



Press Release

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FOR IMMEDIATE RELEASE:

Wood-Mode Makes Drawer Customization Easier with New Configurator Tool
Fineline™ Calculator Determines Custom Fit Drawer Insert Options

Kreamer, PA (October 2017) – Kitchen cabinet drawers are commonly customized with pre-fabricated inserts of varying sizes. Fineline cutlery organization is an elegant drawer divider system recognized by a patented tapered, slender profile, and includes a variety of accessory options, such as a knife holder, spice holder or mini containers. With custom drawer sizes and various cutlery configurations and accessories to choose from, it can be a challenge for designers to know which insert combination is the best fit for these custom spaces. In response, product developers at Wood-Mode Fine Custom Cabinetry have created a tool to solve these configuration challenges. Designers can now configure custom solutions faster and easier using an exclusive Fineline Cutlery Calculator that determines the correct insert size and number of accessory slots available for any custom space within a drawer.



Customization Without the Upcharge

The Fineline Cutlery Calculator assists Wood-Mode designers in sizing Fineline inserts for custom width cabinets and drawers (Legrabox or wood dovetailed), as well as inserts in drawers with fixed drawer partitions portioning the interior into several openings. The calculator also supplies users with the correct item number to order and will indicate the number of accessory slots available.

“This new digital tool allows designers to easily create custom Fineline pieces for custom size drawers and cabinets,” said Marianne White, director of dealer development at Wood-Mode. “It also provides the designer the ability to customize large drawers with multiple storage features.”

The process from start to finish is quick and easy, with four major steps:

1. Select product line and drawer type
2. Specify cabinet depth
3. Select wood species
4. Enter dimensions



“Once you enter the information, the calculator automatically identifies the Fineline insert size and number of usable accessory compartments,” said White. “This allows the homeowner and designer to play with layouts, selecting the best fit for their needs. Since there is no additional cost to have the overall cabinet or drawer customized to fit their particular storage needs, it’s a win-win.”

Design-Conscious Storage

Available in birch, white oak, cherry, walnut and mahogany, the cutlery organization and matching accessories are designed to match the naturally finished drawer box.

Accessory slots accommodate the following:

- Knife Holder
- Roll Holder
- Spice Holder
- 6-Hole Container Holder with containers

A set of six matching storage containers are also available in stainless steel or glass (see below). The stainless steel containers can be capped off with lids for dispensing spices.



About Wood-Mode, Inc.

Wood-Mode, Inc., founded in 1942, is the nation’s largest manufacturer of custom cabinetry for kitchens, baths and other rooms throughout the home. The company is proud to note that its 75 years in business have all been family owned and operated and is a complete Made in America operation. Its products are marketed through a network of over 600 independent dealers located throughout the United States and



Canada. For more information, please visit www.wood-mode.com or follow them on Facebook and Twitter @woodmode.

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