

# Trip Report

06-4553B

## 2007 Kitchen/Bath Industry Show

May 8 – 10, 2007  
Las Vegas, Nevada USA

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### Objectives

Trip objectives for the Kitchen / Bath Industry Show are to see and research the newest trends in the cabinetry market.

### About the Show

The show is owned and presented by the National Kitchen & Bath Association. The show held in Las Vegas is the largest show in the world and covered more than 1 million square feet of exhibitor space. With over 900 exhibitors of bathroom fixtures, cabinets, appliances and accessories, this show has everything for the designers. The show is also tied in with a conference for the training and information to the NKBA Certificate program.

### Trends

The main focus was on cabinet suppliers and what was being displayed. The show was broken down into three categories of cabinet supply, these included: North American, European, and Asian.

Some of the larger North American cabinet manufacturers were represented. These included, Masterbrand Cabinets, Masco Corporation. Masterbrand Cabinets lines - Kitchen Craft, Diamond, Kemper, Aristrokraft, Home Crest, Decora, Omega, and Schrock who all displayed in one area. The North American cabinet manufactures showed the cream of their product line with sampling of construction and options available. The trend here was very ornate door styles with large crowns and decorative hardware or the style was plain slab veneer wood doors with contrasting details. A scattering of what's new in products had darker stain colors and shading or two tone contrast that took one back to the 1960's for color and style.

Canadian manufacturers are part of the North American group with Kitchen Craft and Canac being the major exhibitors. These are owned by the large American companies, Masterbrand and Kohler. The Canac display in the grand Kohler area was substantial and had some good presence as the kitchens were used in product presentations. Their displays followed the North American trends, The BC Wood display included Merit, Nickels, Norelco and Pacific Closets while the east was represented by a high end manufacture from Quebec, Cuisines – Andre Julien.

Displays of European cabinets were not a large focus this year with Poggenpohl from Germany and a couple of Italian manufactures, Scavolini and Mobilpref doing the main exhibitors. They showed a

contemporary style with plain doors, high gloss finishes and a creative use of space with more varieties of door movement (vertical or sliding) to get the most out of a small space.

Asian cabinetry was out in force. Through large US distribution outlets Asian cabinetry is being distributed around North America. The range of product is simple and the color selection is minimal but the price and delivery is attractive. The quality range of the display where from really bad to very impressive. The trend of display here where still your basic door styles in maple and colors ranged from medium to darks to clear or white lacquer finishes. This reminded one of the trends back in the 1980's.

Another trends to make note of is the absence of plastic laminate as counter tops are taking on a whole new character on there own, from granite to solid surfaces to concrete to soap stone to glass to solid wood. The displays at every booth showed one form or another of these materials for countertops. Then there was the booths to show of the products on there own. Every shape, color and texture was offered with as much or as little detail required. The flexibility of these materials lets the creativity of designers and consumer show in the final outcome of the countertops.

Furniture vanities by a number of companies were on display adding to the Victorian ornate look of cabinetry. The color trends here was dark browns for the antique look and as one salesperson said “it hides the defects better”.

### **Conclusion**

There is a strong move by North Americans manufacturers to take the high end approach to cabinetry with lots of detail and options. They are joining the Asian movement by setting up large distribution centers to handle the low end product and complimenting this strategy with smaller custom shops for the odd ball cabinetry. The trend in color is dark and moving back to the styles of the 60's. The trend of antiquing and two-tone coloring is being directed more towards customized kitchens. Countertops seem to be a major focal point as they are something unique, while high end and laminate products will slowly decline to an optional choice.

It was also observed that glass in all forms will take on more of a presence in years to come.

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