



## Kindel's new Facets line all about 'choices, options'

Thomas Russell, October 13, 2018



This credenza shows several of the choices available through Kindel Grand Rapids' Facets collection, including different drawer and door configurations, nailhead trim, finish and veneer selection and hair on hide as seen on the two doors.

HIGH POINT — Luxury case goods and upholstery manufacturer Kindel Grand Rapids is launching a new program at the [High Point Market](#) that leverages its ability to provide dozens of options within more affordable price points.

Facets is a domestic case goods program produced in the company's Grand Rapids manufacturing facilities that is available for product from Kindel as well as sister luxury brands Karges and Council.

It offers chests and credenzas in three different sizes of 36, 72 or 108 inches. As they featuring various door and drawer combinations, they can be used in either a bedroom or dining room setting.

There also are multiple bases available in varying heights and in nine different styles including saber leg, Greek key, twisted leg, parson style, faux bamboo and two styles each of plinth base and tapered leg options.

In addition, there are contrasting veneer options available including walnut, ribbon strip mahogany and oak doors and drawers as well as flat or beaded framed doors and drawers. Finishes include 60 hand-rubbed and -painted finishes available at no charge as well as color combinations available on a single piece, including decorative overlays on door and door fronts.

Other details include leather or hair-on-hide on doors and drawers, nailhead trim accents on doors in leather or hair on hide, pinstriping on doors and drawers and seagrass overlays available in contrasting colors.

Finally, there are more than 30 jewelry hardware options and a mix of materials that include marble, acrylic, brass, nickel, bronze and iron.

Similar custom case goods programs are available at other upper end resources such as Century and Vanguard.

However, Kindel believes this brings its manufacturing capabilities to the very top end of the luxury segment, although at a more affordable price point for the Kindel line, noted Rob Burch, president and CEO. For example the wholesale price on a two-door chest would be between \$500 and \$700 lower than a typical price.

"It is an attempt to be more significantly competitive than where we are with price today. ... It brings the Kindel Grand Rapids value proposition in craftsmanship and finishing capability to a broader range of customers based on our entry price points," Burch said, noting that without even including finishes and hardware, there are some 1,700 different looks that can be achieved through Facets.

"Where other people would call this a custom program, this is about choices and options for our customers and providing a solution that we think meets the needs of our retailers and designers."

"Our model every day is to offer dimensional change and true customization," said Amy Wolbert, senior vice president of marketing, noting that Facets makes it easy for customers to get options they cannot get elsewhere. "We just have the ability to offer more elevated design choices because we do it every day.

"We are responding to what our designers and our customers want."

Burch added that the program also does not require a significant amount of floor space, allowing the dealer to showcase Facets without having to purchase a wide range of individual SKUs for their stores.

"From a manufacturing perspective, we love this program because for the dealer, you can floor a few pieces and tell a story about the 100s of SKUs you can create. For us, this is about choices, and there are a lot of them."

At market, the company will be showing examples of the Facets program at its High Point showroom in Suite 203 of 200 Steele. It will be taking orders at market and expects initial lead times to be about 12 weeks or less.