

Through amazing kitchen renovations, award-winning products, syndicated newspaper articles on cabinetry trends, and share of voice in consumer and trade publications, Aristokraft continues to drive our media exposure among trade professionals and consumers. Here are the highlights from the second quarter of 2008.

Case Study

CUSTOM LOOK DOESN'T HAVE TO COST YOU A CUSTOM PRICE



When one of Acorn Kitchen and Bath's customers came to owner Joe D'Angelo with a remodel plan, D'Angelo chose to spec Aristokraft Cabinetry to create an upgraded design at the price that the client wanted.

The Aristokraft product offered many design options to achieve the custom look. D'Angelo and his team stacked wall cabinets, placing tall cabinets below and the shorter cabinets above. They also took out the center panel of the doors and added glass, which was illuminated by lighting placed on the interior of the cabinets. The mouldings were stacked to take up the 12-inch space between the top row of cabinets and the ceiling. They even used Aristokraft parts to create decorative island posts and other details.

In the end, the customer was very satisfied. Not only did he save money, but he also created a kitchen with a classic, custom look. Even better than saving money, he did not have to sacrifice style. His kitchen design is one that you would see in high end homes. It's a very trendy, popular look with the clean lines of Aristokraft's Durham door style and warm color of the Toasted Antique finish.



Recognition

MULTI-HOUSING NEWS 2008 PRODUCT CHOICE AWARD

Aristokraft Cabinetry won a Product Choice Award from *Multi-Housing News*, a trade magazine for real estate professionals. The award is given to manufacturers whose products and services provide exceptional value, materials quality, design innovation and customer care. Aristokraft received the award in the kitchen and bath cabinetry category.



To name the Product Choice Award winners, *Multi-Housing News* readers cast votes in an online poll based on a number of categories their favorite or most specified product brands. Among other things, voting criteria includes quality of products/materials, scope of building products offered and speed of delivery.

Public Relations

NINETY-THREE MEDIA PLACEMENTS REACHING MORE THAN 74.5 MILLION TARGETED CONSUMERS AND TRADE PROFESSIONALS



Qualified Remodeler
- Circ. 247,533
- April 2008
- Interview with Andy Wells on cabinetry trends



Better Homes & Gardens Kitchen and Bath Ideas Product Guide
- Circ. 750,000
- Summer 2008
- Durham door style featured in cabinetry guide



Good Housekeeping (online)
- Circ. 14,219,319
- July 2008
- Good Housekeeping Seal recognition