



**Press Release**

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**FOR IMMEDIATE RELEASE:**

## **Wood-Mode Provides National Training to Support Integrated Lighting Solutions** Program Experts Train More Than 400 Business Owners, Designers and Installers

**Kreamer, PA** (October 2017) – In Winter 2016, Wood-Mode Fine Custom Cabinetry launched a first-of-its-kind partnership that made lighting a core component of the cabinetry design process. No longer an afterthought, this fusion of design, craftsmanship and advanced lighting technology puts light where you need it, when you need it, just the way you want it. Wood-Mode Integrated Lighting Solutions feature the brand’s signature craftsmanship, custom-designed to integrate LED lighting from Häfele, a leader in LED technology.

The result is superior integrated lighting design — beautiful, energy-efficient illumination with superb utility and unlimited possibilities. While this breakthrough program in lighting design is already providing homeowners a vast array of integrated options, Wood-Mode and partner Häfele set out on a national tour to train dealers, business owners, designers and installers on in-house resources, the future of LED technology, and specific product attributes and value-added features.

### **A Cross-Country Tour**

Since the program introduction Wood-Mode and Häfele program experts have spent a total of eight weeks conducting collaborative large group training around the country, with scheduled trainings continuing through the end of the year. This is in addition to small group training conducted by Wood-Mode and Häfele sales representatives making visits to dealers and designers.

“By training our dealers, design-partners, and installers, we are able to ensure that they understand the importance of integrated lighting, how it effects the design process and the solutions that are available for clients and homeowners,” said Marianne White, director of dealer development for Wood-Mode. “With 84% of renovating homeowners upgrading lighting in kitchen projects, this increased focus on cabinet-centric lighting solutions comes at the perfect time.”

### **Just the Beginning**

Instructors have conducted 25 multi-day, large group training seminars to date with more than 400 attendees. The vast majority of trainees have been designers, along with 115 business owners and 21 installers.

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“Training in the Wood-Mode Integrated Lighting program will be ongoing as LED products and solutions change,” added White. “LED technology is rapidly evolving and due to the nature of the program partnership between Wood-Mode and Häfele, new technology will present new design opportunities that can be incorporated into the program quickly, creating a very nimble program.”

Follow up field trainings will be conducted around the country, in addition to many new display installations that feature integrated lighting. Furthermore, as trainers begin to collate key takeaways and feedback from the training sessions, Wood-Mode will adjust its support systems and strategies to respond to the needs of designers, installers and dealers.

“We are already gaining an enormous amount of information from our attendees,” said White. “From a sense of urgency to incorporate integrated lighting into showroom displays, to questions regarding lighting and wiring schematics, the training sessions have proven mutually beneficial to both sides.”

**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](http://www.wood-mode.com) or follow them on Facebook and Twitter @woodmode.

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