



ultracraft®

july 27 - 2020



# ultracraft®

Our fresh, new logo  
mirrors our quest  
to be on the leading  
edge of fashion and  
function for today's  
MODERN home.

This launch shows UltraCraft's commitment to helping you do what you love most...

***Design spaces that delight your clients.***

We're bringing you the most relevant trending materials, colors, tools, and training opportunities to make your job even more fun and rewarding.

All of this along with our uncompromising quality, fit, and finish that exceed expectations.

ultracraft





*integrated pulls*

*gloss acrylic*

*paint colors*

*shiplap*

*merchandiser*

*discontinuations*



*choices* PROVIDING CLIENTS WITH OPTIONS  
TO ACCESS THEIR CABINETS



*sleek minimalism*



## ALUMINUM INTEGRATED PULLS

### Modification

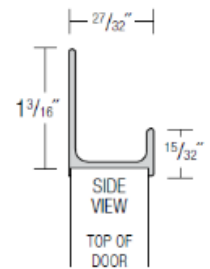
Pulls have a matte aluminum finish.

#### L-Pull

- \$30 / Door and Dr. Front

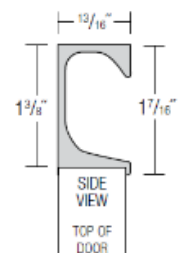


shown left



#### C-Pull

- \$45 / Door and Dr. Front



# aluminum integrated pulls

door style availability

## Textured Melamine

- Metropolis, price grade 3
- Piper, price grade 4



metropolis



piper

## UltraLux

- Acrilux II, price grade 7
- South Beach, price grade 7



Acrilux II



south beach

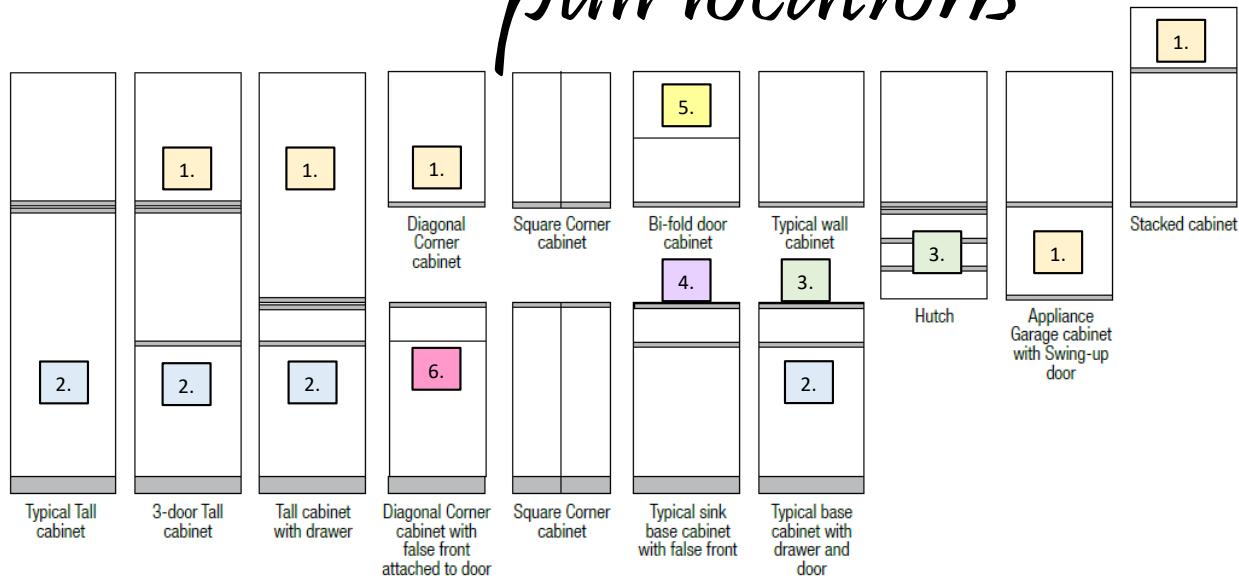
L-PULL \$30



C-PULL \$45



# INTEGRATED *pull locations*



1. Wall cabinet doors, and doors on the upper section door of tall cabinets have pulls at the bottom.
2. Pulls on base, vanity and lower sections of tall cabinets are at the top.
3. Drawer front pulls are always at the top. Minimum width 9", minimum height 6-1/8".
4. False drawer fronts have pulls.
5. Integrated pulls are not available on the upper portion of the bi-fold door (HPFW)
6. On a diagonal corner base (DCB) the pull will be on the top of the false drawer front, but not on the top of the door (the false drawer front is attached to the door).

*contemporary*  
THE HOTTEST TRENDING  
STYLE FOR 2020

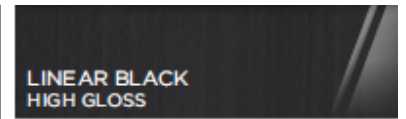
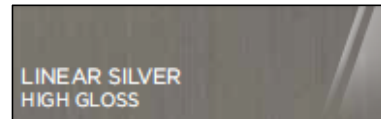
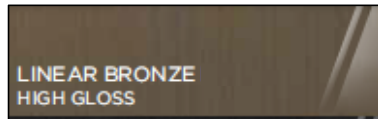






# *linear white* high-gloss acrylic

joins linear bronze, linear silver and linear black.



