



## **DID YOU KNOW? – February 2010**

### **This month includes:**

- **Countertop Choices – Part 1**
- **Cash for Clunker Appliance Update**
- **Wood-Mode Cabinet Savings**

912 South Rangeline Road, Suite 100  
Carmel, Indiana 46032

Phone: 317-848-1111  
[www.TheKitchenWright.com](http://www.TheKitchenWright.com)

In this month's newsletter, we will begin a series focusing on countertops. Given the number of countertop choices, we want to help ensure you make an informed and educated decision for your remodeling project. In addition, we will provide details on Indiana's Cash for Clunker Appliances program. Finally, Wood-Mode/Brookhaven cabinetry is rolling out a new promotion for purchases made through March 31, 2010.

Enjoy and please let us know if you have any questions.

Sincerely,  
Rob Davis & Curt Wible

## **Countertop Choices – Part 1**



In today's market, there is a dizzying number of countertop choices. Options include plastic laminate, solid surface, ceramic tile, granite, quartz, and even concrete. Updating countertops is a great way to significantly improve the look of your home and improve its value. Choosing the correct countertop is an essential ingredient in any home remodeling project. We are including a brief introduction to help you sort through the options.

- **Pricing** – Countertops are priced in one of two methods ... by how long the countertop is (linear foot) or the area covered by the material (square foot.) Regardless of methodology, you need to ensure pricing includes any backsplashes or side splashes in the project. Pricing will depend on material, color choice, texture, pattern, edge profile, type of sink being used, and number of holes in the countertop. Prices can range from around \$10 per square foot for plastic laminate to \$70 per square foot for granite. On the high end, specialty material (terrazzo, concrete) can cost more than \$100 per square foot.
- **Layout/Seams** – Larger tops typically require a seam to join two pieces of material or to wrap around a corner. The location of a seam affects both the countertop's look and durability. For example, a poorly located seam in a plastic laminate countertop can lead to water seepage, warping the top and causing the plastic laminate to pull away from the substrate. A qualified kitchen designer can help ensure seams are located appropriately to ensure durability and great looks.
- **Installation Cost** – Pricing for countertops often includes measurement/templating of the top, delivery, and installation. Make sure this cost is included in any countertop quotes.

- Installation Methods – Plastic laminate countertops are screwed in place. This makes plastic laminate a simple installation. Most of the heavy countertops ... granite, quartz, and concrete ... are held in place by gravity and adhesive. Given their weight and the need to minimize seam visibility, professionals typically install heavy countertops.
- Purchase Considerations – There are a number of considerations when purchasing a countertop, including
  - Usage – the characteristics of the top need to be matched with usage
  - Durability – how long will the top last based on how it will be used
  - Cost – not only does the top need to fit in the project's budget, but it also needs to be consistent with the home's value
  - Maintenance – a few of the countertop materials need maintenance to look their best over time
  - Style/Look – ensure the selection matches your style and overall project objectives.

With this brief introduction, next month we will continue the series by looking at specific countertop materials and the associated benefits/drawbacks.

## **Cash for Clunker Appliance Update**

Indiana's Energy Star Appliance Rebate program began on February 1, 2010. Homeowners can receive a rebate up to \$500 when an Energy Star rated Furnace or Heating, Ventilation, Air Conditioning (HVAC) system is purchased. The rebate could be as high as \$1,000 for a Geothermal Heat Pump. The program is on a first come, first served basis and will be discontinued when the rebate fund of \$6.1 million is exhausted. Utility companies also provide rebates for energy efficient appliances. So, be sure to check with your utility company to see if any additional refunds are available.

## **Wood-Mode Cabinet Savings**

The KitchenWright is happy to share an opportunity to save money on Wood-Mode and Brookhaven cabinets. Through the end of March, Wood-Mode/Brookhaven Cabinetry is holding the Pick a Premium Promotion. This offer allows you to choose your promotion ... a 50% savings on all doors & drawerheads premiums, or 50% savings on wood species, or 50% savings on finish premiums. This offer is a great way to get the look you want, while staying within a budget. Stop by our showroom to see how we can make these savings work for you.

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We hope you find our newsletter helpful. If you have any questions or would like to talk with one of our professional designers about a remodeling project, please give us a call (317-848-1111), stop by our showroom in Carmel Indiana, or send us an email at [info@thekitchenwright.com](mailto:info@thekitchenwright.com).