

Giving modern kitchens a natural feel

METRO NEWS

Thursday, 4 Jan 2018

By Jarod Lim



The mix of natural wood grain and white cabinets in the Naturel Elm range creates a bright and cosy living space in the kitchen.

FOR homeowners are thinking beyond a conventional kitchen setup with a touch of nature, Signature Kitchen's latest Naturel Elm design is likely to impress.

Taking up four booths at the Perfect Lifestyle '18 home and living exhibition, visitors can feast their eyes on this range of kitchen designs by the company.

The exhibition will take place at Mid Valley Exhibition Centre from Jan 5 to 7.

Signature Kitchen retail sales director KS Lau said the latest kitchen design with the Synchronised Pores technology was a treat because of its texture that is similar to real wood.

“Regular lamination gives an unnatural grain.

“However, this technology with embossed synchronised melamine panels yields a deep wood grain texture that is paired with wood design structure.

“The surface is easy to clean and maintains its sturdy strength for everyday use,” he said.

Lau said a modern contemporary kitchen was the current trend but Naturel Elm adds something extra.

“The design gives a modern classic vibe but the texture creates an outstanding look for the kitchen.”



Lau with the Signature Wardrobe, another offering by Signature Manufacturing Sdn Bhd.

The Naturel Elm combines natural elements of wood and lightness of white resulting in bright living spaces and a cosy ambience that centres around the kitchen thanks to its warm and elegant setting.

“This is a good time for new homeowners to source for new kitchen cabinets for the new year,” he added.

Naturel Elm exudes a bi-colour effect through its natural wood grain and white kitchen cabinets.

The company is dedicated to sustainable product development and strives to make use of alternative resources to avoid the depletion of precious wood resources.

At the exhibition, visitors will also get to enjoy an exclusive Italian cooking demonstration by chef Paolo Pala of Michelangelo's.

Lau said Signature Manufacturing Sdn Bhd became the first in the kitchen systems sector to obtain the Chain of Custody (CoC) Certification under the Malaysian Timber Certification Scheme (MTCS).

“MTCS is a national timber certification scheme developed and operated by the Malaysian Timber Certification Council that promotes sustainable forest management practices.

“The CoC certification allows Signature Manufacturing to label its kitchen cabinets and wardrobes containing timber materials as MTCS-certified products, as a mark of its compliance with the sustainability requirements under the MTCS,” he said.

Signature Kitchen is also offering a RM1,000 discount voucher for every purchase of RM10,600 on Signature Kitchen and Signature Wardrobe products, with the exception of Signature Living products.

Customers can also enjoy RM10 on appliances with a minimum purchase of RM12,500 on kitchen cabinets as well as a 30% Method discount voucher for all exhibition customers.

Each day, the first 500 visitors who click “Like” on Perfect Livin’s Facebook page will get a free exclusive limited edition Maneki-Neko keychain.

The exhibition opens from 10am to 10pm.

Admission is free.

TAGS / KEYWORDS:

Central Region , Perfect Lifestyle , Mid Valley , Synchronised

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