Coordinating matte melamine on back of door.

UltraLux doors, price grade 7

- Acrilux II features an aluminum-look edgeband
- South Beach features a matching edgeband



*let's add some*  
*color* FRESH NEW PAINTS





# LESS WHITE IN THE KITCHEN

moon bay

Homeowners are moving away from neutral, monochromatic schemes like white on white.

Things are brightening up! Adding a pop of color will definitely make a statement.

Find your clients comfort level with COLOR.

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moon bay  
ridgecrest 5pc

*moon bay* soft & tranquil

any or all of the following combinations, only 6%

Glazes



brown



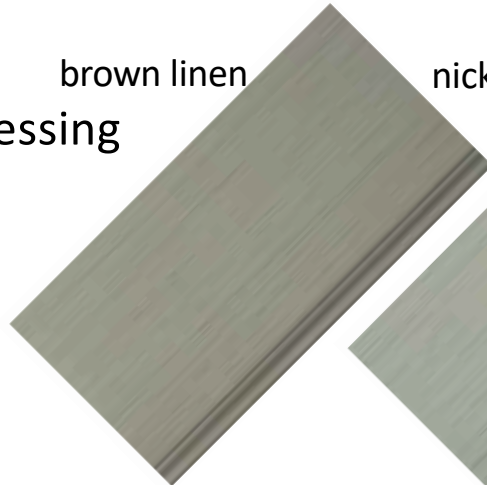
nickel



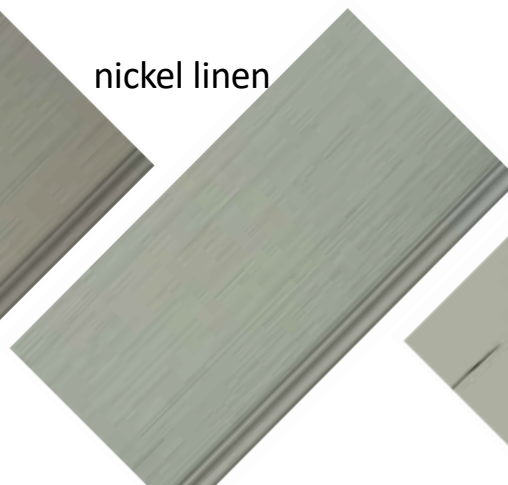
mocha

Distressing

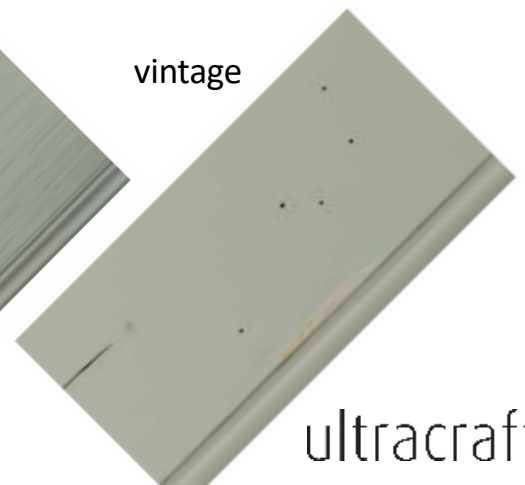
brown linen



nickel linen



vintage



# moon bay

soft & tranquil



moon bay







# modern mastery

moon bay

a balance of moon bay, white and marble result in an uplifting atmosphere



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# *bold colors*

are everywhere

Along with the bold colors

bottle green  
comes

warmer, mixed-tone metals.

Fixtures and hardware continue to warm up spaces. Brass, brushed gold, copper and stainless are all very “in” right now, it’s important that they look natural and not too shiny.

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bottle green  
chesapeake 5pc

*bottle green* bold & beautiful  
any or all of the following combinations, only 6%

