



Whole-home solutions *from Elkay®*

*Your partner for exceptional
quality and service
from start to finish.*

A complete turnkey solution

When you partner with Elkay, you get a lot more than just quality products. What sets us apart is the use of our own qualified, committed and professional support teams who offer peace of mind from start to finish. We'll help with everything from profitable upgrade strategies to taking care of installation.

MasterCraft® cabinets offer your national program, community or custom home the same turnkey program support through experienced teams in six key functions throughout the process.



National
programs



Attentive
customer care

“Our programs are based on a solid Elkay foundation of leadership and vision to provide better service, higher quality and more innovation than our competitors.”



Skilled
design service



Experienced
sales support



Reliable
delivery



Professional
installation

We go where you go

Established national distribution and account representation offers convenience and consistency to your business—no matter where you are now or will build in the future.

As we work with you around the country, we also work with you around the house. Our products and experience create a unique opportunity to supply cabinets for almost any room in the home. Get things done faster and better with one streamlined supplier of solutions for the kitchen, bath, laundry, family room and more.



Bath

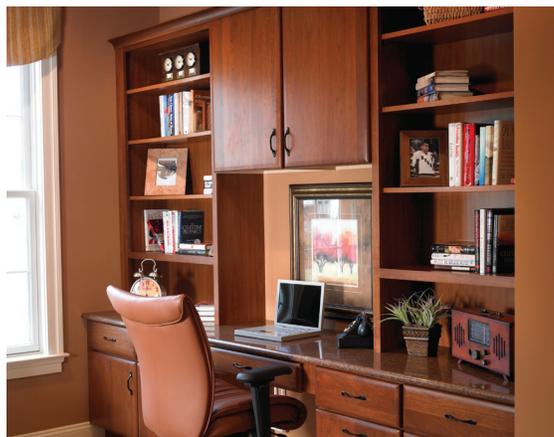


Living Room

“Delivering quality products that will enhance your reputation anywhere in the country.”



Kitchen



Office



Laundry



Family Room

Designed to differentiate

A personalized design professional is assigned to your project to support your custom kitchen design from community to community and lot to lot. This design expertise provides efficient turnaround on one-of-a-kind layouts and plans.

With an average of five years experience in residential and commercial design, your assigned designer makes the most of our flexible product configurations to ensure the most profitable solution is integrated into your plans.

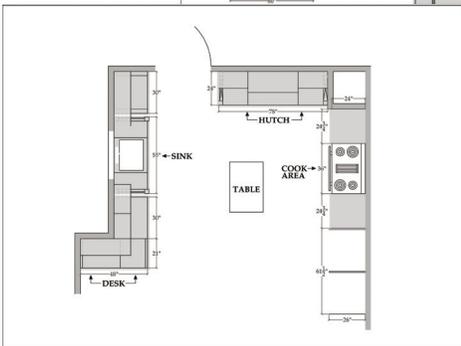
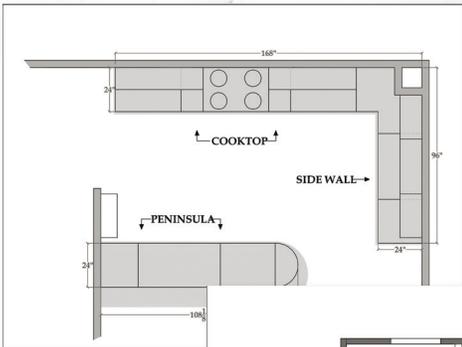


The design team:

- Assigns an account manager to your project
- Communicates regularly to make necessary changes and modifications
- Offers upgrade options in a good, better, best approach
- Recommends optional design improvements and cost-saving solutions



