



WELLBORN
CABINET, INC.
The Essence of Cabinetry

Why Wellborn

Heirloom Quality | Made In The USA | Whole Home Design Solution



The Wellborn Quality

Since 1961, Wellborn Cabinet, Inc. has been manufacturing quality kitchen and bath cabinetry in Ashland, Alabama. It all began in a small cabinet shop to build cabinets for the local markets. Since that time, Wellborn has become a state of the art manufacturing facility of over 1.8 million square feet that combines some of the most advanced technology systems in the industry with over 55 years of acquired knowledge and experience in high quality cabinetry craftsmanship.



Our Vision

The Wellborn Family is committed to be the most valued provider of permanent home cabinetry designed for a lifetime of gracious living.

Our Quality



The entire Wellborn family and their employees take great pride in producing quality products. Our Quality Control Team includes over 100 employees dedicated to ensuring the quality of your cabinetry. Our certified inspectors man over 30 quality checkpoints throughout the facility.



ESTATE
COLLECTION

Aspire
CABINETRY
A Full Access Front-Back Line

Home
Concepts

ELEGANT BATH
COLLECTION

Wellborn
CLOSETS
Cabinetry for Every Room

Whole Home Design Solution

Wellborn Cabinet features many product lines that offer cabinetry for every room for everyday living. Whether you are building an affordable first home or the home of your dreams, Wellborn Cabinet has options that allow you to create exactly what you want in every room of your home.

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ESTATE

COLLECTION™

ESTATE IS A FASHION FORWARD AND INNOVATIVE PRODUCT LINE

- Designed To Satisfy Your Most Distinguished Clientele
- Over 50,000 Door Styles, Species And Finish Combinations
- Beautiful Overlay And Inset Door Offerings
- Extensive Selection Of Stains And Paints With Glaze And Finish Technique Options
- ColorInspire Offers Thousands Of Paint Colors That Inspire You From Benjamin Moore, Sherwin Williams And Valspar
- Thousands Of Cabinets And Accessories
- Semi-Custom Options For More Design Flexibility
- You Draw It Program Changes Concepts Into Creations
- Premium All Plywood Cabinet Construction Standard
- Profiled Wood Drawer Adds Beauty
- Soft Close Drawer Slides
- Lifetime Limited Warranty



Premier^{SERIES}

WELLBORN'S PREMIER SERIES MEETS HIGH FASHION WITH DEPENDABLE QUALITY

- Over 50,000 Door Styles, Species And Finish Combinations
- Extensive Selection Of Stains And Paints With Glaze And Finish Technique Options
- Overlay and Inset Door Profiles With Traditional, Transitional And Contemporary Styling

- ColorInspire Offers Thousands Of Paint Colors That Inspire You From Benjamin Moore, Sherwin Williams And Valspar
- Thousands Of Cabinets And Accessories
- You Draw It Program Changes Concepts Into Creations
- Semi-Custom Options For More Design Flexibility
- Standard Furniture Board Cabinet Construction And Plywood Options
- 5/8" Wood Dovetail Drawer Standard For Durability
- Soft Close Drawer Slides
- Lifetime Limited Warranty



Select^{SERIES™}

WELLBORN'S SELECT SERIES SERVES THE MODEST REMODELING PROJECT AND NEW HOME CONSTRUCTION

- Large Selection Of Stains And Paints With Glaze
- Overlay Door Offering Ranging From Traditional To Transitional Styling
- Great Selection Of Cabinets And Accessories
- Semi-Custom Options For More Design Flexibility
- Furniture Board Cabinet Standard And Plywood Options
- Furniture Board Drawer Standard With Plywood And Wood Drawer Options
- Lifetime Limited Warranty



ASPIRE CABINETRY IS AN INNOVATIVE AND LEADING EDGE STYLE PRODUCT LINE

- Offers Full Access Frameless Cabinetry
- Door Style Selections Of Wood; Textured Melamine; Smooth Melamine; Solids In High Gloss, Matte, And Designer Colors; And Metal Doors
- Cabinet Interiors Selection Of White, Grey And Natural
- Over 50,000 Door Styles, Door Materials And Finish Combinations