Glazes



brown



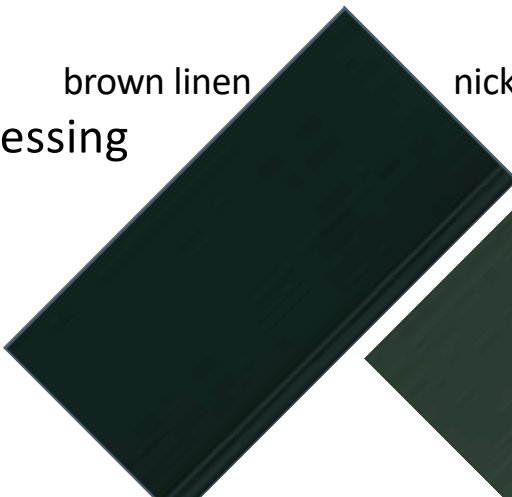
nickel



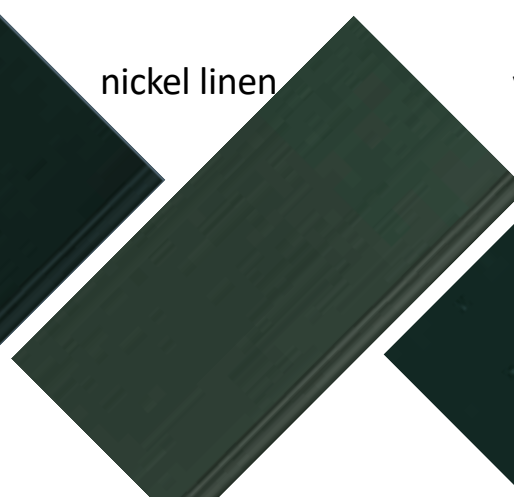
mocha

Distressing

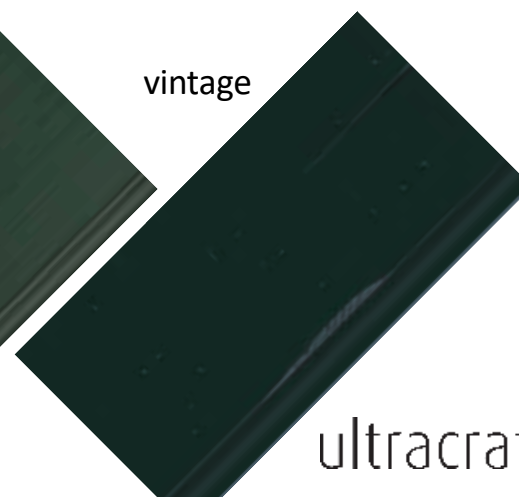
brown linen



nickel linen



vintage





bottle green







bottle green

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PAINT



bottle green

ultracraft 20

*shiplap* CONTEMPORARY,  
CASUAL TRANSITIONAL, FARM HOUSE





## *shiplap*

Contemporary, Casual/Transitional, and Farm House are the top three trending styles. Shiplap can add visual intrigue and texture to any of them.



# range hoods

make a statement

Two new Stanici wall-mount range hoods feature shiplap styling.



Available in standard & custom widths.

**CAMBRIDGE WITH BEADS**

Widths: 36", 42", 48"  
Heights: 42", 48", 54"

**BRISTOL WITH BEADS**

Widths: 36", 42", 48"  
Heights: 30", 36", 42"

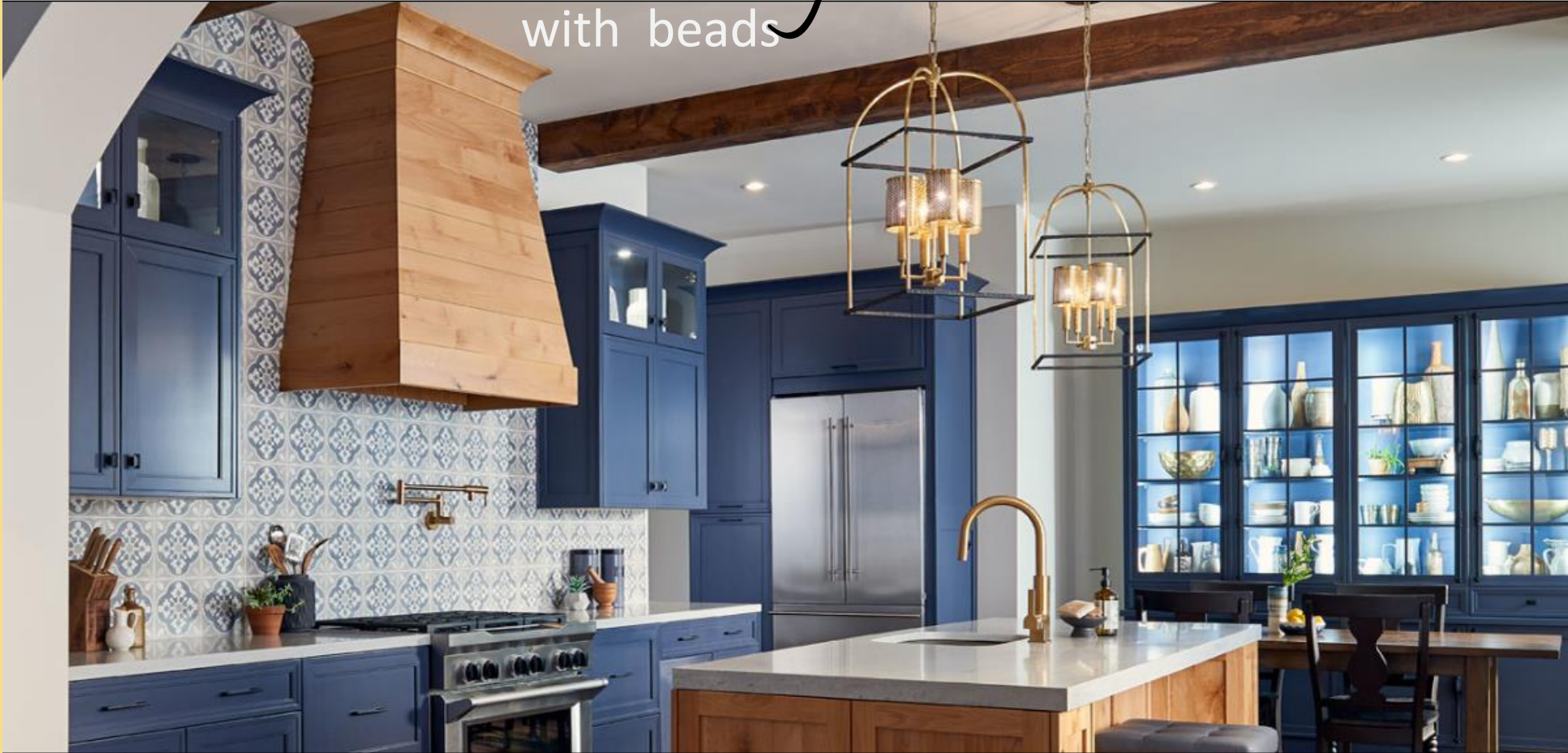
**Species:**

- Oak, Maple, Cherry, Alder

This Ultracraft kitchen also showcases the new shiplap panel on the back of the island.



