

Services Guide

Kitchen Cabinets

**NOTE 1: This information is pulled from credible sources. This information is a guide. Any information used from this guide must be re-contextualized (no copying and pasting). Re-contextualize information incorporating SEO and business specifics.*

**NOTE 2: For MCP websites, stick to general information and avoid specifics.*

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1. KITCHEN CABINETS OVERVIEW

1.1 GENERAL INFORMATION

<http://www.houzz.com/ideabooks/23429483/list/learn-the-lingo-of-kitchen-cabinet-door-styles>

<http://www.kitchencraft.com/products>

<http://www.bhg.com/kitchen/cabinets/styles/kitchen-cabinet-material-types/>

<http://www.kitchensource.com/cau/>

<http://www.kitchencraft.com/get-started/design-your-room/choosing-a-wood>

- Can include installations, distribution, custom design and care
- Can be created using wood or artificial materials
- Customers will want to choose cabinet material types based on their lifestyle and aesthetic tastes
- Wood products are more expensive than polymers, particleboard, etc, and price of woods vary by wood type
- Many people use stainless steel and glass, and wood is meant to provide warmth and texture to a room
- Natural characteristics of wood can be highlighted with stains and glazes
- Wood changes over time as it ages and is exposed to light
- Humidity can affect dimensions of wood; levels should be kept at 20% or above when temperature is below -6 degrees Celsius and above 35% when temperature is above -6 degrees
- Alternative (non-wood) materials offer a consistent aesthetic for customers and increase uniformity of appearance, without sacrificing durability of the materials
- Alternative materials are highly durable, less susceptible to discoloration, and easy to maintain
 - Provide flexibility in design, style, and colour
- Least to most expensive, on average, for woods:
 - Birch
 - Oak
 - Maple
 - Cherry / hickory
- Non-wood (alternative) materials are a very economical option

1.2 SEO

Keywords (First Row – BEST, Last Row – LEAST)

○ Kitchen design	○ Kitchen cupboards	○ Cabinet refacing	○ Pantry cabinet
○ Kitchen ideas	○ Custom cabinets	○ Pantry cabinet	○ Kitchen designer
○ Custom kitchen	○ Cabinetry	○ Modern kitchen	○ Kitchen layouts

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cabinets			
○ Modern kitchen cabinets	○ Kitchen design ideas	○ Kitchen remodel	○ Designer kitchen

1.3 TYPES OF CABINETRY BUSINESSES

<http://www.houzz.com/ideabooks/23429483/list/learn-the-lingo-of-kitchen-cabinet-door-styles>

<http://www.kitchencraft.com/products>

<http://www.bhg.com/kitchen/cabinets/styles/kitchen-cabinet-material-types/>

<http://www.kitchensource.com/cau/>

Service	Description
1. Cabinet Distribution	○ Designs standard cupboards and ships to home
2. Custom Cabinet Designs	○ Determines exact cabinetry needs ○ Prepares cabinets to meet specifications
3. Cabinet Installations	○ Installs cabinets correctly and efficiently
4. Cabinet Care	○ Repairs existing cabinets ○ Fortifies against wear and tear ○ Painting services

2. CABINETRY SERVICES

<http://customcraftcabinetsa2-px.rtrk.ca/products.html>

<http://www.kitchensource.com/cau/>

Service/Product	Description
Distribution	○ Supplies ready to assemble (RTA) cabinets ○ Generally has a wide selection of products that can be purchased and installed ○ Usually B2B sales

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Custom Cabinetry Designs	<ul style="list-style-type: none">○ Design cabinets to your specifications<ul style="list-style-type: none">● Fit with your kitchen● Correct wood type
Installations	<ul style="list-style-type: none">○ Install RTA (ready to assemble) cabinets○ Installs custom-made cabinets○ Professionals and experts
Cabinet Repairs and Refacing	<ul style="list-style-type: none">○ Refacing involves updating your cabinets○ Replace rollers, knobs, doors, handles
Cabinet Painting	<ul style="list-style-type: none">○ Includes:<ul style="list-style-type: none">● Sanding● Staining● Paints● Lacquers

3. CABINETRY PRODUCTS

3.1 CABINETRY HARDWARE

<http://www.kitchensource.com/cau/>

<http://www.kitchensource.com/hinges/>

Type	Description
Knobs and pulls	<ul style="list-style-type: none">○ Helps you open the cabinet easily○ A variety of options to suit any décor need
Cabinet hinges	<ul style="list-style-type: none">○ Can be decorative○ Available in various finishes○ Can be:<ul style="list-style-type: none">● Free-swinging● Self-closing● Self-closing○ Can be concealed, semi-concealed, or exposed

3.2 CABINETRY ACCESSORIES

<http://www.kitchensource.com/bathroom-vanities/d/accessories/>

Type	Description
Drawer inserts	<ul style="list-style-type: none">○ Different dividers, compartments and spaces to compartmentalize drawers for easier storage of kitchen items○ Helps increase organization
Organizers	<ul style="list-style-type: none">○ Makes better use of the space○ Easy access to items
Built-in trash cans and Recycling	<ul style="list-style-type: none">○ Save floor space○ Mounted on the inside of the cabinet○ Slide out or tilt when the door is opened

4. CABINET DOOR & DRAWER TYPES AND FEATURES

4.1 CABINET DOOR TYPES

<http://www.houzz.com/ideabooks/23429483/list/learn-the-lingo-of-kitchen-cabinet-door-styles>