- Stylish Full Overlay Design
- Extensive Selection Of Stains And Paints With Glaze And Finish Technique Options
- Thousands Of Cabinets And Accessories
- You Draw It Program Changes Concepts Into Creations
- Wood And Metal Drawer Options With Soft Close Drawer Slides
- Semi-Custom Options For More Design Flexibility
- Lifetime Limited Warranty



Home Concepts™

HOME CONCEPTS PROVIDES A GOOD QUALITY PRODUCT AT AN AFFORDABLE PRICE

- Positioned To Serve Entry Level Remodeling, New Home Construction And Multi-Project Markets
- Most Wood Doors Have A Veneered Center Panel
- Over 75 Door Styles, Species And Finish Combinations
- Good Selection Of Stains And Paints With Glaze Options
- Overlay Door Styles Offer Traditional And Transitional Styling
- Good Selection Of Cabinet Sizes And Accessories
- Furniture Board Cabinet Standard And Plywood Options Available
- Furniture Board Drawer Standard With Plywood Option Available
- 1 Year Limited Warranty



ELEGANT BATH COLLECTION™

THE ELEGANT BATH COLLECTION IS AN EXTENSIVE SELECTION OF COORDINATED DESIGNER VANITY SUITES

- Offers Individual Style With Everyday Luxury
- Furniture, Modern, Transitional, Traditional And Classic Styles
- Wall Mount Suites
- Corner Vanity And Curved Vanity Suites
- Matching Decorative Mirrors, Linen Cabinets, Medicine Cabinets, Lighting And More
- Over 30,000 Door Styles, Species And Finish Combinations
- Semi-Custom Options For More Design Flexibility
- Extensive Selection Of Stains And Paints With Glaze And Finish Technique Options
- Traditional Overlay, Full Overlay And Inset Door Styles
- Standard All Wood Cabinet Construction
- Dovetail Solid Hardwood Drawers With Full Extension Soft Close Slides
- Lifetime Limited Warranty

Whole Home Design Solution

WELLBORN CLOSETS OFFERS ELEGANT ORGANIZATION FOR ANY SPACE

- Closets, Pantry, Mud Room, Laundry, Garage, Linen Closet, Office, Entertainment, Craft Room And Wall Beds
- Over 600 Door Styles, Species And Finish Combinations
- Blends With Wellborn Finishes And Selection For Expanded Offering
- Extensive Selection Of Stains And Paints With Glaze And Finish Technique Options
- A Variety Of Accessories And Options To Maximize Your Space With Style
- Frameless Construction Provides More Space For Storage
- Solid Wood Or Metal Drawer Options
- Semi-Custom Options For More Design Flexibility
- Delivery On Wellborn Trucks With Your Wellborn Kitchen Orders
- Lifetime Limited Warranty



Closet



Bedroom



Office



Laundry Room



Pantry

Accessories Add Design And Function

Behind every great chef is a well organized kitchen. From roll out shelves to corner carousels, a well appointed kitchen takes cooking from a mundane chore to a spectacular culinary adventure right in your own kitchen.

Preparation



Cooking



Clean-up



Storage



Accents



Touch to Light



Touch to Open



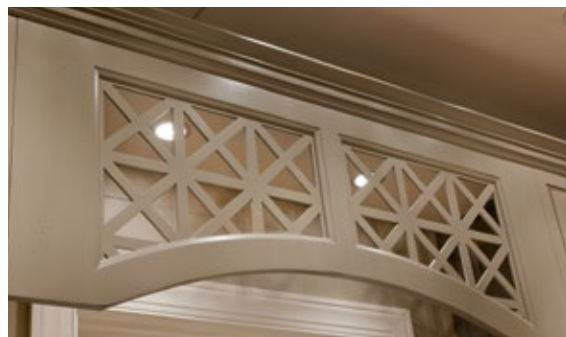
Touch to Lift



Decorative Hardware

You Draw It[®] PROGRAM

From concept to creation, customize your dream room with our "You Draw It" program. Talk to your designer about personalizing your kitchen today. You Draw It is available in Estate Collection, Premier Series, and Aspire Cabinetry.





