

WHY CHOOSE PREMIER CABINET CASE



Whether you've seen it in a magazine, television show, a cabinet-supply store or your local designer's showroom, somewhere you have seen a kitchen similar to the one shown above. The kitchen was probably showcased for the exterior and you didn't get a peak inside. At Premier, the structural integrity and durability of the cabinet case is equally important as the exterior appearance. Premier's cabinet construction is unmatched, exceeding industry standards by using the best materials and methods of construction.

- Premier crafts cabinet cases with PureBond® plywood, which is strong, rigid and free of any added VOCs including formaldehyde. Cabinet supply stores and even some custom cabinet shops use flakeboard or medium density fiberboard (MDF), which is weak, less rigid and not as resilient.
- Premier's case construction uses 3/4" plywood for sides and floors and 1/2" plywood for cabinet backs as compared to the typical industry standard of 1/2" sides and floors and 1/4" backs.
- Our cabinet case construction integrates the sides and floors by using wood dowels, professional wood glue and a high-pressure press. When completely cured, professional grade wood glue is stronger and more durable than the wood itself versus the more cost-effective and less durable approach of using nails, staples and screws.
- We offer both Maple and Walnut as standard options for your plywood cabinet case!

W H Y C H O O S E P R E M I E R D O O R B U I L D I N G



A custom cabinet manufacturer building their own doors sounds like a given. Surprisingly, the cabinet doors and drawers in many “custom kitchens” are not built within the same walls as the rest of the cabinetry - oftentimes they are outsourced to door vendors! In 2005, Premier began crafting 100% of its doors and drawers in-house. The importance of having Premier craft the doors for our projects is paramount. Here is why:

- Premier doesn't rely on another company's interpretation of “high-quality.” We set our own standards that always exceed the norm.
- Premier controls the wood species we offer instead of being limited to a door vendor's offering. In addition, we also control the quality and characteristics of all the door framing materials we buy.
- We offer over 30 different framing beads and raised or flat panel options and are developing more.
- We hand-select the material for every door ensuring the grain, color and other fine details correlate with the rest of the project.
- Premier designs all the cutter knives used in joinery in a way that provides a tighter joint and maximizes gluing surfaces.
- Each door is carefully crafted one at a time and not mass-produced. Because materials vary in composition it is important to make sure the proper gluing, pressure and clamping techniques are used.

W H Y C H O O S E P R E M I E R D R A W E R B O X E S



The outside is only part of the “full package.” Premier is just as passionate about the interior integrity of our product. While Premier still offers the traditional dovetail drawer box option, our beautiful finger-jointed drawer box comes as the new standard. The finger-joint detail requires a much higher level of craftsmanship to produce. In fact, this box design is so difficult you will not find many like it outside of Premier! In addition, there are many design and structural benefits to the finger-jointed box:

- Rigorous testing proved that with more surface area to glue on the joinery, this box is much stronger than the traditional dovetail box. It’s structural integrity is simply unmatched.
- The finger-joint drawer box comes standard with a maple box, walnut floors and walnut pulls for Roll-Out Shelves. Maple floors and pulls can be chosen for your project at no additional charge.
- The soft, cove profile on the top edge of the sides of the box adds yet another pleasant design element.
- Equipment to craft a finger-joint simply did not exist. So Premier’s mechanical engineers and in-house metal shop partnered together to custom-build our own machining equipment and clamping mechanism.

W H Y C H O O S E P R E M I E R V E N E E R I N G



Veneer is one of the most misunderstood terms in the industry. Over the years, veneer has been devalued and sometimes even viewed as inexpensive. The truth is, veneer can be very expensive and in most cases, is more expensive than solid lumber. Veneer has also been devalued because of cheap furniture pieces and the lack of expertise of those who have tried to apply it. At Premier, we appreciate the beauty of veneer and understand how to work with it. That is why we do all of our veneering completely in-house. There are endless benefits to cutting, “splicing” and arranging all of our veneer in-house.

- Having full control over the veneer we work with allows us to place the most stunning cuts of veneer where they will be most visible in the project.
- Premier has more control of grain direction, grain properties and selection of the material color. We center balance every door, cabinet and panel which also creates harmony with your project.
- After we cut our veneer, we attach the pieces by method of “splicing.” Splicing means we attach the veneer pieces by putting a thin, solid, glue line along the entire edge of each piece. The advantages of splicing versus the industry’s standard method of stitching veneer are durability and the elimination of witness lines after finishing.
- When properly applied to the appropriate substrate, it’s more stable over its lifetime than solid wood.
- We currently offer over 100 different cuts and species of veneer acquired from all over the world.

