



VOLUME 8

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CABINETRY INCORPORATED

FUNCTIONAL ARTWORK FOR THE GALLERY YOU CALL HOME

www.eurotechcabinetry.com

A MESSAGE from David



Welcome to our 8th newsletter. It has been about six months since our last newsletter in which I described the business climate as “challenging”. That has not changed. We are on track to finish

2007 a little behind 2006’s volume due to the slowdown in new construction.

We have taken advantage of the extra time to install three new displays (two with our new contemporary line, “Bellini”), and modify five additional displays to show our other new products. See story on page 3.

We recently submitted our entries for the 2008 NKBA design competition. We had four entries this year. Tracey Scalzo submitted a bar and master bath. James Judsen submitted a kitchen and master bath. Tracey’s submissions were traditional/transitional designs. James’ submissions were more contemporary. We will have the results in our next newsletter.

As we finish up a condominium project on Longboat Key, we are installing the cabinetry for two models at Legends Bay, just west of the IMG Academies in southwest Bradenton. While opinions vary as to the state of the housing market, we hope that we are at the bottom or close to it. We have a great deal of remodeling projects on the schedule, but an upswing in new construction would be welcome. ♦

David Asher

Project Spotlight

THE PORTER KITCHEN

EUROTECH DESIGNERS: TRACEY SCALZO & DAVID ASHER
GUEST DESIGNER: CLAUDIA PORTER

Claudia Porter uses her kitchen. I mean Claudia Porter *really* uses her kitchen. She loves to cook and loves to prepare meals for family gatherings. Her husband, Dr. Alan Porter, works a long day. It is an emotionally draining day, working long caring hours with cancer patients. Nothing helps refresh his spirit like coming home almost every day to a carefully prepared, home cooked meal and sharing some “catch-up” time with Claudia. When one uses a kitchen as much as the Porters do, it needs to be very well designed.

How do you design a new kitchen for a “hands on” client who has had the “perfect working kitchen” for 15-20 years? You don’t. You design a new kitchen WITH her.

Claudia and I spent countless hours working on her kitchen design. We started in her existing kitchen making lists of what she had, where it was stored and how she uses it during meal preparation. Claudia has a special place for all her kitchen ware. I measured width, depth and height of everything; dishes, glasses, cookbooks, pots and pans, trays, everyday flatware, silverware, utensils, etc. Then we dealt with location; what was where and what was it close to. Claudia would act out and go through the motions of all types of food prep, confirming what needed to be stored where and in what quantities.

We then had to transfer all of this information into the design of Claudia’s new kitchen. Claudia and I worked from a preliminary layout prepared for us by EuroTech designer Tracey Scalzo. Tracey laid out the kitchen according to Claudia’s original ideas for the kitchen. Could the cook top and hood be the focal point? Could the 36” Sub Zero freezer and the 36” Sub Zero refrigerator frame it all in? Could the ovens, microwave and warming drawer be close by? With Tracey’s layout in hand, Claudia and I started choosing locations for her kitchen goodies based on how she worked in the kitchen and what size storage spaces we had for all that we measured. Item by item, cabinet by cabinet, we tweaked the layout, stretched this, shortened that, moved this, changed that.

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Project Spotlight

THE PORTER KITCHEN

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We re-worked the layout over and over again until we had it all where it needed to be. As Claudia told me, “We may be moving to a new home, but my interests and ways of doing things haven’t changed”.

Once all of the functional matters were addressed, we got to work on the aesthetics. Claudia wanted all of the walls paneled with moldings applied, hand carved corbels on the island and under the custom wood hood.

The tri-level crown molding was wrapped around the entire room. The main section of the crown was a grape and vine motif supplied by Enkeboll. The finishes, one for the kitchen perimeter and one for the island, were chosen with the guidance of the project’s interior designer, Anne Folsom Smith. To top it all off, “Uba Tuba” granite with custom details was supplied by European Marble.