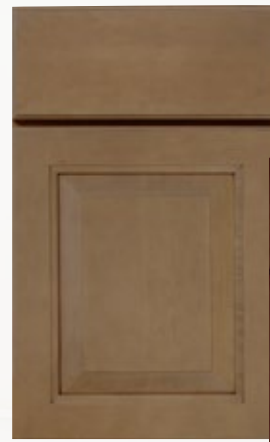
Antigua Inset CDF



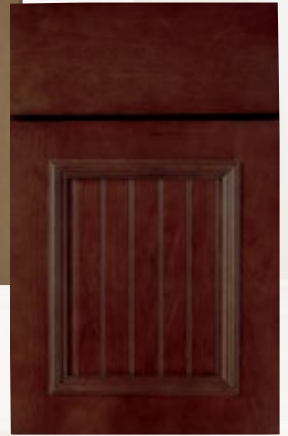
Cambridge Square



Winslow Inset



Davenport Square



Bridgeport SDF



Bristol Inset CDF

Seville Square



Hawthorne



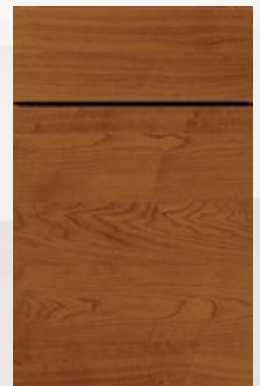
Manchester



Bridgeport Inset



New Haven



Loft

Door Styles

Your room. Your style. These are just a few of the many door styles that are available to create your perfect room. We offer a variety of door styles to accommodate every design from traditional to transitional to contemporary.

Whether it's a beautiful full overlay or a precision shaker inset, all Wellborn doors represent beauty, style and quality craftsmanship.

Millbrook Arch



Modesto Inset



Kingston Square



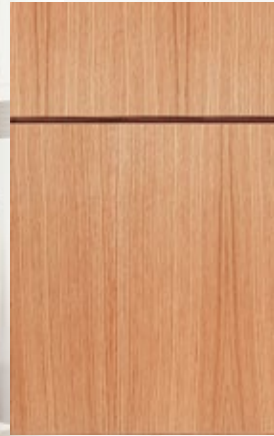
Madison Square Inset



Imperial



Hampton Square



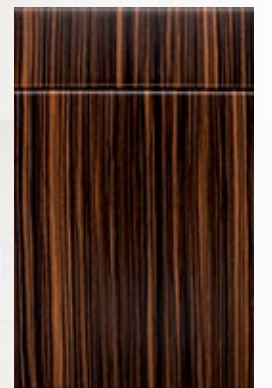
Milan



Belmont



Henlow Square Inset



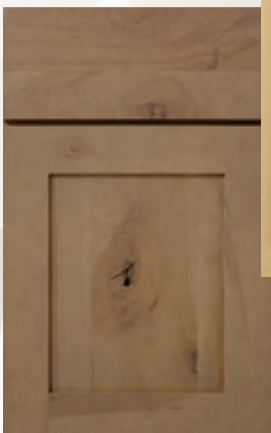
Palmero



Messina



Rose Hall Cathedral



Hanover



Finishes



All Wellborn door styles are available in a variety of color selections which present you with unique choices. Our color palette is created with both stained and painted finishes, many of which can be enhanced with a glaze highlight and finish technique. No matter what your style, we have a color for you.



ColorInspire

ColorInspire offers a broad selection of colors from the extensive paint programs of Sherwin Williams, Benjamin Moore and Valspar. ColorInspire is available in Estate Collection, Premier Series, Aspire Cabinetry and Elegant Bath Collection.

Finish Techniques

Wellborn has several Finish Techniques that create different levels of worn appearances. The Finish Techniques will vary within individual doors; therefore, no two doors will be alike throughout the entire kitchen. See product lines for availability.