# *cambridge hood* with beads





*cambridge hood*  
with beads



*cambridge hood*  
with beads

SHIPLAP RANGE HOODS





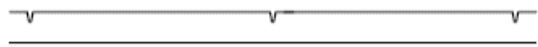
*bristol hood*  
with beads



# shiplap panels

Original shiplap planks discovered behind fading wallpaper were never painted. They were rough, bare, single planks of wood.

Installing individual planks is very labor intensive, UltraCraft expedites the process with its 4' X 8' sheets routed to mimic the look of shiplap.



\$35/sq. ft.  
12 sq. ft.

V-Grooves are 1/8" wide and are spaced 6" <sup>min</sup> on center.

## Species availability:

- Oak, Alder, Maple, Red Birch, Cherry, Walnut and MDF for painted finishes
- Deluxe veneers, and Rustic species are not available.



4' X 8' SHIPLAP PANELS





*horizontal  
or vertical* the traditional orientation  
was horizontal, today it's a matter of personal



SHIPLAP PANELS



BLUE is the hottest color for the kitchen right now. It can be BOLD, or it can be SUBTLE.

*subtle  
hue  
shifts*



Pale blue shiplap adds just a hint of color, while the stools make the bold statement.

ultracraft<sub>30</sub>





# SHIPLAP in *every room*





# SHIPLAP<sup>in</sup> *the kitchen*



The MODERN FARMHOUSE brings everything we love about classic, Modern and industrial design into focus.

Shiplap with crisp whites, bold black, and rustic wood tones to give any home a warm, lived-in-feel.



SHIPLAP  
in  
*the*  
*kitchen*





# SHIPLAP in *the dining room*



# SHIPLAP *in the bathroom*

SHIPLAP PANELS



bottle green



moon bay





SHIPLAP PANELS





DON'T FORGET  
THE *fifth* WALL  
*look up!*



*fifth wall statements*  
are perfect to visually lower ceilings  
and create cozy atmospheres.

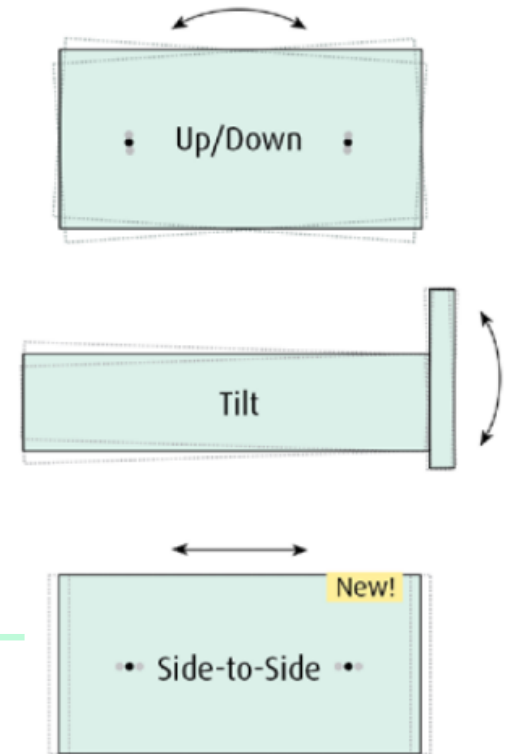
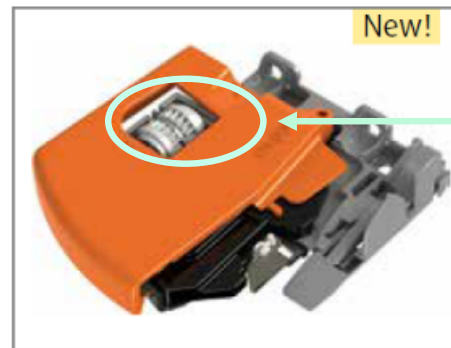
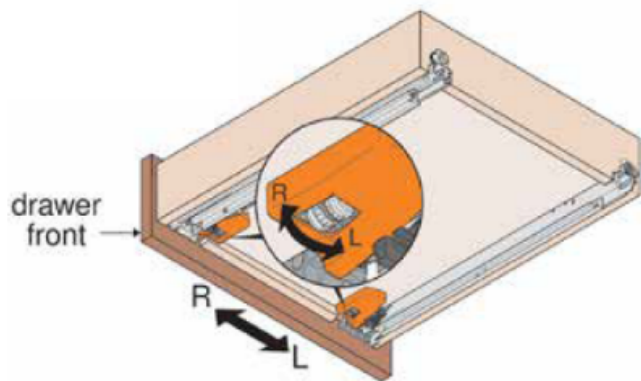


# BLUM *drawer glide* ENHANCEMENT

Side to side adjustment.

- Also available as an add on feature. (*Blum Orange Drawer Clip Set with Side-to-Side adjustability for \$18 list per set*).

