

EUROPA®

REVEAL

TRENDS AND PRODUCTS

SUMMER 2020

SHAKER MONEY MAKER

Understated, simplistic and, dare we say, basic, the plain shaker door has remained relevant in design and profitability. It is mainstream and outwardly unoriginal, but

there is a good reason so many people dish out for the Carmel Macchiato. It's good. It's really good coffee sweetened up just the way they like it.

The "White Shaker" chorus may be the same, but the details are in its 'verse'-ality. It's all about how you tailor it. Shaker can be at the forefront of any room or be

the bones of the design that elevate the other finishes. It can be transformed into any style. It is anything and everything you want it to be. It is truly a neutral base to build your best designs around. We love shaker, but like our coffee, we aren't going to take it plain.

Europa isn't your *basic* cabinetry brand. We have curated pieces that elevate even the most simplistic of designs and with our recent launch of Simply White, Wings and

our slim line shaker door, Marshall, we've even refined your white shaker options. Pair any of our shaker products with anything else in our offering and take the shaker design trend all the way to the bottom line.



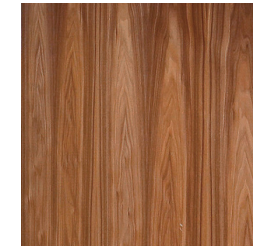
Shaker door style in Maple with Arctic White paint and in Walnut with Natural stain.

Designer: Gretchen Ferreira of Style Bath & Kitchen and Meryl Phillips-Miller of Meryl & Miller. Photo: Open Homes Photography.

TRENDS

A STAINED WALNUT ISLAND

Because Walnut has a lot of richness and grain contrast, it is a great companion for simple shaker. It's shown here with Natural stain, but it is also available in Peppercorn and Coastal Grey. You could also try Oak, Maple, Cherry, Rustic Cherry, Alder, Rustic Alder, Red Birch, or one of our exotics, Bamboo or Rift Cut Oak.



B OPEN SHELVES

Open shelving is fun because you can show off a few pretty items while you hide the rest away. These open shelves are placed between two cabinets for a kind of "built-in" look. If you want them to feel even more built-in, choose a cabinet with a finished interior and no doors. To make them appear to not have been built-in at all, place open shelves away from cabinets and they will appear to float without support..



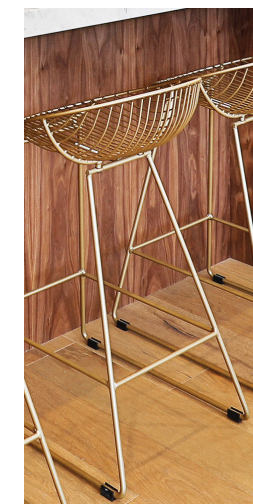
C PENDANT LIGHTS

Every shape, every color, glass, metal, plastic, fabric, paper... Disguise the bulb, show off the bulb or just hang the bulb. This pendant seems to explode with light. Chandeliers still have their place, but these days, pendants hang supreme.



D ISLAND SEATING

The best island designs include seating, and the best seating becomes part of the design. There are plenty of bar stool choices out there for any impact (or lack of impact) you want. These gold-color metal stools bring a little jewelry to the table.



Pendant lights and bar stools not sold by Europa.

THE NEW EUROPA MERCHANDISER

Here's the artist's rendering of our new, contemporary, 7-foot Merchandiser. It's designed to showcase our extensive selection of popular door and drawer offerings. Choose, from the following programs, the door style and finish/color that will look great in your showroom: Wood, Deluxe Veneer, Thermofoil, UltraLux, Textured Melamine or Eurotek.



A NEW LOOK

A more-contemporary look in your choice of door style and finish/color. We've included integrated, adjustable lighting from Hafele® with warm and cool settings. Countertop is 1 1/4"-thick black granite. Order from us or supply your own. Overall display dimensions are 79 1/2" wide x 92" high x 25 5/8" deep.

B DOOR DISPLAY

Swinging metal brackets hold 38 door samples above, and 38 door/drawer samples below; 76 samples total. We've pre-selected 39 of our most-popular samples for you. You may swap out any on our list or order additional custom samples if you like.