1. Brush Finish

Hint of Brush Stroke

- Hand Applied Glaze in a Subtle Brush Stroke Overlaying Paint

2. Vintage

Time Worn Appearance

- Rub Thru

3. Cottage

Cozy Country Charm

- Spatter

4. SeaSide

Light And Breezy

- Burnishing
- Dry Brushing with Slate Glaze

5. Heirloom

Family Heritage

- Burnishing
- Small Dents
- Worm Holes

6. Antique

Aged With Care

- Burnishing
- Rub Thru
- Small Dents
- Worm Holes

7. Olde World

Artisan Finish

- Burnishing
- Rub Thru
- Worm Holes
- Dry Brush Glazing
- Carved Edges
- Small to Medium Dents
- Rasping

8. Carriage

Hint Of Character

- Rub Thru
- Small Dents
- Worm Holes

1.

2.

3.

4.

5.

6.

7.

8.



Heirloom Quality

Time-Tested Craftsmanship

At Wellborn, Heirloom Quality is not just an expression; it's a way of life. Wellborn Cabinet, Inc. is family owned and operated. The time-tested craftsmanship that has made our cabinetry's quality second to none has been passed down from generation to generation of loyal Wellborn employees. Wellborn combines proven construction methods with today's technology to provide a quality product for your family.

Our Quality



The entire Wellborn family of employees takes great pride in producing quality products. Our Quality Control Team includes over 100 employees dedicated to ensuring the quality of your cabinetry. Our certified inspectors oversee 30 quality checkpoints throughout the facility.

Our Customer Service



Wellborn's Customer Service Team makes sure your order is processed accurately and efficiently. Their goal is 100% customer satisfaction. Each Wellborn Dealer has their own dedicated Customer Service Representative, thereby providing personalized service to our valued customers.



The face frames are hand sanded on the front and edges. The inside is hand sanded and hand rubbed to create a smooth protective surface.



Doors, drawer fronts and face frames are hand sanded, front and back, to eliminate cross grain scratches and burley marks.



After the color stain is high pressure sprayed, the surfaces are hand rubbed to enhance the wood grain characteristics.

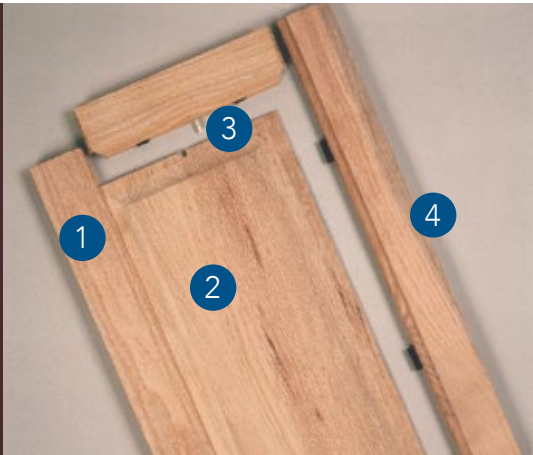
Solid Wood Doors

People love the beauty and durability of wood. Nothing could be more natural. Compare Wellborn's solid wood doors to some other manufacturers' and you will see that many make doors of only thin veneers that look like solid wood. On the surface, however, you can quickly tell the difference, and if you take a close look, you will agree that the beauty of solid wood is vastly different. That is why Wellborn uses solid wood from the USA. Enjoy the lasting beauty and strength of a solid wood product for a lifetime.



Quality Begins With The Tree

Wellborn quality permeates every step of the cabinet process, beginning with the logs that are hand picked for our vertically integrated sawmill.



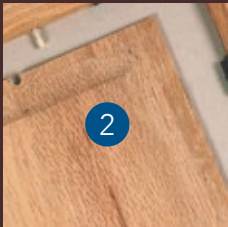
Wellborn's solid wood doors and drawer fronts are 100% natural, solid hardwood, grown in the United States, and are hand selected from our own lumber yard and timber processing mill.