Was all the time and effort worth it? Did we succeed in making this kitchen a great kitchen to cook in? Did we succeed in making this kitchen as beautiful as Claudia expected? Here’s what Claudia has to say:

“Perfect! It radiates warmth and hospitality. Even our schnauzer, B.J., has a nurturing spot to curl up and not be under foot. This kitchen is not just a space where meals are prepared. It is a place where stories are shared, seasons celebrated and memories created. It is T.L.C. for my soul” ❖



TWO *EuroTech* EXCLUSIVES



In our quest to offer our clientele the latest in unique, innovative and durable products for the home, Eurotech Cabinetry, Inc. is pleased to announce the introduction of several new products to our time-tested product mix. After the distributors of these products conducted their own research and visited showrooms throughout the region, Eurotech was selected as the exclusive outlet for these products in the greater Sarasota Manatee area.



We welcome the introduction of Rachiele Kitchen and Bath Products. Rachiele offers a line of custom designed and fabricated sinks and countertops in hand-wrought copper and stainless steel. Certified 99.9% pure copper develops a beautiful, natural patina. Copper not only inhibits the growth of bacteria, but also actively kills it making it one of the most hygienic choices you can make for your home. Rachiele also offers several exclusive finishes on their stainless steel products including a unique textured finish. It helps conceal minor scratches and makes fingerprints virtually disappear, effectively eliminating the two most-sited maintenance issues of this popular material. A variety of “apron front” and undermount sinks are available, and they may be integrated into custom metal countertops. All sinks are custom designed and fabricated so special sizes and shapes are no problem. They may even be retrofitted into your existing kitchen or bath.



Rachiele also offers a line of “Gemstone Sinks”. Real gemstones such as Amber, Lapis and Turquoise (to name but a few) are pulverized, purified and combined with other natural ores, pigments and acrylic gem resins under extreme pressure recreating the hardness and structural integrity of the original. This reconstituted, stabilized gemstone material is then hand-sculpted, shaped and polished into unique basins and vessels of uncompromising beauty. Too often precious stones are locked away out of sight; why not enjoy yours everyday by including these beautiful vessels in your master bath or powder room?



We would also like to introduce Concetto by CaesarStone (see photo on page 4). Concetto is a handcrafted surfacing material made of semi-precious stones imported from around the world. Gorgeous stones such as Jasper, Carnelian, Agate and White and Rose Quartz, among others, are hand cut and bound together to create one-of-a-kind slabs that are truly a work of art. In fact, each slab is individually signed and numbered.

While Concetto offers an unparalleled aesthetic, not to be overlooked is the technology that goes into it. Concetto is almost as durable and low maintenance as it is beautiful. Concetto is presented by CaesarStone, the innovator of the original quartz surfacing material. The patented manufacturing process yields slab goods of extraordinary strength and durability. It is nonporous so it not only resists stains, but the growth of surface bacteria as well. It is “nature perfected”: the ultimate expression of form and function.

The applications for Concetto are as varied as the slabs themselves. It may be used to create the ultimate high-end countertop for your kitchen or bath, inlaid in furniture, or as an accent piece. Many of the stones used in the fabrication of Concetto are translucent and may be backlit for a truly stunning visual effect. We invite you to see for yourself by visiting our showroom to view Concetto on display. There is simply nothing else on the market that compares with the stunning beauty of Concetto. And Eurotech Cabinetry, Inc. is the only place in our market that can offer it to you. ❖

Thanks to Jim Judsen for photos of our new products.

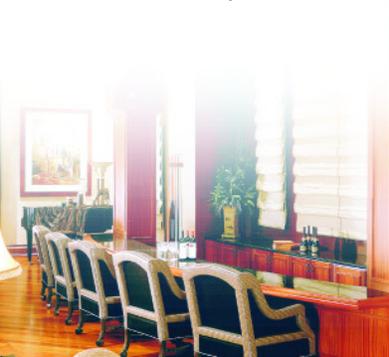
What Makes EUROTECH SO SPECIAL?

1. Over 90% of our work is from referrals or repeat clients.
2. 96% of our jobs are delivered on time.
3. We have been recognized and received design awards in 14 of the last 15 years.
4. Our designers have an average of 26 years experience.
5. Our installation technicians have an average of 24 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 47 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.
9. Some of our products are warranted against defects in workmanship and materials for as long as they are owned by the client.

Come See
OUR NEW DISPLAYS!



OR VISIT US ONLINE AT
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