

COUNTER INTELLIGENCE

Tips and tools to simplify
your kitchen renovation



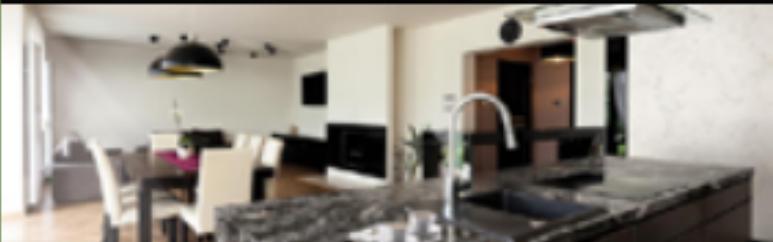
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WE KNOW COUNTERTOPS

Albert Einstein famously said, "The only source of knowledge is experience." As a fabricator that has been helping homeowners select, create and install countertops for over 50 years, we tend to agree. Renovations can be a stressful experience; it helps to get advice from someone who has done it before. This booklet contains insights and advice to help you navigate your next kitchen project.



10 WAYS TO AVOID KITCHEN RENO DISASTERS

A small snowball at the top of a mountain gains momentum as it goes down the slope, growing in size and speed. Eventually that snowball grows uncontrollable ball as it consumes everything in its path.

Kitchen renovations can start out as the small snowball at the top of the hill and quickly spiral out of control. Here are some tips from the experts at FLOFORM to ensure your project doesn't begin to roll down the hill.

1. RESEARCH IDEAS AND INSPIRATION

Much like going to the hair stylist with a picture from a magazine, going into your kitchen renovation with some ideas and inspiration of your own can help you dial in the scope of your project. Do research online and make note of some key elements from kitchens you really like help determine your own style.

2. DETERMINE YOUR BUDGET

Though we all have champagne tastes, most of us

only have beer budgets. Only you can determine what size of a budget you are prepared to invest. Take some time to research the costs of average kitchen renos and decide whether or not your budget is capable of getting what you want. If not, change your expectations or wait until you have the budget you need.

3. CONSIDER RESALE VALUE

It's been said that kitchens and bathrooms sell a home. And there certainly is some truth to that.

A renovated, modern kitchen can dramatically affect the resale value of your home. With that in mind, a slightly larger investment now will almost certainly bring in a larger return when it comes time to sell.

4. PLAN THE TOTAL LOOK

Nothing in life should be planned in a vacuum, least-of-all your kitchen project. Take the time to plan out the total look to make sure you're comfortable with the big picture. It's always



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easier (and cheaper) to do a large project at once instead of parcelling it out into individual projects.

5. KNOW THE PROS AND CONS OF DIFFERENT MATERIALS

There are several material choices available to you within each facet of your kitchen renovation.

For example, options for kitchen countertops range from natural stone (granite, marble), engineered stone (quartz), solid surface materials, laminate, wood, and more. Understanding the benefits and risks of each material will help you plan.

6. EXPLORE HOW LIGHTING IMPACTS YOUR DESIGN CHOICES

One of the most important elements in determining the functionality and the aesthetic enjoyment of your kitchen is lighting. Different bulbs (Halogen, CFL, LED) cast different

shades of light ranging from yellow to bright white. The warmth or coolness of the light can dramatically change the tone, depth and overall impression of your kitchen.

7. USE LICENSED AND INSURED CONTRACTORS

Anything worth doing is worth doing right. This especially applies to your kitchen. Using professionals for your project not only ensures it will be done correctly; it also provides you with the peace of mind to know that they are liable for their work.

8. GET IT ALL IN WRITING

Following point seven should put you in a good position here. Reputable and professional companies always use legal contracts as part of the purchase agreement. This contract not only confirms the parameters of a project, it also protects you by limiting your liabilities and providing a full warranty.