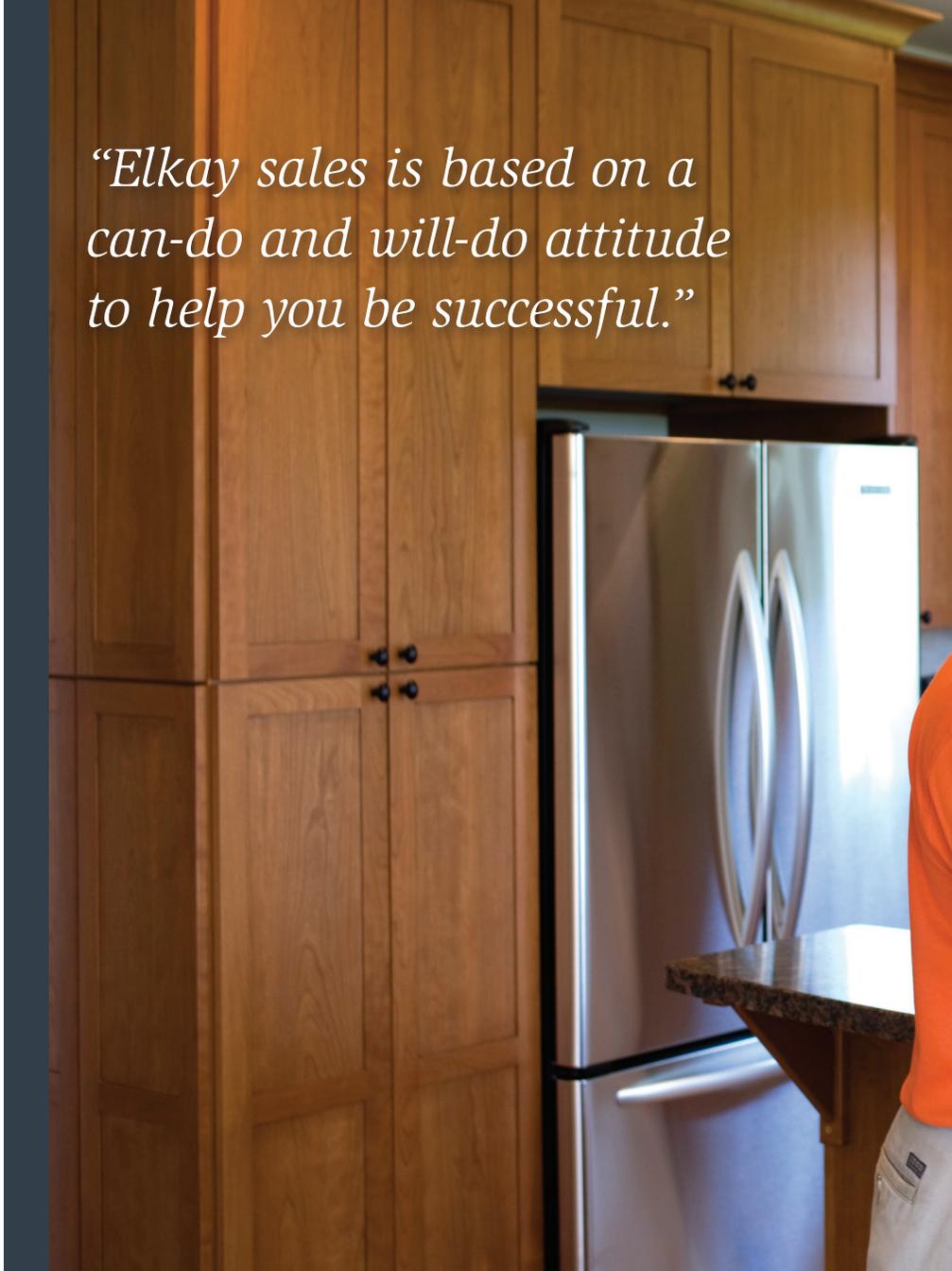
“A dedicated team gives you quick turnaround, versatile design options and professional design recommendations.”



Fast on-site response

Your local sales representative is another member of the team built around your business. Working as an on-site partner, they provide hands-on management of your cabinet program with smart, profitable product recommendations.

We believe in continuing education seminars to strengthen your sales staff by helping streamline the selection process and set customer expectations.



“Elkay sales is based on a can-do and will-do attitude to help you be successful.”

The sales team supports you with:

- Profitable cabinet styles in a logical, upgrade strategy
- Practical accessories and custom modifications to differentiate your homes
- Leverage spending with bundled cabinetry and installation through rebates and model home programs
- Custom marketing materials to aid the selection process
- House plan kitchen design and support
- Field measuring and order management
- Managing warranty calls



ELKAY®

When it comes to the industry and the environment, Elkay is committed to making good choices through responsible practices and partnerships. Elkay is also a member of numerous leading associations including the U.S. Green Building Council.



Caring for the details

The customer care team assigns a representative to your account to manage all the details of your orders—for all product lines.

From the moment you partner with us, your customer care account representative will be a key point of contact for you to coordinate everything from order status to issue resolution.

The customer care team understands their role in your process and the sense of urgency required to help you close your home on time.



Your customer care team:

- Plans and manages your orders
- Answers questions about your order status
- Provides updates on estimated delivery of your order
- Resolves issues to help you complete your home on time
- Provides open communication and assists with follow-through on our commitments



“A detail-oriented team who understands the urgency of the home building schedule.”



Dependable delivery

Our transportation and logistics team ensures a timely delivery of product from our manufacturing facilities to your home or community. This team is trained to foresee and prevent problems before they occur, using real-time project tracking to meet your construction schedule.

Each kitchen is built-to-order, handled with care and placed in a dry interior space of the home—ready for installation.



The delivery team:

- Coordinates travel routing, scheduling and directions to the construction site
- Schedules and communicates approximate delivery day and time
- Arranges to meet your assigned liaison on-site

“From the factory to home, the logistics team ensures on-time and complete deliveries.”



No hassle installation

Let us take the installation burden off you and your business. With the same single point of contact, we save you time by contacting and scheduling installation services. This direct communication between the manufacturer and installer streamlines delivery scheduling and installation planning.

Qualified installers achieve consistent, quality results by following specific manufacturer standards to ensure product knowledge and proper techniques.



The installation team:

- Provides a professional installation that meets manufacturer standards
- Assures cabinets are adjusted properly, clean and ready-to-use
- Walks the completed installation to verify all work conforms to the highest quality standards—yours and ours
- Is on time and leaves the job site clean
- Offers timely follow-up service as needed
- Completes punch lists



“We project manage the installation process at every level—so you don’t have to.”





MasterCraftTM
C A B I N E T S

MasterCraftCabinets.com



ELKAY[®]

AMERICAN PRIDE. A LIFETIME TRADITION.

Like your family, the Elkay family has values and traditions that endure. For almost a century, Elkay has been an American-owned and operated company, providing thousands of jobs that support our families and communities.



MasterCraft is a proud member of the Colorado Environmental Leadership Program.



MasterCraft may help your building or project achieve LEED certification by contributing towards credits in two areas: Materials and Resources and Regional Materials.



All cabinets bear the Kitchen Cabinet Manufacturers Association certification label, which confirms compliance to the American National Standards Institutes performance guidelines for kitchen cabinets.