W H Y C H O O S E P R E M I E R F I N I S H I N G



Premier prides itself on having the most comprehensive finishing options and capabilities in the industry. Additionally, we continue to develop new finishes on a daily basis. Some of our finishing highlights include:

- We have over 5000 different finishes in our library. These range from traditional to contemporary and everything in between.
- We do custom color matches. If one of our 5000 finishes does not meet your needs, we will create one that does.
- Premier offers eight different sanding and distressing packages. The sanding packages range from a smooth-and-clean sand distressing to heavy distressing like the photographs shown above. Premier also offers grain-relieved and hand-hewn packages.
- Premier offers many different painted and stained finish options to help you achieve any look you desire.
- In addition to the typical cabinet finishes, Premier offers numerous unique finishing packages that many others in the industry will not touch. Some of these include high-gloss automotive-type finishes, metal-plated, faux metal, powder-coated and outdoor finishes.

W H Y C H O O S E P R E M I E R C U S T O M



Premier is custom in every sense of the word. If a customer has a design dream, we believe it is our obligation to figure out how to engineer and build it. Our commitment to custom has driven us to develop the following:

- Premier has produced in excess of 5,000 different finishes in order to meet customer requirements. We are fully committed to continue the development of custom colors in order to meet our customers' needs.
- We offer over 140 different standard door styles and have developed over 500 custom door styles to meet specific requests.
- Premier has 56 crown moldings and 26 baseboards that we produce in-house. Each one is available in all of our wood species. If we don't have the profile you need, we will be happy to make it for you!
- Counting all wood species and cuts, we currently have over 100 lumber and veneer varieties in inventory.
- While wood is the core material, we also provide solutions in various metals, glass and more.
- If your particular project requires a one-of-a-kind cabinet, we are ready, willing and able to build it.

W H Y C H O O S E P R E M I E R F U N C T I O N A L I T Y



The age-old debate among designers and engineers has been, “Does form follow function or does function follow form?” Premier’s stance is that both form and function should work together in harmony and that neither needs to be sacrificed for the other. Our goal is to not only craft cabinetry that looks great, but also functions for a lifetime. Our commitment to functionality can be found in every kitchen.

- Whatever the cabinet depth, Premier installs the deepest drawer box possible, always ensuring a custom fit. Industry standards are a 20” deep drawer box even when the cabinet depth is increased.
- Premier was the first in our industry to employ a fully concealed magnet system on face frame cabinets, which created a cleaner look and smoother function.
- The industry standard for wall cabinet depth is 12”. We recognize that sometimes 12” isn’t enough, especially when storing such items as serving pieces and large plates. As a standard, Premier offers wall cabinets up to 15” deep.
- Roll-out shelves continue to be the most popular and efficient means of storage. For ease of opening, many customers want a hand cut-out on their roll-outs. We took it a step further by incorporating a custom walnut or maple pull as a standard offering on all of our roll-out shelves.
- Two areas in the kitchen that show the most wear are pull-out waste bins and dishwasher panels. As a standard feature, we install a stainless steel protection strip at the top of these applications.

WHY CHOOSE PREMIER PROJECT MANAGERS



At Premier, Project Manager is more than a job title. Our Project Managers have years of experience in the industry and extensive training in the entire Premier product offering. They are highly skilled craftsmen, engineers and administrators and elevate Premier and your project to another level.

- Every job has a Project Manager who manages the project down to the smallest detail. They ask the right questions, process the material orders and ensure the project runs smoothly from start to finish.
- Aside from years of industry and/or Premier experience, all Project Managers undergo a comprehensive, yearlong training program to further hone their skills and knowledge in Premier products and processes.
- Extensive training and specialized focus helps them to anticipate problems and provide solutions.
- Our Project Managers are CAD literate and serve as engineers by creating their own job drawings.
- All of our Project Managers are genuinely personable. Whether it's a designer, vendor or Premier craftsperson, our Project Managers are always easy to approach. They are happy to field any question or comment concerning your project.

WHY CHOOSE PREMIER OUTDOOR COLLECTION



In May of 2013, Premier took its craft to the great outdoors when our Outdoor Kitchen Collection was introduced. This collection embraces the same philosophy as the rest of our cabinetry: If you can dream it, we will build it. Listed below are just a few highlights:

- Numerous wood, metal and style options provide you with an array of design choices.
- Stainless steel frames each door and drawer in our outdoor collection. This feature adds rigidity and keeps the joints and edges of the doors covered and safeguarded from the elements.
- All of our outdoor cabinetry is constructed using a heat-resistant, water and rot-proof plastic. Compared to boatboard, this non-porous material is just as rigid but substantially lighter.
- Premier incorporates a stainless steel face frame and gasket system on all of our outdoor cabinetry. The rubber guttered strip between the stainless steel frame and door seals the cabinet and creates a funneling system that guarantees a dry interior.
- Our standard cabinet construction method of gluing and doweling the sides and floors is also used on our outdoor cabinetry. Additionally, extra reinforcement screws and a bonding adhesive used on the sides and floors create a watertight seal.
- Heavy-gauged stainless steel leveling legs with an added swiveling foot allows for adjustment on uneven surfaces.