9. PREPARE TO BE UNCOMFORTABLE (FOR A LITTLE WHILE)

There's no way around it; living without a kitchen

or with one in disarray is a major inconvenience. But it will all be worthwhile once the project is finished and you have the kitchen of your dreams. Just prepare yourself to live in less-than-ideal conditions for a little while.

10. LOVE THE KITCHEN YOU'RE IN

Once all the work is done, take some time to bask in the glory of a completed project before turning your attention to the next one. There's a sense of pride in seeing your vision come to life... take time to enjoy it.

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WHY LIGHTING MATTERS

Lighting might not be top of mind when it comes to choosing a countertop – but perhaps it should be.

After all, the warmth or coolness of the light can have a dramatic effect on how the countertop looks. Using warmer lights (such as incandescent lighting) will bring out yellow undertones in a white countertop, for example, whereas using brighter lights (such as CFL) will bring out cooler shades.

Lighting matters more for countertops than any



other area in the kitchen particularly because the light shines directly onto countertops. As the nearest, largest expanse of horizontal surface to the light, the lighting in your

kitchen will reflect most upon your countertops.

Tones of white light are measured in degrees of Kelvin. The higher degree of Kelvin will result in lighting that will appear bluish and cooler, whereas lower degrees of Kelvin will result in a more yellow and warmer tone.

Here's a guide to help you achieve the perfect end result: An inviting environment that works with your other design elements to create a practical workspace and lively entertainment area.



**SOFT WHITE/
WARM WHITE
(2700K - 3000K):**

Recommended for bedrooms and living rooms; providing a warm and cozy light

**BRIGHT WHITE/
COOL WHITE
(3500K - 4100K):**

Recommended for kitchens & bathrooms; providing a whiter, more energetic feel

DAYLIGHT (5000K - 6500K):

Recommended for bathrooms, kitchens and basements; best for reading, intricate projects, or applying makeup - provides the greatest contrast among colors.

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HOW TO MATCH KITCHEN CABINETS & COUNTERTOPS

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WHAT COLOR OF COUNTERTOP GOES BEST WITH MY CABINETS?

Whether you are renovating your entire kitchen or just your countertops, the countertops you choose can either be the focal point or something that anchors the rest of your kitchen. For example, a bright countertop design with lots of movement would be a statement piece in your kitchen. On the other hand, a dark design with no movement is a piece that is balances



the space and brings it all together.

When choosing a specific design for your countertop, there is more to consider than simply just your cabinetry. Elements such as flooring, backsplash, appliances and wall color are all visual components

that come together to create your overall look. Let's take a look at some different combinations and let you decide which one works best.

DARK DESIGN WITH MOVEMENT ON DARK CABINETS

This image featuring Cambria's Ellesmere is a perfect dark on dark example where the countertop is the focal point. Lots of movement in the quartz draws the eye and works well with the simple flooring, furniture and walls.



LIGHT DESIGN WITH MOVEMENT ON DARK CABINETS

This kitchen featuring Cambria's Seagrove from the Coastal Collection is a brilliant mix of dark, mid and light tones. The dark cabinets used for the island are a strong contrast to the lighter main kitchen cabinets. This is a trend that doesn't seem to be getting old!



LIGHT ON DARK

This mix of dark cabinetry and light countertops featuring Cambria's Berwyn really nails it. Berwyn's mix of whites, ivories and creams with subtle grey veining and hints of metallics compliments the hardware but pops against the black cabinets. In a room with lots of natural light, Berwyn really shines.



DARK ON LIGHT

When white on white is just a little too bright, a great alternative is a darker countertop design, like Cambria's Hampshire, that allows the kitchen's accents to stand out. This style really adds depth and detail to your kitchen.



WHITE ON WHITE ON WHITE!

When you are going for ultra modern, this kitchen featuring Cambria's Summerhill is gorgeous! The countertop adds just enough detail and focus that your kitchen remains clean and simple without being boring. All white, all the time, enough said!