Drawers narrower than 10-7/16" will not include the side to side adjustment feature.





# TOUCH – UP *spray paint* standard colors

\$40 per can, list price.

Custom colors are not available.

6 month shelf life.

Ground shipping only, no overnight service.



Labeled with color  
and date created.

*marketing & launch*  
UPDATES





# UPDATED *merchandiser*

You choose the merchandiser door, wood, finish  
 79-1/2" wide, 92" high, 25-5/8" deep



This modern update includes:

## 3- TWO DRAWER BASES

- 2 metal legrabox drawers
- 2 wood dovetailed drawers, both include the pullout upgrade
- 2 walnut dovetailed drawers

## COUNTER

- Black granite

## DOORS

- Room for 76 samples on metal swinging brackets
  - 38 door/drawer samples, 38 door samples

## LIGHTING

- Integrated Hafele lighting with warm and cool settings

# launch updates on mbc1touch.com by July 27

There will be links to the following:

## eCatalog

- Updated 2020 Catalogs, 2020 Order Form Plugin, and Quick Quote Program

## Updated Price and Spec PDF

## Updated Forms

## Literature

- The updated Styles Brochure PDF now includes the standard style information + the Full Access Advantages brochure info.

## Product Launch Training Materials

- The Reveal Newsletter and a pdf and recording of this presentation

**Color Chip Replacement Order Form**  
**Wood Finishes**  
 6163 Old 421 Road Liberty, North Carolina 27296 Phone: (800) 262-4046 www.ultracraft.com Fax: 1-800-464-0146 **ultracraft**

SOLD TO		SHIP TO		ORDER INFORMATION	
Customer Account #	Name	Name		Order Date	
Address		Address		Purchase Order #	
City		City		Date Requested	
State	Zip	State	Zip	Ship With P.O. No.	
Phone		Tag No.	Ship Via		<input type="checkbox"/> UC Truck <input type="checkbox"/> Courier
Fax		Contact Name	UC Only		UC Only
E-mail		Contact Phone	UC Only		UC Only
Order Written By		Contact Email	UC Only		UC Only
		Contact Local	UC Only		UC Only
Write in quantity of each chip needed. Chips are ready to ship in 3 working days. Orders must be received by 10:00 a.m. EST for same-day processing. Priced as net. Prices do not include shipping.					
<b>Oak</b>	Qty	Porcini Saddle Storm Gray	<b>Maple with Mocha Glaze</b>	Qty	Beach White Blue Ash Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Amber			<b>Maple with Mocha Glaze</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Briarwood			<b>Maple with Mocha Glaze</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Chestnut			<b>Maple with Mocha Glaze</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Chocolate			<b>Maple with Mocha Glaze</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Coastal Gray			<b>Maple with Mocha Glaze</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Cocoa			<b>Maple with Mocha Glaze</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Golden			<b>Maple with Mocha Glaze</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Natural			<b>Maple with Mocha Glaze</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Peppercorn			<b>Maple with Mocha Glaze</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Nutmug			<b>Maple with Mocha Glaze</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Platinum Gray			<b>Maple with Mocha Glaze</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Porcini			<b>Maple with Mocha Glaze</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Storm Gray			<b>Maple with Mocha Glaze</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Wenge			<b>Maple with Mocha Glaze</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
<b>Walnut</b>	Qty	Caramel Coastal Gray Cocoa Golden Natural Nutmug Peppercorn	<b>Cherry</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Coastal Gray			<b>Cherry</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Natural			<b>Cherry</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Peppercorn			<b>Cherry</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
<b>Basic Alder</b>	Qty	Natural Nutmug Saddle	<b>Cherry</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Amber			<b>Cherry</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Briarwood			<b>Cherry</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Bordeaux			<b>Cherry</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Chestnut			<b>Cherry</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Chocolate			<b>Cherry</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Golden			<b>Cherry</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Natural			<b>Cherry</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Peppercorn			<b>Cherry</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Porcini			<b>Cherry</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Saddle			<b>Cherry</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Storm Gray			<b>Cherry</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
<b>Basic Alder w/ Brown Glaze</b>	Qty	Natural Nutmug Saddle	<b>Cherry</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Amber			<b>Cherry</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Briarwood			<b>Cherry</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Caramel			<b>Cherry</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Honey			<b>Cherry</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Natural			<b>Cherry</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Nutmug			<b>Cherry</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
Peppercorn			<b>Cherry</b>	Qty	Beach White Black Blue Ash Bottle Green Creststone Eggshell Lunar Gray Mineral Gray Moon Bay Network Gray Pebble Gray Pepper Rag and Bone Simply White Stone Urban Gray Wings
		Total Number of Chips			x \$5.00 each = Total Order