C STORAGE FOR DAYS

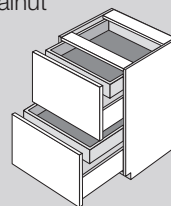
Drawers are spacious enough to house our Color Chip Box, Moulding Kit, and color literature.

Three 2-drawer bases:

2 Metal Drawers with Soft Close (Blum® Legrabox)

2 Wood Dovetail Drawers with Soft Close upgraded to Walnut

2 Wood Dovetail Drawers with Soft Close, in Birch, with the pullout-within-a-drawer upgrade.



ORDER TODAY!

Ask your Territory Manager for the 7' Merchandiser Order Forms.



A INTEGRATED PULLS

Door and drawer hardware is decorative, functional and opinionated. Sometimes louder is better, but these new integrated pulls are quietly reserved and minimalist. Then again, if silence is what you need, try our touch latches and Metal Drawers with factory-installed Touch-To-Open. For details, see Spec Guide page 9.1.



INTEGRATED L-PULL (SHOWN LEFT)



INTEGRATED C-PULL

B LINEAR WHITE

Linear Bronze, Linear Silver, Linear Black – meet Linear White. Our newest high-gloss acrylic finish available on UltraLux door styles: Acrilux II (with an aluminum-look edgebanding) and South Beach (with a matching edgebanding) door styles. White Shaker can't touch this. See Spec Guide page 5.1.



LINEAR WHITE



LINEAR BRONZE



LINEAR SILVER

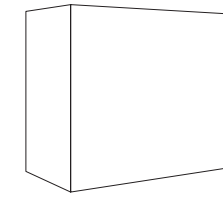


LINEAR BLACK

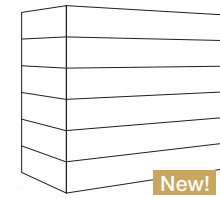


BARE, BEADS OR BLING

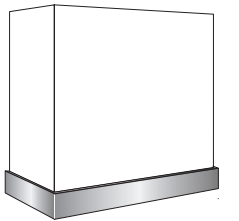
Range hoods are big. So, they better be beautiful. Introducing our newest, Stanisci wall-mount range hoods in transitional and contemporary styles. Available in Oak, Maple, Cherry and Alder and in standard and custom heights and widths. See *Spec Guide* pages 10.86-10.87.



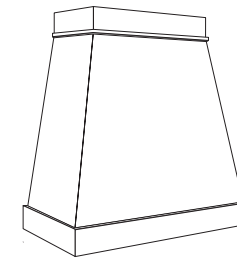
BRISTOL



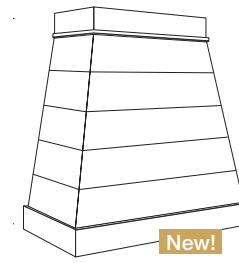
BRISTOL WITH BEADS New!



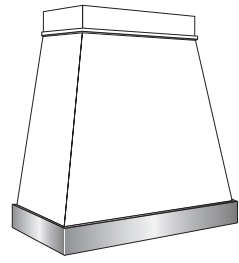
BRISTOL WITH STAINLESS STEEL



CAMBRIDGE



CAMBRIDGE WITH BEADS New!



CAMBRIDGE WITH STAINLESS STEEL

SHIPLAP AS IT WAS. BUT BETTER.

The original shiplap planks discovered behind fading wallpaper were never painted. They were rough, bare wood. We've replaced the rough, bare part with a professional, stained finish. And, panels replace plank-by-plank installation. Stained wood veneer in 4x8 panels, routed to mimic the popular "shiplap" look of side-by-side planks is now available in Oak, Maple, Cherry, Alder, Red Birch and Walnut in many of our popular stains. Routed MDF panels are also available in any paint color. Shown here in Maple with Natural stain and in Repose Grey paint. See *Spec Guide* page 15.3 for more details.



B

New!



WHITE SHAKER'S NEW BEST FRIENDS

Moon Bay and Bottle Green. Each of our new paints are available plain and proud; with Brown, Mocha and Nickel glazes; with Brown and Nickel Linen glazes; and with Vintage, Heritage, Rubbed, and Aged distressing. *Learn more about these and all our paint finishes in the Spec Guide starting on page 2.10.*

A MOON BAY

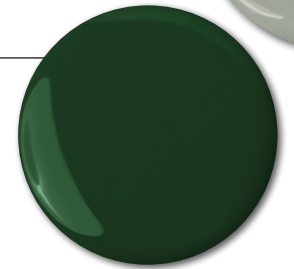
Is it green? Is it grey? Is it grenge? Who cares? It's gentle enough for a whole kitchen and strong enough to ground any white shaker.



