



FEBRUARY 2016 NEW PRODUCT
INTRODUCTION



THE PERFECT PALETTE

BRING THE BEAUTY OF THE OUTSIDE IN, WITH BRIGHT BEACH COLORS OR THE WARMTH OF THE WILDERNESS.

AT A GLANCE: WHAT'S NEW?

Today's trends continue to emphasize transitional to modern lines. Customers demand a confidence in color not seen in more traditional styles. It's a great time to encourage a fresh burst of complementary colors for customers interested in bringing a unique element to these modern, yet timeless, styles.



← **EGRET OPAQUE KENNEDY DOOR**

This glowing neutral gets modern when paired with a transitional door style.



← **MARITIME OPAQUE KENNEDY DOOR**

An excellent accent color reminiscent of wind and waves. Complements most colors to become a modern neutral.



← **SEAL STAIN CAMPBELL DOOR**

Neutral stain in brownish gray works both as an accent and all over color for a high end look.



← **ELK TEXTURED PURESTYLE™ HERRA DOOR**

An element of the outdoors works in so many ways. A little more complements a rustic style, a little less adds interest to even the most modern of kitchens.



A CHORUS OF COLOR

KENNEDY Maple Egret, Maritime, Oasis, and Seal
Shown with Slab Drawer Front Option. Five-Piece Drawer Front is standard.



A SPACE THAT SINGS

Be adventurous and confident with color. Turn heads by mixing several complementary finishes and using bold pops of color to create a strong focal point in any room. For instance, adding a secondary color to a kitchen island creates a striking contrast and gives a busy area an engaging look. Incorporate additional bursts of color from the palette to give the space an artistic, unique flair.

A VIBRANT, MODERN TUNE

When you keep the colors consistent or pair similar colors on all cabinets throughout the room, you create a more open, casual space. This look allows the homeowner more flexibility to bring in their own colors and textures, change them over time, and make the room more elegant or casual, depending on how their tastes change.

KENNEDY Maple Egret and Seal

Shown with Slab Drawer Front Option. Five-Piece Drawer Front is standard.



COZY UP TO NEW COLORS

SEAL STAIN

Seal is a semi-translucent brownish gray stain, available on all wood types. This soft neutral blends well with other brown-toned stains and opaques, and pairs nicely with bold, complementary accent colors. Seal enhances the natural beauty of the wood, and gives any room a rich warmth.

CAMPBELL Maple Seal



EGRET OPAQUE

Introducing Egret, a glowing addition to the white family of finishes. It shines as a neutral and complements just about every finish in the palette, including other whites. It works wonders as an accent, but does beautifully as an all over color as well. Whites continue to be strong sellers, and we've heard your request for more – Egret adds a new level of sophistication to your options. Also available with Amaretto Crème, Grey Stone or Toasted Almond glaze.

MARITIME OPAQUE

Blue is the new black, and can be an exciting neutral when used with lighter, complementary colors. Maritime is a dark, navy tone that works perfectly as an accent color, or to give a room a stylish focal point. It adds the perfect touch to a fresh and casual look, and is neutral enough to mix across multiple palettes. Also available with Amaretto Crème, Grey Stone or Toasted Almond glaze.





NEW: MODIFIED
FULL OVERLAY
MODIFICATION
FOR EASY CROWN
MOULDING
INSTALLATION

New Wainscot Panels: KENNEDY Maple Egret
Hutch: KENNEDY Maple Oasis

THE RIPPLE EFFECT

DESIGN ONE ROOM & IMPACT A WHOLE HOME

The perfect palette consists of colors that work together, and coordinate easily with other elements in the home. Cabinets and wall color, metal finishes, and even furniture and decor can all factor in. Be bold. Pops of energetic color can be done in several ways, from elegant to artsy. Note: light neutrals will give you greater color flexibility to set focal points that will personalize your customer's space.





New Wainscot Panels: KENNEDY Maple Egret
Hutch: KENNEDY Maple Maritime



MAGNIFICENT METALS

Aluminum Frame Doors coordinate well with other metal fixtures. Metallic elements can be used in several ways. Mix them for an eclectic flair, or match them for a timeless look. The right finish can stand alone as a color in a chosen palette, or blend in as a supporting tone, depending on the style of each room.



ALUMINUM FRAME DOORS

Unexpected elements like Aluminum Frame Doors can be an exciting way to coordinate styles and colors across a room, and the entire home, and they are a modern complement to our newest finishes and styles.



OPEN NEW DOORS ON STYLE



CAMPBELL



KENNEDY

TWO NEW DOORS IN TRANSITION

Customers love the modern lines and flexibility of transitional door styles. Introducing Campbell and Kennedy, two doors that have matching rails in both raised and flat panel versions. Both styles are available in Cherry and Maple. Whether you choose one of the two new styles or an existing one, you'll know our entire collection of ultra popular transitional doors look great in any finish, in every home.

