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## **TOP KITCHEN REMODELING PROJECTS FOR 2002**

### ***Hot Trends Mean Cool Products for Your Kitchen***

*North Olmsted, Ohio . . .* Now that you've made time on the weekend – you're ready to clean out the garage, scrub the tub and tile, and seal the deck. But as hard as you try to give your home a fresh, new look for the warmer months, there is still one room that is painfully behind the times – your kitchen. As the main gathering place in the home, the kitchen is where you entertain guests, cook the family meals and help the kids do homework. It is truly the hearth of the home and the area that *everyone* visiting your house sees.

Contemplating a kitchen update? You're not alone. According to *Kitchen & Bath Business* magazine, more than four million homeowners plan to remodel their kitchens this year – a 7.1 percent increase over last year.

So what is on every consumer's wish list to make a dream kitchen reality? *Kitchen & Bath Design News* magazine, asked this question of 300 kitchen dealers, designers and remodelers in another survey. Of those surveyed, 78.2 percent said their clients want an updated appearance and new features, followed by a more efficient layout (64.7 percent). Other top responses included increased storage space, new cabinets, unique designs and new appliances.

With consumers expected to spend a record \$42.7 billion in 2002 for kitchen remodeling, what are the “hottest” trends and the “coolest” products this spring? Wendy Silverstein, former editor of *HomeStyle Kitchen & Bath* magazine, says that while most Americans still feel comfortable with pale woods, granite tops and stainless steel, European décor trends are infusing new materials and colors.

“Europeans are moving to full walls of kitchen cabinetry that mix and match walnut wood with bright lacquers. These cabinets offer plenty of display areas and sliding doors, all influenced by the look of furniture,” says Silverstein. “Here in the U.S., manufacturers are putting a lot of thought into how people use their kitchens with innovative new products such as ovens that can cool and sinks that double as dishwashers. Customization is also big for Americans from dishwashers that offer movable racks to sinks that have plenty of add-on gadget choices. Overall, people are investing in their kitchens no matter what the size.”

### **New Countertops**

The *Kitchen & Bath Design News* survey revealed that the top priority on consumers’ kitchen upgrade wish lists was a more expensive countertop material such as granite. Granite offers the benefit of minimal maintenance and will retain its good looks for years to come. It is the most durable and least porous of all stones and offers a rich look in the kitchen. Plus, each piece of cut granite is unique. Because remodeling with granite for all countertop surfaces can get costly, experts advise that mixing and matching materials is becoming popular. A homeowner might use granite solely on an island countertop to serve as a focal point.

A new countertop material coming onto the scene in 2002 is concrete. Comparable in price to granite, concrete opens up the possibility of having customized colors mixed into the countertop. Tiles can be added to the concrete to create a one-of-a-kind look.

Solid surface countertops are also at the top of the most-requested list. Because of their smooth and non-porous texture, solid surfaces will not promote the growth of bacteria or mold – an important feature when working with raw meats, vegetables and

other food products. Available in a wide array of colors, solid surfaces offer seamless construction and the option of an integral sink. Solid surface countertops also allow for nicks, scratches and burns to be buffed out. Corian™, Surrell™ and Avonite™ are common trade names of solid surface countertops.

Last, but certainly not least, is tile. Use decorative, hand-painted tiles for trim and backsplash areas and ceramic, porcelain or quarry tile for main countertop areas to create a distinctive or highly personalized look.

### **Faucets**

Another 'must-have' kitchen upgrade is a new style, versatile faucet. "One of the easiest and most inexpensive changes a homeowner can make to a kitchen is installing a new faucet," said Kathleen Yates, Moen Group Product Manager, Kitchen. "Today's faucets have so much functionality that they make quick work out of kitchen tasks. In addition, these faucets add a sense of style to the kitchen."

For example, Yates notes that Moen offers pullout faucets that can do everything from fill large pots to clean the remote corners of the kitchen sink. And, with so many finish options, these faucets can be the centerpiece of the kitchen. Take for instance the Colonnade™ faucet from Moen, which offers a classic, traditional look and is available in one of the hottest finishes for 2002 – copper – to complement the trend in cookware and other kitchen accents. Or, for those envisioning a more modern look in the kitchen, Moen's Salora™ pullout has a sleek and contemporary look accentuated by a brushed stainless steel finish to match the latest looks in kitchen appliances.

For those concerned about the quality of their water for drinking or cooking, there are now many options that provide bottle-quality water right from the kitchen tap. The PureTouch® filtering faucet or the AquaSuite™ filtered water dispenser offer easy ways to get filtered water at the touch of a button. Their stylish looks are much more attractive than clunky faucet attachments, and are far more convenient than pitchers in constant need of refilling.

## **Cabinets**

Not long ago, homeowners thought their kitchen was well equipped if it had a built-in spice rack. Today's consumers can take storage options to a new level. Manufacturers such as Schrock Cabinetry offer all sorts of tailor-made storage solutions like wine racks, roll-out shelves, pullout doors with special shelves for pots and pans, and holders for things like recyclables, garbage bins and canned goods. Yet, not everything is hidden behind the cabinet door. Modern kitchen designs offer plenty of display space with plate racks, open shelves for books and collectibles, and glass-front cabinets for displaying china and crystal.

Cabinet manufacturers now make it easy to hide trash compactors, dishwashers and icemakers behind paneled doors that match cabinetry. Coordinated cabinet inserts are made to store everything from a stand mixer to a full set of carving knives.

