

URBAN EFFECTS[®]

CABINETS



2020 PRODUCT LAUNCH

Celebrating Affordable Fashion

We are excited to announce that our colour palette for 2020 includes on-trend colours that are paired with door styles that have an attractive price point - Melamine and PureStyle™.

NEW FINISH

NEPTUNE

URBAN **EFFECTS**[®]
CABINETRY



Neptune is a compilation of two of this year's trending colours in cabinetry - blue and black. This handsome finish is strong enough to stand on its own for a dramatic look or can be used as a point of punctuation, such as creating a striking kitchen island.

NEW FINISH

MINK

URBAN **EFFECTS**[®]
CABINETRY



We are seeing a trend to more earthy toned browns. Mink's grey undertones add depth by accentuating this fabulous texture. If you have a customer looking for a finish that will envelope their space in warmth, Mink is the perfect solution.

NEW FINISH

STERLING

URBANEFFECTS[®]
CABINETRY



In a word - pretty. Sterling's silver texture is an excellent alternative to white when trying to create a space that is big and bright. This transitional colour easily pairs with lighter grey or saturated paint colours such as black.



NEW FINISH

BALTIC

URBAN **EFFECTS**[®]
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Baltic celebrates the return of taupe, but in a soft and subtle way. Baltic translates perfectly for those customers seeking the contemporary feel of grey, but appreciate the underlying warmth it exudes.

INTRODUCING

PureStyle™

Where Function & Beauty Meet

PureStyle doors feature a true 5-piece mitred construction that gives the authentic look and durability of a real wood door. The lineals and core panel material are individually wrapped in a resilient laminate material before the door is built.

Once assembled, the result is a quality product that provides a surface that is abrasion resistant to dents and scratches.

We are excited to introduce two new door styles that will be offered in the PureStyle finish, Joliette and Noble.

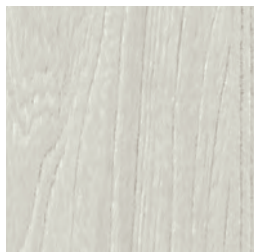
JOLIETTE

PURESTYLE NEPTUNE



The Joliette door style is shaker inspired featuring a wide inside bevel. The picture frame detail gives this door depth and dimension.

Joliette PureStyle is available in the following finishes:



STERLING



MINK



NEPTUNE

THE *Pure Style*[™] ADVANTAGE

PureStyle gives you the design flexibility you need to place your customers at an attractive price point.

THE LOOK OF WOOD

The grain direction has been thoughtfully designed to run in the natural direction in which a true wood door would run.

The textured woodgrain pattern runs vertically on the door centre panel and side rails; while the top and bottom rails run horizontally.

The mitred corner construction also adds to the realistic portrayal of a wood door.

NOBLE

PURESTYLE MINK



Noble's admirable wide rail shaker design provides a substantial yet distinguished presence.

Noble PureStyle is available in the following finishes:



STERLING



MINK



NEPTUNE

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ADVANTAGE

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AURA

MELAMINE STERLING HORIZONTAL



ON-TREND MELAMINE

All things Scandinavian within the world of home décor are on the rise. The Scandinavian design principal celebrates a clean-lined, minimalistic setting that also embraces a hint of colour, combined with the warmth of wood and textural beauty.

It's these very attributes that echo today's contemporary kitchens.

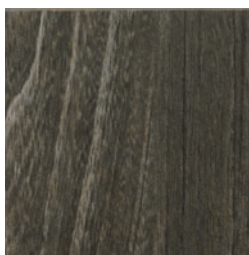
And the best part?

With these on-trend finishes on melamine door styles, you are able to truly offer affordable fashion-forward kitchens for all.

These finishes are available on Aura, Aura Horizontal and Mystique door styles.



STERLING



MINK



NEPTUNE

Baltic is exclusively available on the Rio door style.



BALTIC

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As part of our continuing effort to bring quality products to the marketplace, Urban Effects Cabinetry is happy to announce that effective August 24th, all cabinet drawers will now feature BLUM hardware.

This enhanced hardware includes BLUM drawer box glides and slide-out tray glides for each of our drawer box systems. The new BLUM hardware continues to offer the popular full-extension soft close drawer box glides and soft close slide-out tray glides for both our Double Wall Steel and Wood drawer boxes.

Drawer glide placement location remains the same as it does today. BLUM glides for the Single Wall Steel drawer will continue to be side mounted. The Double Wall Steel and Wood drawer boxes will feature undermount glides.

These upgraded drawer glides add a very slight increase to the depth of the drawer box of up to 30 mm, giving you a little extra storage space.



	DRAWER BOX OPTIONS		
	Single Wall Steel	Double Wall Steel	Wood
Full Extension Soft Close Glides		✓	✓
Soft Close Slide Out Tray Glides		✓	✓
Side Mounted Glides	✓		
Undermount Glides		✓	✓

Wood Drawer:

- **WNDG** - Wood Drawer Box Soft Close Glides (pair)
- **WNSOT** - Wood Slide-Out Tray Soft Close Glides (pair)

Double Wall Steel Drawer:

- **DG** – Double Wall Steel Drawer Box Soft Close Glides (pair)
- **DGSOT** - Double Wall Steel Slide-Out Tray Soft Close Glides (pair)

Single Wall Steel Drawer:

- **SWSDG** – Single Wall Steel Drawer Box Glides (pair)
- **SWSSOT** – Single Wall Steel Slide Out Tray Glides (pair)