts" in work spaces, not just desks. Plugging in your lap top or flat screen TV and DVD player at the kitchen island or other prep areas is a lot more convenient than running back and forth to your desk. Look for continued integration of typical kitchen appliances with your home computer. ❖



Eurotech Cabinetry, Incorporated
1609 Desoto Road
Sarasota, Florida 34234

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