The single biggest cost in a kitchen remodeling job is new cabinets, which can account for 60-70 percent of a kitchen's total makeover cost. For this reason, finding a cabinet style and finish you will treasure for many years is very important. Current trends in finishes lean toward darker stains and glazes on cherry and maple woods. Distressed finishes are all the rage in 2002.

Varying the heights of cabinets to give the kitchen a more interesting look is a current kitchen design trend, as is staggering the range, cooktop and sink areas to add to the visual appeal. The 'kitchen-as-furniture' look – like a sink with fancy feet and decorative molding creating the look of a freestanding piece – is also a hot style. Finishing touches to your cabinetry selection can be distinctive decorative hardware and under-counter lights, all of which add ambiance to the room.

## **Sinks**

Let's face it, the sink area is one of the most trafficked in your home – and it usually shows. Homeowners are tired of the scratches, cracks, pitting and staining that mark

their current sinks. A new composite sink, the MoenStone® Granite, has been created with durable beauty in mind.

“This new sink material is composed of more than 75 percent granite to offer superior scratch, chip and heat resistance,” said Beth Allison, Moen Product Manager.

“Previously, this material was only available and widely found in Europe, but now we have brought this technology to the U.S. With MoenStone Granite, we offer the most durable composite sink on the market.”

These sinks are available in various finishes and bowl configurations so homeowners can customize styles to meet their kitchen needs. A unique design, the ‘Big Single,’ features a single, 33-inch-wide by 10-inch-deep bowl providing a large, functional work area – and a place to hide the dirty dishes when unexpected guests show up.

## **Appliances**

Stainless steel continues to be the rage when it comes to the look in kitchen appliances. Stainless offers a neutral, sleek image with a commercial feel – it is available in all price points for remodelers who need to stick to a budget. But if stainless isn’t your style, manufacturers are coming out with new looks that infuse color into the room, including sunburst yellow, candy apple red, robin’s egg blue and mint green. For those hesitant to use bold colors on large appliances, a splash of color can be added with one of the many small hand appliances now available in these bright colors.

## **New Lighting**

Nothing livens a kitchen like new lighting fixtures. According to the experts at GE Lighting, a blend of general, task and accent lighting is needed to properly illuminate a kitchen. For general lighting, they recommend large surface fluorescent lamps, allowing for plenty of light while remaining extremely energy efficient. As an alternative to fluorescent lighting, homeowners can install recessed ceiling fixtures, using color-enhanced GE Reveal™ reflector bulbs, which should be installed every 20 to 25 square feet. This option provides crisper, truer light and enhances the colors and textures of the room.

Task lighting for areas like the sink or range is best achieved by installing recessed downlights. To light cabinetry, look to low-voltage linear systems equipped with miniature incandescent bulbs. These can be installed inside cabinetry and used to accent china and collectibles. Consider using miniature, low-voltage pendant lighting for an island counter. For accent lighting, try a decorative pendant lamp over your kitchen table with a dimmer switch to set the mood for special occasions.

Lighting fixtures are available in many different styles to match your taste in style and décor. You can find fixtures in all price points at home centers, hardware stores and kitchen showrooms.

### **Covering Your Walls**

Neutrals are no longer in vogue in 2002 kitchens. Homeowners today are making a statement with cobalt blues, pinks, turquoises, oranges, reds and greens. In many cases, white has been relegated to a smaller role as accent or trim.

These colors are finding their way onto kitchen walls through new faux finish designs, including sponging techniques and stencils that personalize a look. Besides being inexpensive, painting is one of the easiest do-it-yourself projects and can immediately make a dramatic difference in a room's appearance. Your kitchen can be further personalized by using borders and wallpaper.

### **Flooring**

This year, floors are going back to basics with wood. As many homeowners opt for cool, stainless steel appliances, wood brings back warmth into the room – and, blends in with virtually any room's color scheme. Available in strips, planks or squares, wood flooring now comes with a urethane or acrylic finish. These finishes hold up in the kitchen environment and provide protection from spills and wear.

Another popular flooring option in 2002 is ceramic tile. Today's tiles mimic real stone, but have the benefits of lower cost and easier installation. Available in every shade of the rainbow, tile is a great way to upgrade your kitchen. Design experts report that

neutral colors and European styles in ceramic tile are what everyone is looking for this spring.

So bring that kitchen of yours into the 21<sup>st</sup> Century. Maybe it's not a complete overhaul this time, as just a couple of these upgrades can significantly give you and your family that 'new kitchen' feeling.

For more information about remodeling projects or Moen products, contact Moen Incorporated at 25300 Al Moen Drive, North Olmsted, Ohio 44070-8022, call toll free 1-800-BUY MOEN (1-800-289-6636) or visit its web site at [www.moen.com](http://www.moen.com).

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**EDITORS NOTE:** Moen Incorporated is one of the world's largest producers of residential and commercial plumbing products. Moen is the #1 brand of faucets in North America. The company manufactures a complete line of single and two-handle faucets in a wide assortment of styles and finishes. It is also a leading producer of residential and commercial sinks, a variety of shower accessories, bathroom accessories and a complete line of plumbing parts and accessories (sold under the brands Moen, Cleveland Faucet Group, Creative Specialties International, Dearborn Brass, Hoov-R-Line and Wrightway).

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