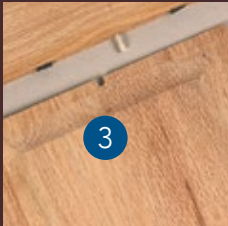
Wellborn has several doors that incorporate the strength and beauty of mitered construction. The stiles are cut at a 45° angle, then precisely aligned with a blind mortise and tenon joint and glued.



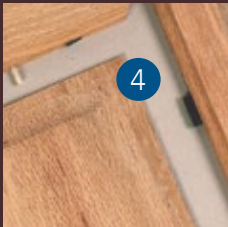
Solid Wood Door Stiles and Rails



Solid Wood Raised Center Panel



Notch and Peg System



Foam Inserts

Crafted By People Who Care

The inspectors on the chop saws trim stacks of kiln-dried lumber daily, selecting only top quality parts. Each door panel's parts are hand selected and strategically positioned for matching wood grain and color consistency. Doors, drawer fronts and face frames are hand sanded, front and back, to eliminate cross grain scratches and burley marks. A notch and peg system designed into the top and bottom of the center panel positions it securely within the door's stiles and rails.



Foam inserts are placed within the door frames before the center panel is installed to stabilize the panel and allow for expansion that may occur due to changes in humidity.



Each door is inspected for color variation and part defects to ensure Wellborn's standard of superior quality.

Door Options

Wellborn Cabinet offers many doors options for quality construction* and style.



Recessed Door Panels

- Center Panels are 3/16" Thick Wood Veneers
- Consistent Grain Pattern
- Great Finish Ability
- Less Affected by Humidity



Solid Wood Reversed Flat Door Panels

- Solid Wood Reversed Flat Center Panel
- High Quality
- Shows True Beauty of Wood
- Great Finish Ability



Thermofoil Doors

- 3/4" Thick Doors
- Medium Density Fiberboard Door Material
- Door Profile is Intricately Routed
- Tough Vinyl Covering is Formed and Sealed



Medium Density Fiberboard Doors

- 3/4" Thick Doors
- Medium Density Fiberboard Door Material
- Door Profile is Intricately Routed
- Paint is Applied for High Quality
- Less Affected by Humidity



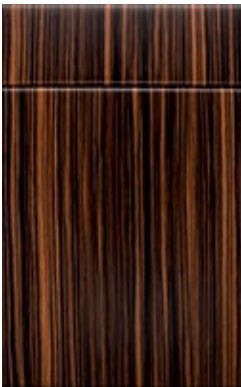
Textured Veneers

- Textured Wood Grains Create a Real Wood Look and Feel
- Several Door Style Selections
- Available in Aspire Cabinetry



Smooth Veneers

- Wood Grains in Various Color Selections
- Solid Colors for Clean, Sleek Designs
- Several Door Style Selections
- Available in Aspire Cabinetry



Solids and Designer Colors

- High Gloss and Matte
- Matching or Silver Edge Banding Options
- Available in Aspire Cabinetry

Hinge Options



Barrel Hinge

Burnished Brass



Satin Nickel



Oil Rubbed Bronze



For inset door styles.

Concealed Hinge



For Traditional and Full Overlay door styles.



Soft Close Hinge Feature

*Door Construction specific to brands and series.

WellGuard Finish System

Wellborn takes great pride and care with the finishing of our kitchen furniture. Years of research partnered with development through Valspar have resulted in The WellGuard Finishing System—a 24-step superb finishing process. Shown below are some of the key quality aspects of our finishing process which all of our stained finishes receive.