How To Match Kitchen Cabinets & Countertops



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DETAILING TO COMPLETE YOUR PERFECT KITCHEN

With so many customizable options out there for all different budgets, you truly can get just the right kitchen for you, your home, your family, and your lifestyle.

While homeowners often think about changing the big things in their kitchen – for example, getting new countertops, flooring, or appliances – they might not think about the details as much. But when you combine them, the right details can subtly bring the entire kitchen together and articulate your exact style and taste.

These are three common kinds of detailing you will want to take the time to choose when it comes to your kitchen countertops in particular:



EDGES

Did you know that there are more than 12 different kinds of edges you can get for quartz countertops alone? If your look is rustic elegance, the Moraine Edge achieves a natural, rustic appearance, this hand finished “broken”

edge provides a raw look. From raw and natural to a basic bevel, the edge of your countertop adds that final design flair.

Discover all the edge profiles (with descriptions, graphics, and measurements!) available for each kind of countertop material by clicking [here](#).

BACKSPLASHES

The look of a countertop – and your entire kitchen – can change enormously thanks to a backsplash. If you're going for a classic

look, subway tile is extremely versatile and can be paired with virtually any color of countertop. When backsplashes come in everything from porcelain to glass to stone to ceramic materials, in all kinds of different colors, styles, and textures, you can truly customize your backsplash and countertop to create a look that is all your own. Keep in mind, as always, that the lighting you go with in your kitchen will have an effect on how the color and material looks.

Before rushing into your choice of backsplashes, be sure to check out our backsplashes collection for a photo gallery of ideas and inspiration!