*farewell...*

DISCONTINUED ITEMS



# discontinued skus

## JULY DISCONTINUATIONS

PR and DPR Plate Rack skus,

## OCTOBER DISCONTINUATIONS

### Melamines

-Kodiak



-Pearlized



-Deep Burn



### Melamines Discontinued from Kitty Hawk Door Only

-Burnished Walnut



-Silver Elm

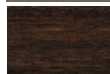


### Thermofoil Finishes

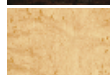
-Overcast



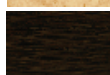
-Pure Wenge



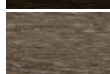
-Gloss Birdseye



-Gloss Wenge



-Wolf Grey



### Thermofoil Door Styles

-Beadboard



-Charleston Wide



-Edison



-Greco Wide

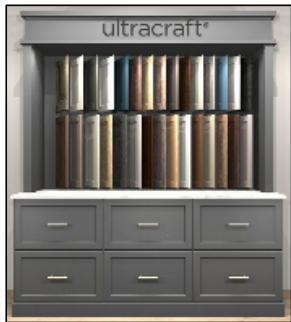
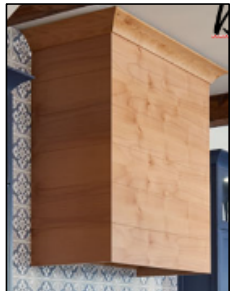
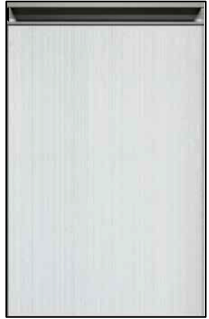


-Hudson Wide



-Jupiter





# *july launch recap*

integrated L & C pulls

linear white gloss acrylic

moon bay and bottle green paints

shiplap hoods & panels

merchandiser refresh

glide enhancement / spray paint



*recap* JANUARY LAUNCH



# CAPE MAY

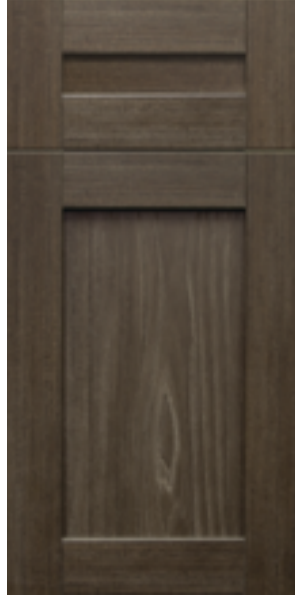
price column 3



grey opal

# CLERMONT

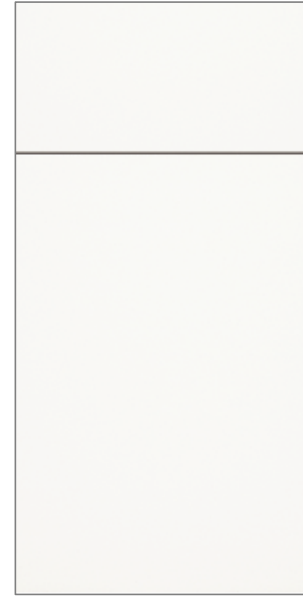
price column 3



espresso

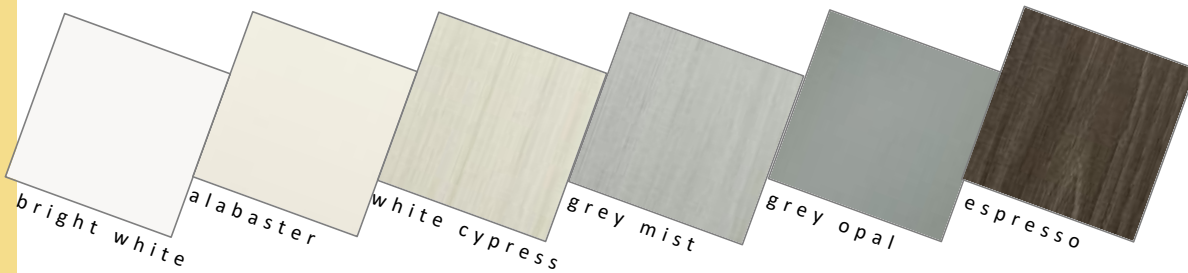
# LAKEHURST

price column 1

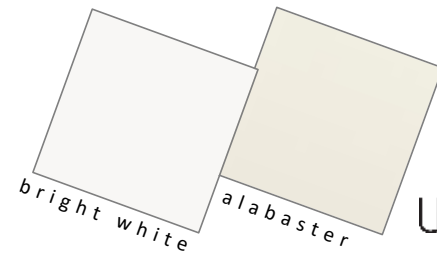


bright white

cape may & clermont finishes



lakehurst finishes



# WHY EUROTEK?

## decorative laminate veneers

- Combines the durability of laminate with the beauty of paint or wood grain.
- Eliminates open joints often experienced with wood painted product.
- Exceptional heat resistance, will not delaminate at temperatures much higher than thermofoil.
- Cellulose based, non-toxic and safe for the environment.
- Environmentally Friendly-recycled and reclaimed substrate materials are TSCA CARB2 compliant and meets/exceeds KCMA performance standards.
- Moisture resistant, making it ideal for low or high moisture areas.
- Cleans easily-scuff marks, ink, crayons and grease easily wipe off the smooth surface with water and a microfiber cloth.

