



Press Release

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FOR IMMEDIATE RELEASE:

Wood-Mode Launches Exclusive Integrated Lighting Program
A Holistic Approach to Seamless Lighting Design and Installation

Kreamer, PA (December 2016) – When it comes to kitchen design, LED lighting has been on a strong and steady upswing in terms of kitchen trends. With 84% of renovating homeowners upgrading lighting fixtures in kitchen projects, there has been increased focus placed on under-cabinet, in-cabinet and other cabinetry-centric lighting solutions. In fact, 74% of homeowners who upgrade kitchen lighting now incorporate under-cabinet lighting, and 19% install in-cabinet lighting, all-time highs for both categories according to the 2016 Houzz Kitchen Trends Study.

Wood-Mode, the leading manufacturer of fine custom cabinetry, has long recognized this increasing trend and in response has launched an exclusive integrated lighting solution. The Wood-Mode Integrated Lighting Program featuring Häfele LED solutions is a collaboration between two industry leaders to meet and drive the growing demand for integrated lighting design. The program utilizes the very best 12 volt, 3rd generation Loox LED options from Häfele. LED lighting is specified in 80% of kitchen projects overall (according to the NKBA) and offers energy efficient, controllable, and discrete illumination with unlimited creative possibilities.

For many consumers and designers, cabinet lighting has been considered either a limited “stock” experience, or an after-thought. The program goal is to assist Wood-Mode designers with planning, selecting, and configuring designs for LED lighting, including wire management, necessary drivers, and switches that are all required as part of a lighting application. The program makes it easier to offer LED lighting as part of a high-end, custom cabinet installation.

A Seamless Design Experience

The Wood-Mode Integrated Lighting Program featuring Häfele LED solutions allows designers and homeowners to integrate high quality lighting concepts at the outset of the design process. While the process starts and ends with a Wood-Mode designer, Häfele supplies all lighting and components. With more than 90 years of developing, sourcing and manufacturing innovative products that reflect the dedication of the American craftsman, Häfele is a natural partner for the Wood-Mode brand.

How It Works

The primary objective of the Wood-Mode Integrated Lighting Program is to offer interior designers and homeowners a measured approach to incorporating a broad range of fully integrated lighting applications into its custom cabinetry and furniture pieces. This streamlined process includes three main steps:



1. Design and order cabinets through one of 600+ Wood-Mode dealers throughout North America. Custom lighting solutions are selected and ordered during this step, in addition to light ribbons, drivers, switches and other lighting components.
2. Using Häfele-supplied schematics and materials list, installers have an informed plan for the plug and play components. Recess profiles are pre-installed and wire paths are pre-routed by Wood-Mode during the cabinet manufacturing process, in some applications.
3. Cabinetry and lighting solutions are installed on-site concurrently, with lighting support provided directly from Häfele.

A Variety of Solutions for Consumers

Wood-Mode kitchens are designed with both framed and frameless cabinets, and a wealth of custom features. In order to provide the same level of customization for cabinetry lighting, Wood-Mode has developed a comprehensive roster of complementary solutions that illuminate Wood-Mode’s meticulously designed cabinets inside and out. These include:

Interior Cabinet Lighting

- Glass door interior lighting
- Interior cabinet pull-out lighting
- Corner cabinet lighting

Drawers & Shelf Lighting

- Drawer lighting with light bar
- Deep shelf storage lighting
- Shelf lighting
- Open display cabinetry

Under Cabinet Lighting

- Task lighting with puck lights
- Task lighting with integrated light bar bridging multiple cabinets
- Floating cabinet lighting

Accessories and Other Applications

- Fascia accent lighting
- Toe-kick lighting
- Vanity mirror frame lighting
- Wardrobe pole lighting

Integrated Light Operation Switching

- IR door sensor switching
- Mechanical door switching
- Remote, programmable switching

Added Benefits

While the Wood-Mode Integrated Lighting Program provides consumers with the best possible combination of American craftsmanship and design diversity, it also offers practical advantages over traditional lighting solutions. LED lights have an extremely long service life, are durable, and use 90% less power than conventional light bulbs. Thanks to this low power consumption, LED lights generate little to no heat, yet are bright and produce a saturated light color. Combined with other tried and trusted Häfele components, including drivers, switches and aluminum profile, the Wood-Mode industry-leading program featuring Häfele LED lighting provides a breakthrough solution for the custom cabinetry world.

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 70+ 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.

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