New!

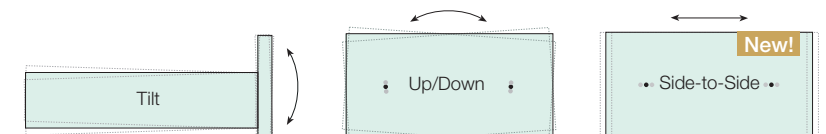
B BOTTLE GREEN

Bold is back, again! We recently added Blue Ash, a comfy dark blue, to our standard paints and now, here is the dense green you've been asking for.



C PRECISION UPGRADE

We've upgraded our Blum® drawer adjustment hardware so our drawer fronts can be as precisely aligned as our doors. Now you can shimmy 6-ways to perfect, true-full-overlay alignment. *See Spec Guide page 1.5 for the how-to.*



New!

TOUCH-UP UPGRADE

Get your graffiti on. In addition to pens and brush-on, touch-up paint now also comes in a spray can. *See Spec Guide page 17.10.*

AVAILABLE JULY 27, 2020!

NEW PRODUCTS

Available to order on July 27.

DIGITAL LAUNCH PACK

The **Summer 2020 Launch Pack** includes the *Reveal: Trends & Products* newsletter, the *Summer 2020 Promotional Samples Order Form*, order forms for the new *7' Merchandiser and its Door Samples*, the *Summer 2020 Spec Guide Updates* list of changed pages, and a completely updated PDF of the *Summer 2020 Spec Guide*. Electronic PDFs of each item are available on MasterBrand's OneTouch Dealer Portal.

DOOR AND COLOR CHIP SAMPLES

Take advantage of low, promotional prices. Download the *Summer 2020 Promotional Samples Order Form* from the OneTouch Dealer Portal:

- 1) Login to your user account at www.mbc1touch.com.
- 2) Click on the Forms link under the "Info + Resources" headline.
- 3) Click on "Europa Forms" and you'll find the *Summer 2020 Promotional Samples Order Form* link in the "Marketing Material Order Forms" section.

SPECIFICATIONS GUIDE

A completely updated, electronic *Summer 2020 Spec Guide* PDF is available on the OneTouch Dealer Portal. Watch for information on new, printed Spec Guides in the coming weeks.

2020 CATALOG

Download the newest version of our 2020 catalog updated with all new products and discontinuations from the OneTouch Dealer Portal:

- 1) Login to your user account at www.mbc1touch.com.
- 2) Click on the "eCatalogs" link under the "Info + Resources" headline.
- 3) Click on "Europa Electronic Catalogs" and you'll find our 2020 catalogs near the top of that page.

- Premium Full-Access Construction
- Easy, Single Upcharge for Premium Finishes
- Attention to Customer Feedback
- Trending Product Analysis
- Custom Sizing to 1/16"
- No-charge Modifications
- 4- to 5-week Lead Time
- 99% Complete/On-time
- Storage & Organization Accessories
- Doors in Acrylic, Textured Melamine, Eurotek, Thermofoil, and Wood

DISCONTINUATIONS

The following items are no longer available as of Monday, July 27, 2020.

DPR and PR Plate Rack Cabinets

The following items are no longer available as of Monday, March 27, 2020.

Bel Aire Wood Door

Boulder Wood Door

Napoli Eurotek Door

Providence Eurotek Door

Alexandria Eurotek Door

French Foot (FRENCHLEG)

Bun Feet (BUNFOOT,
BUNFOOT313)

Wide Grape Corbel (WGCORBL)

Narrow Basketweave Corbel
(WBCORBL)

Island Legs: Venice, Venice Reeded, Ultra, Rome, Hartford, Alexis Tapered, Italianette 1 & 2, Acadian Tapered, Corinthian Fluted, Large Rope, Long Tapered, Island Leg Cap



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Printed images should not be used for color matching.

Colors shown may not represent final product. Always refer to an actual color sample prior to ordering.



EUROPA®

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