# RIDGECREST

giving shaker a modern flair  
with a subtle, stepped inside

profile  
Mortise & Tenon-2-5/16" rails & stile, eased  
outside profile and veneer center panel

Slab Drawer Front, optional 5-piece



Oak (4) Maple (5) Alder (6) Cherry (6) Red Birch (6)

# MARSHALL

our minimalist, narrow-  
framed door, now available  
in walnut



walnut finishes



Oak (5) Maple (6) Alder (7) Cherry (7) Red Birch (7) Walnut (8)

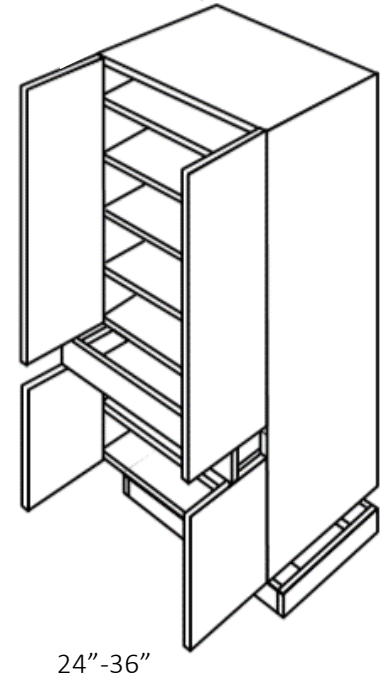
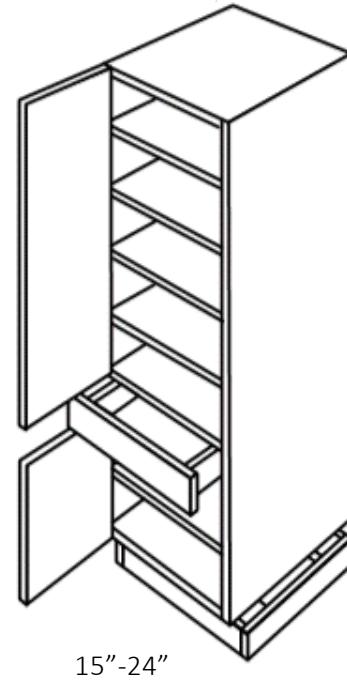
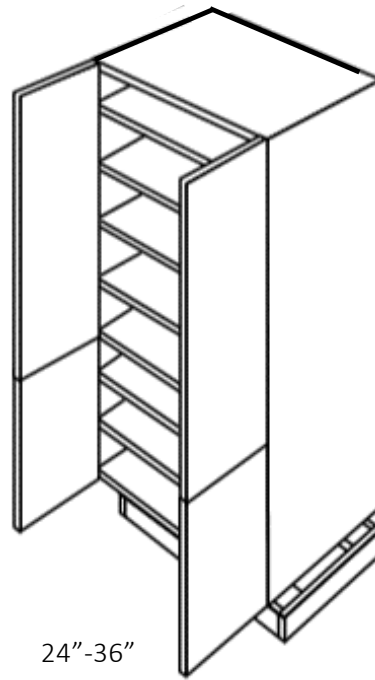
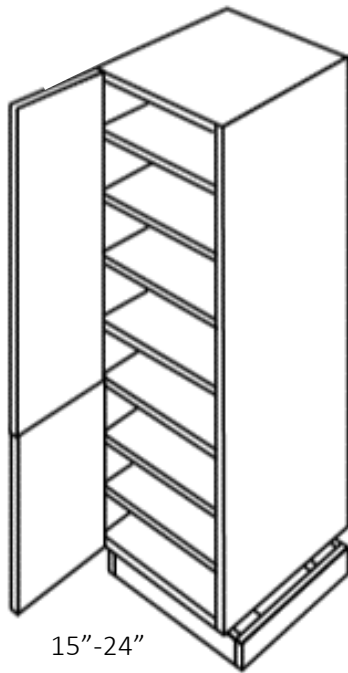


# ROOMS FOR MORE - UTILITY CABINETS

choose from all shelves, or shelves with a drawer, both align with base cabinets

Widths 15"-36"

Heights 84"-96"



# MOULDINGS / EMBELLISHMENTS

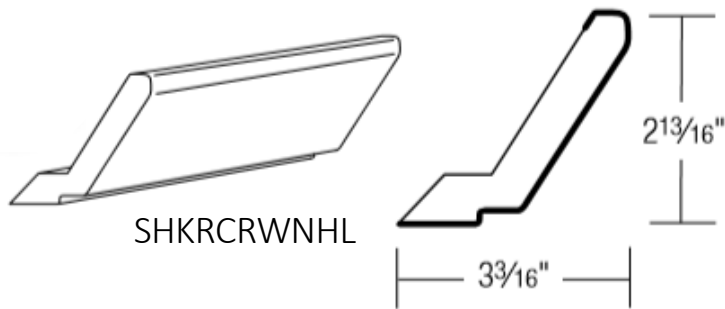
the crowning touch to any design...