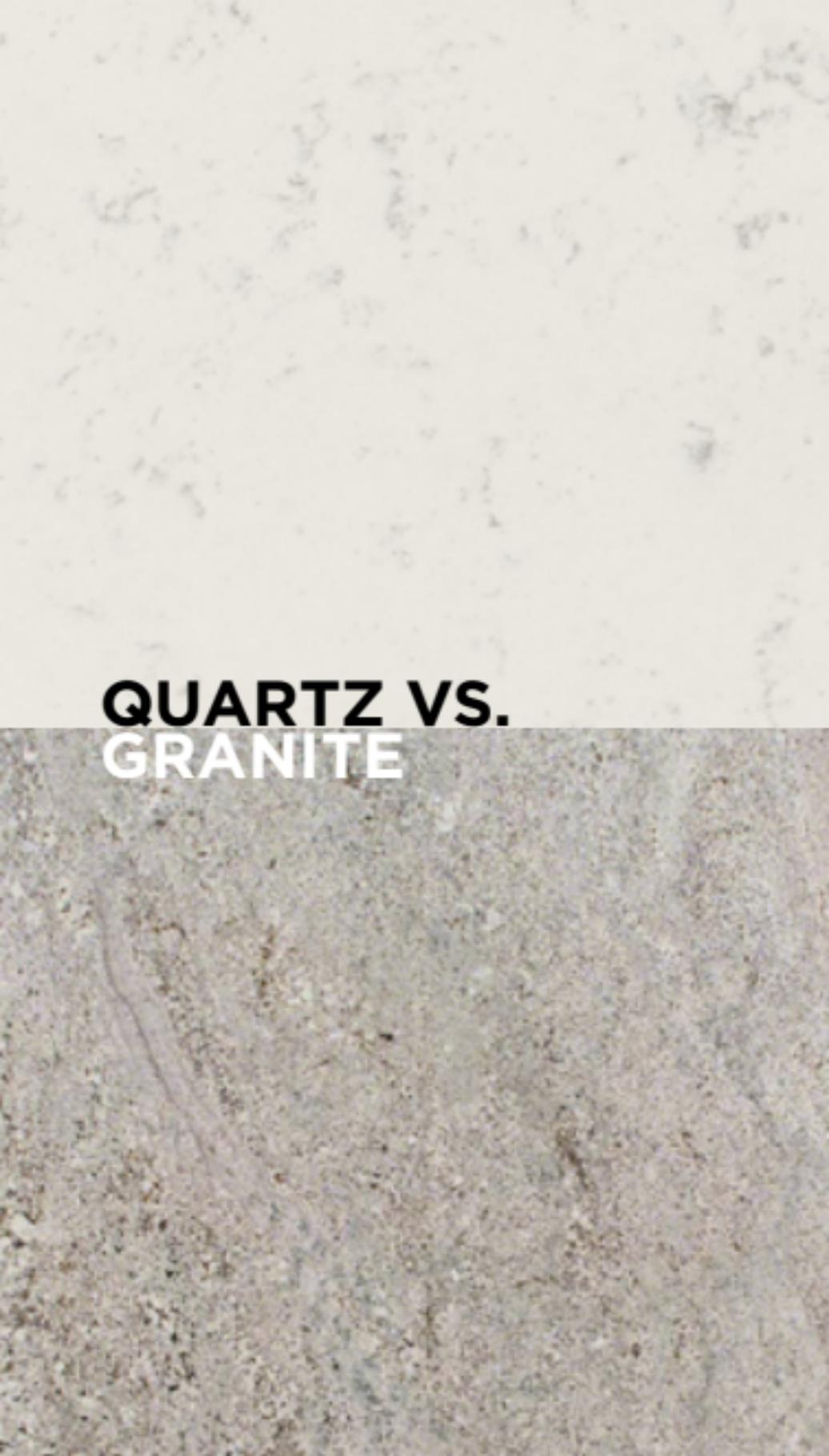
SINKS & FAUCETS

Nothing completes the look of a renovated kitchen like a new sink and faucet – it's the cherry on top of a sundae! A bold sink such as an apron-front style can be a great focal point in a traditional or contemporary kitchen. With countless material options from stainless steel, cast

iron with colorful enamel,
seamless solid surface -
the options to suit every
style of kitchen are nearly
endless.

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Detailing to Complete Your Perfect Kitchen



**QUARTZ VS.
GRANITE**

QUARTZ

MAINTENANCE

No sealing, polishing or reconditioning is needed.

STAIN RESISTANT

Quartz is nonporous, non-absorbent and will resist most stains, moisture and harmful bacteria.

HEAT/SCRATCH RESISTANT

Though you shouldn't deliberately try to scratch your countertop or leave a hot pot on it, Quartz is highly durable as a stone and is Heat and Scratch resistant.

HYGIENIC

Quartz is nonporous, making cleanup easy and preventing food and moisture from penetrating its surface—the main source of growth for harmful bacteria.

CLEANING

Simply wash with warm water.

DURABILITY

Independent laboratory tests prove that natural quartz surfaces are significantly stronger and more flexible than granite.



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APPEARANCE

The Quartz colouring and designs are engineered, not natural. This allows your countertops to be consistent throughout your entire kitchen. It's easy to match, with no surprises in colour, pattern or texture.

GRANITE

MAINTENANCE

Most Granite countertops require sealing every one to three years.

STAIN RESISTANT

Granite is a porous stone, and is not stain-resistant. Sealing the granite will help prevent stains.

HEAT/SCRATCH RESISTANT

Granite is a durable an stone and is extremely Heat resistant. However, harder blows from heavier

items may scratch or damage the granite.

HYGIENIC

Granite is a porous stone, making it easier for bacteria to set in. Sealing the granite will help prevent protect the granite against the growth of bacteria.

CLEANING

Granite requires special products that are specific to Granite countertops.

DURABILITY

Granite is a strong stone, however it is more

susceptible to damage than quartz. It is a more porous stone, that contains weaker minerals.

APPEARANCE

Granite is mined directly from a large piece of stone in nature, later being cut down into individual slabs. Since this is natural stone, no two pieces will be exactly alike.



A work surface. A food prep area. A centerpiece for social gatherings. The uses for countertops are only limited by your imagination and FLOFORM is committed to bringing these ideas to life. We will enrich your home with the highest quality surfaces for living, coupled with the best value and service in the industry.

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