

WOODHARBOR CABINETS

Bold Changes Make True Custom Simpler, More Affordable

Woodharbor combines three cabinetry lines into one for a simpler approach to the true custom choices clients want.

These days, with so many new options in so many product lines at so many different price points, it's impossible to keep track.

Woodharbor Doors & Cabinetry has streamlined the process by combining its Woodharbor Premium Custom, Rockglen Custom and CastPointe Frameless Cabinetry product lines, offering the simplicity of designing with true custom options and value – from one manufacturer in one catalog.

FRAMED AND FRAMELESS CABINETS

Woodharbor "Standard" Framed Cabinetry features the same quality construction offered in Rockglen Custom Cabinetry – plus abundant custom options previously only available in Woodharbor Premium Custom. In addition to all finish options – including custom finishes – Premium Drawer System and Premium Roll-Out Shelf upgrades are available as "menu items" that can be applied to individual cabinets or an entire order.

Woodharbor Training Director Ruth Newman, ASID, comments, "Freedom to upgrade just the drawers and roll outs on a few select pieces or the entire order really allows designers to focus on what's



Woodharbor Framed Cabinetry also offers the lavish details and sumptuous finishes used to create this timeless, elegant design.



Achieving the clean lines and earthy tones of this authentic Arts & Crafts style kitchen is easy with the wealth of options available in the new Woodharbor Standard Framed Cabinetry line.

The clean lines and full access of Woodharbor Frameless Cabinetry offers European flair and Woodharbor quality – at an affordable price point.

finish options – including hand-wiped stains, door style selection expanded from 21 to 46, plus 16 new thermofoil door style/finish combinations.

'CONVERT TO QUOTE' MADE EASY

Woodharbor is first in the industry to develop an interface that allows designers to turn 20/20 design into quotes in 'eHarbor' online ordering system without re-entering.

Alger states, "With 2020/eHarbor integration, it's fast, easy and convenient for designers to convert 2020 designs to 'eHarbor' quotes to review them in our system."

DOORS DIVERSIFY DEALERS

Although kitchen designers often have limited experience with doors and millwork, many Woodharbor dealers benefit from selling Woodharbor doors and molding throughout a home.

"Now, it's even easier for designers to create a complete 'Woodharbor Home' for clients, and increase profits by selling more products in the same project," remarks Newman.

The new Woodharbor offers one comprehensive line of true custom framed and frameless cabinetry that's quick to learn and easy to work with. It gives designers a simple solution for satisfying their clients' desires and meeting their budgets.

Woodharbor Doors & Cabinetry: A simpler approach to custom cabinetry at a terrific value.

WOODHARBOR DOORS & CABINETS: AT A GLANCE

ADDRESS:

3277 9th Street SW
Mason City, IA 50401

TEL: 641-423-0444

FAX: 800-887-4217

E-MAIL: info@woodharbor.com

WEB SITE: www.woodharbor.com

SALES CONTACT: Michele Hackett

PRODUCT DESCRIPTION:

Woodharbor Doors & Cabinetry creates custom cabinetry, custom interior and exterior wood doors, and millwork with matching and complementary styles, designs, woods and finishes, all designed to work together perfectly.

PRODUCTS OFFERED:

Woodharbor Framed & Frameless

Cabinetry; Woodharbor Premium Custom Interior Doors; PrairieLake Custom Interior Doors; Woodharbor Premium Custom Exterior Doors.

CHANNELS OF DISTRIBUTION:

Nationwide distribution to dealer network on company operated air-ride furniture vans.

CUSTOMER SUPPORT:

Biannual Design Training Workshops at Woodharbor corporate office in Mason City, Iowa, with regional product training seminars held at various locations throughout the year. A variety of dealer resources are available online, including "eHarbor" online ordering for all Woodharbor Cabinetry product lines.

important to the client, without sacrificing quality or value."

For clients looking for furniture quality construction, Woodharbor offers the Premium Upgrade Construction Package, featuring natural Birch wood interior and a Maple drawer system with a 1/2" thick drawer bottom.

Bill Alger, Woodharbor product marketing director, comments, "As with the Premium Drawer and Roll-Out options, the Premium Upgrade Construction Package can be applied to one cabinet or an entire order, whatever meets the client's needs – with real cost savings."

Woodharbor Frameless Cabinetry maintains the CastPointe frameless construction and ideal price point with substantial upgrades: More