Eurotek Shaker Crown With Heel

Colors

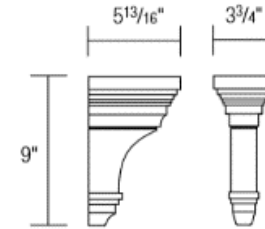
- |               |           |
|---------------|-----------|
| Bright White  | Grey Mist |
| Alabaster     | Grey Opal |
| White Cypress | Espresso  |

Not available in Deluxe Veneers



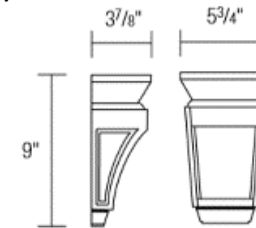
Art Corbel

Oak, Maple, Cherry, Alder, Walnut, & Carved Laminated Stock



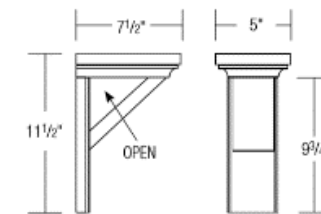
Mission Corbel

Maple, Cherry, Alder, & Carved Laminated Stock



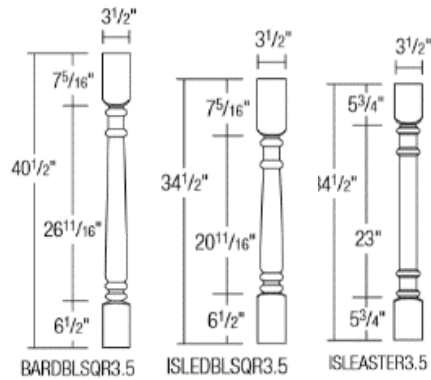
Arts & Crafts Bracket

Oak, Maple, Cherry, Alder

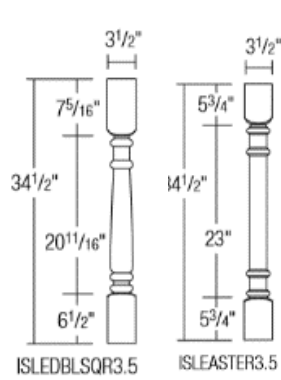


# LEGS FOR EVERY STYLE

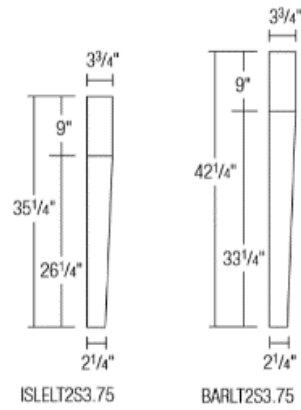
Traditional  
Double Square



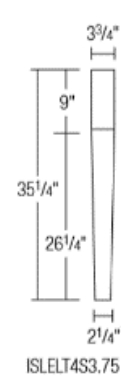
Aster



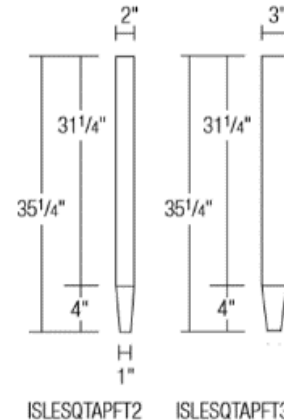
Long Tapered 2 Sides



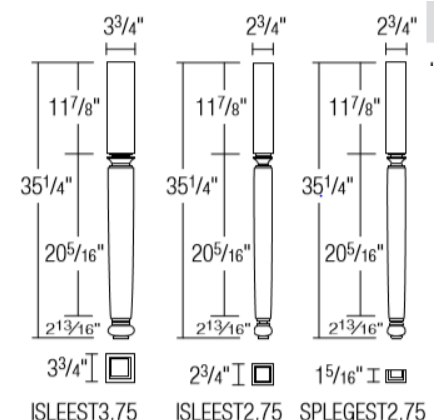
Long Tapered 4 Sides



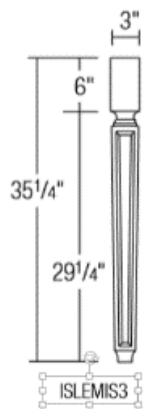
Estate



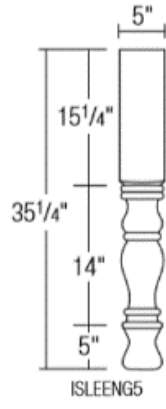
Square With Tapered Foot



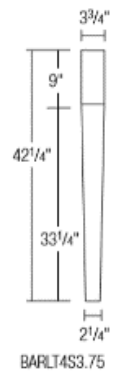
Mission



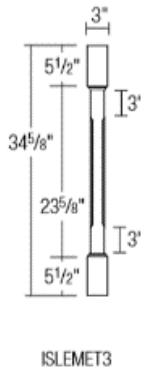
English



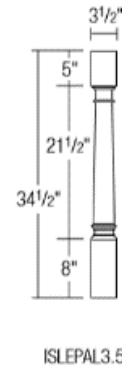
Long Tapered 4 Sides



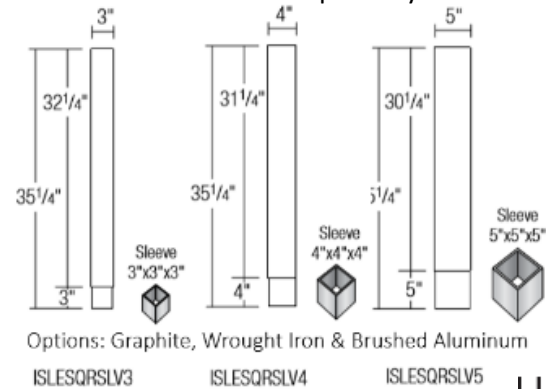
Metro



Palladian



Square With Sleeve  
Sleeves Sold Separately





# ultracraft<sup>®</sup> and *you*

creating stylish, spaces for modern living

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If you have additional questions  
Contact Customer Service, your Sales Rep or Me

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