Types	Description
1. Inset Cabinet Doors	<ul style="list-style-type: none">○ Old-fashioned○ Small hinges are mounted right on the face frame or just inside it; the hinges are often visible when the door is shut○ The face of an inset cabinet door or drawer is in the same plane as the leading edge of the cabinet box○ From the early 1900s○ Tends to be more expensive than other options○ The inset reduces space inside the cabinet<ul style="list-style-type: none">▪ Smaller drawers▪ Hardware requires extra blocking in the box

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2. Partial overlay cabinet doors	<ul style="list-style-type: none"> ○ Mounted over the face of the box <ul style="list-style-type: none"> ● Covers the opening completely ● Partially covers the finished face frame ● More functional hardware, though the face frame still reduces the amount of accessible space inside the cabinet. ○ Aesthetic downside: wide expanses of visible face frame
3. Full overlay or Euro-style cabinet doors	<ul style="list-style-type: none"> ○ Door or drawer face completely covers not just the opening but the entire face of the box (overlays the face) <ul style="list-style-type: none"> ● There is no visible face frame when the doors are closed ● Hinges are utilized that allow the doors to open without hitting adjacent doors and drawers. ○ Very small gaps between doors and drawers, creating a consistent and continuous appearance ○ Allows the fullest possible access to the box <ul style="list-style-type: none"> ● Bigger drawers ● Smaller drawer guides ● More space for storage ○ Downside is that extra care must be taken to make sure the doors and drawers do not collide <ul style="list-style-type: none"> ● Every fraction of an inch is important ● Require a high level of knowledge on the part of the cabinetmaker and installer

4.2 DETAILS FOR ALL TYPES OF CABINETRY

Detail	Description
1. Edge Banding	<ul style="list-style-type: none"> ○ Seen when you open the drawers or doors ○ Used to cover the ends of plywood on boxes, drawers, and shelving ○ Should match the wood-type or stain of the cabinet parts ○ Can be made of: <ul style="list-style-type: none"> ● PVC plastic ● Melamine ● Wood
2. Cabinet Faces	<ul style="list-style-type: none"> ○ Constructed from: <ul style="list-style-type: none"> ● Solid wood ● Engineered wood ● Veneer sheet material (plywood, MDF, particleboard)

5. CABINETY MATERIALS

5.1 MATERIALS

<http://www.bhg.com/kitchen/cabinets/styles/kitchen-cabinet-material-types/>

Wood	Alternative Materials
Red Oak	Acrylic
White Oak	Bamboo
Maple	Thermofoil
Hickory	Medium Density Fibreboard (MDF)
Cherry	Particleboard
Birch	Plywood
Ash	
Pine	
Alder	
Beech	

5.2 COMMON NATURAL CHARACTERISTICS OF WOOD

<http://www.kitchencraft.com/get-started/design-your-room/choosing-a-wood>

Characteristic	Description
Bird Pecks	Small marks in the grain pattern caused by pecking birds
Burl	A swirl or twist in the grain of the wood that does not contain a knot
Sound Knot	A knot that runs fully across the face of the wood and shows no indication of decay
Unsound Knot	A circular area that once formed the base of a branch or twig and has a pith center
Wormholes	Holes in the wood ranging in size to 1/16"
Sugar Tracks	Yellowish to dark brownish streaks that run throughout part
Mineral Streaks	Streaks of color ranging from olive to blackish-brown typically following grain pattern
Gum Streaks	Mineral-like streaks of color naturally occurring only in cherry
Heartwood	The mature, usually darker wood, extending from the sapwood to the pith
Sapwood	Lighter colored parts that grow from inside the bark to the heartwood

5.3 CHARACTERISTICS OF POPULAR MATERIALS

<http://www.kitchencraft.com/get-started/design-your-room/choosing-a-wood>

Type	Description
Alder	<ul style="list-style-type: none">• Ranges from very rustic (heartwood, streaks, pin holes, open knots) to quite clear and unmarked• Colour ranges from pale red to reddish brown• Softer wood than maple or cherry• Offers a stable surface for finishes and stains.
Cherry	<ul style="list-style-type: none">• Colour ranges from tan blonde to deep brown and darkens naturally as it ages, blending hues from golden yellow to deep red• Considered elegant• Never goes out of style• Complements both new fashions and old trends
Maple	<ul style="list-style-type: none">• Works well in many styles and finishes• Ranges from creamy white to pale reddish brown• Subtle grain pattern and smooth, uniform appearance• May include tiny "bird's eye" dots and mineral streaks
Oak / Rift Oak	<ul style="list-style-type: none">• Strong, open-grain pattern• Tawny appearance, from salmon red to dark cinnamon• May include random worm holes, mineral deposits, knots and wild-grain patterns• Durable hardwood• Suited to traditional, casual or rustic looks• Rift Oak is cut at an angle to the rings of the tree, so that its grain shows off interesting "flames," "flakes," and "rays"<ul style="list-style-type: none">○ Distinctly artistic look can be applied to any style and can look dramatically modern
Thermofoil	<ul style="list-style-type: none">• Process where heat and pressure are used to bond a thin layer of PVC (Polyvinyl Chloride) film to a shaped and glued component made from MDF (medium density fiberboard)• The result is a seamless surface that covers a panel's face and edges.• The component back uses a white, seamless melamine surface• Excellent for wear• Easily cleaned

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Eco Veneers - Specialty	<ul style="list-style-type: none">• Thinly sliced sheets of solid wood that are applied to a furniture core panel• Provide the warmth and beauty of real wood• Ensure consistent grain and color characteristics.
Acrylic	<ul style="list-style-type: none">• Flat laminated on a 3/4" engineered core• For the face of the door• Door back consists of a complementary melamine for a consistent appearance• Acrylic door and drawer fronts are available in a variety of fashion finishes• Contrasting edge banding creates a contemporary look