CAMPBELL Full overlay, solid raised panel mitered door, standard 5-piece drawer front, optional slab drawer front

KENNEDY Full overlay, veneer flat panel mitered door, standard 5-piece drawer front, optional slab drawer front



BANBURY



DENTON



FLETCHER



HUTTON



SEATON



TEXTURE & DEPTH FOR TWO SEPARATE STYLES





HERRA PureStyle Elk &
ASPEN Laminate High Gloss White



RUSTIC AND WARM

In home design, one or two details can make all the difference. Herra, in Textured Woodgrain PureStyle, paired with several well-placed design details, helps this kitchen exude a rustic charm. Pairing a Black island or eat-in table gives the space an inviting warmth while keeping it current.

MODERN AND UNIQUE

The same kitchen, done mainly in Aspen High Gloss White Laminate, with more modern design elements, becomes open and airy, more streamlined and contemporary. Here, Herra Elk adds an interesting texture, a detail that makes the room unique, giving it visual interest.

NEW DIMENSIONS



TEXTURED ELK

Elk, a Textured Woodgrain PureStyle Laminate, is exclusively available on the new, modern style Herra door. It is a medium walnut brown finish, with a dimensional wood look that captures the feel of a weathered, transitional style. Use Herra Elk to create a room with rustic warmth, or as a unique design detail in a more modern space.

HIGH GLOSS WHITE

White as a main color creates a bright, open-air feel. It is an excellent "blank canvas" background against which to set bold accents, unique textures and interesting mixes of color. The flexibility of white speaks to its long-lasting popularity.



OPAQUE BLACK

Black as a neutral is excellent for creating warmth and setting a mood. Accent colors stand out, and even little details become exciting focal points in a room. Black is bold, but also extremely flexible, which makes it a staple in the home design palette.

CURRENT & CONFIDENT STYLE



HERRA



ASPEN



DERAZI



PRESTLEY

MODERN MODE

Modern just got a little more interesting. Introducing Herra, a contemporary wide rail door available exclusively with Elk finish, a medium walnut brown, textured wood grain in PureStyle. Herra offers a modern take on a rustic look, keeping it warm, not stodgy. Herra doors can also act as a unique design complement to a bright modern room. A versatile addition to our growing collection of modern doors.

HERRA Full overlay, Textured Woodgrain PureStyle Laminate, 5-piece drawer front

EXISTING FINISHES FIND CURRENT TRENDS

Our contemporary, yet timeless palette includes the right range of today's color trends — whites, grays, and earthy toned finishes — to satisfy the wishes of the modern-minded client.



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SEATON Cherry Storm



SOFT HIGHLIGHTS

A light accent color against a darker toned room gives any space a fresh, modern feel. Dark colors like Storm are commanding and dramatic. When softened with an accent color like Juniper Berry, the look can shift to a more casual style.

DRAMATIC DARKS

Utilizing a dark charcoal-hued stain like Storm for a full room makes a bold statement. Modern lighting keeps it well-lit and accentuated. Lighter secondary finishes for the floors and wall create contrast and give the room immediate appeal.



JUNIPER BERRY & STORM

It doesn't take a new finish to create a new modern look. Think about how our current color palette can play with today's top trends.



STORM

Storm, a warm, dark charcoal-hued stain, creates drama as a stand-alone color. It also serves beautifully as a secondary color or as a minor accent. The versatility of this bold neutral is without limit, and it highlights both transitional and modern design styles.

JUNIPER BERRY

Juniper Berry, a soft gray paint, gently reveals tones of blue. This soothing color works perfectly as a soft accent color to dark tones like Storm, but also pairs nicely with many members of the gray family, as well as creams and whites.



ZONED LIGHTING — A BRIGHT IDEA



REMOTE CONTROL
CAN BE EITHER
HAND-HELD OR
WALL MOUNTED

ZONE 2



ZONE 3



WALL
MOUNT



ZONE 4

Put lighting design in your customer's hands with a Quattro zoned controller. From in-cabinet lighting to surface, overhead and focused lighting, a simple remote control can set the mood without having to flip switches around the room.



HERRA PureStyle Elk & ASPEN Laminate High Gloss White



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Schrock is a certified brand in the Kitchen Cabinet Manufacturers Association (KCMA) Environmental Stewardship Program. The program recognizes companies that demonstrate an ongoing commitment to environmental practices and sustainability.

Front Cover Image:
KENNEDY Maple Egret, Maritime, Oasis, and Seal

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