1. Hand select the finest wood
2. Manual hand sanding line for a smooth consistent finish and cross grain elimination
3. Dust particles removed and quality inspected
4. A sap stain is applied to tone and balance the color and grain
5. Grain enhancing dye stain adds color depth
6. Hand rubbed wiping stain applied for complete color coverage
7. The surfaces are air dried and inspected for color
8. The first coat of durable catalyzed sealer is applied
9. Oven-cured providing a tough, durable, baked-on finish
10. Hand sanded with fine grit sandpaper and quality inspected
11. The second coat of catalyzed melamine enriched sealer is applied
12. Our products are oven-cured a second time
13. Hand sanded again to provide a smooth surface for topcoat
14. Some finishes receive a shading technique
15. The surface is again hand sanded
16. Hand wiped with tack cloth in preparation for final topcoat
17. Inspected for consistency of shading or glazing
18. A third coat of sealer is applied
19. The surfaces are hand sanded again
20. Resin blend melamine enriched topcoat is applied
21. Conversion varnish topcoat is oven cured, creating a tough, baked-on finish
22. Personally quality inspected using a sheen meter
23. UV drying station completes the curing process
24. Finished wood components are stored in individual staging racks to prevent scratches



The WellGuard Finishing System has been tested against 17 common household chemicals and food products and passed beautifully. Those agents include:

- Gasoline
- Water
- Coffee
- Olive Oil
- Ammonia
- Fly Spray
- Detergent
- Soaps
- Alcohol
- Mustard
- Crayons
- Shoe Polish
- Tea
- Vinegar
- Dye
- Citric Acid
- Beet Juice



The 20 person manual sanding line and hand orbital sanding processes provide a consistent finish.

Doors, drawer fronts and face frames are individually inspected for a smooth flawless surface that is properly prepared for The WellGuard Finishing System.

Stains are applied using hand-held spray equipment.

After the color stain is high pressure sprayed, the surfaces are hand rubbed to enhance the wood grain characteristics.

To build a base for the topcoat, surfaces are hand sanded after each coat of sealer guaranteeing a smooth even finish.

Heirloom Quality Drawer



5/8" Solid Hardwood Drawer

Wellborn builds the best drawer in the industry. Our 5/8" solid hardwood dovetail drawer is standard in The Premier Series door styles. The drawer has 5/8" finished sides with dovetail construction and full extension undermount drawer slides with soft close technology built in.



Profiled Drawer

The Estate Collection features a 5/8" solid profiled hardwood with quality dovetail joints for durability and strength. The soft close full extension drawer slide with Blumotion presents a feature that also closes the drawer tight to the face frame.



Drawer Slides

Drawers are mounted with a fixed mounting system to ensure drawer alignment during shipment. The slides are easily adjusted to center drawers from side to side, but unlike floating systems, ours remain in place during handling.

Wellborn's solid wood drawers include undermount drawer slides that include a self-closing feature, pulling the drawer shut with just a slight push. Hiding the slides under the drawer allow us to offer a wider drawer, and the undermount slide doesn't require any cleaning.



Solid wood drawer sides, fronts and backs are individually notched with dovetail cuts that lock tightly together during assembly.

Our dovetail drawers are hand assembled and machine squared, combining the finest wood joinery technique with precision technology.



Adjustable Drawer Fronts

Wellborn drawer fronts are attached to the drawer sub-front with four screws, creating strong reinforcement. If realignment is needed after installation, side to side or top to bottom adjustment can be done easily.



Supports up to 75 lbs.

Wellborn's sturdy high quality drawer construction supports up to 75 pounds and is one of the heaviest drawers available.



Dovetail Construction

Dovetail construction has always been known as the strongest, most durable method of furniture assembly, creating a beautiful, long lasting drawer.



The UV paint machine is used to apply a natural finish to the sides and edges of drawer parts. Our solid wood drawer has a natural finish inside and out for top quality and easy cleaning.

Quality Face Frame



17% More Face Frames

Our face frames are 1¾" wide, 17% more than many in the industry which are 1½". Wider face frames keep the joints from separating, help ensure cabinet squareness and add strength.

Wellborn face frames are hand sanded on the inside edges and fronts to provide a smooth, all around surface and to protect your hands and arms from scratches when taking items in and out of your cabinetry.



Blind Mortise and Tenon Joints

Wellborn uses blind mortise and tenon joints in our face frame assembly, an age-old wood joinery method that has long been recognized as a sign of high quality. This creates a stronger joint and prevents splitting of the stiles.



The mortise and tenon joints on the face frame are glued and locked into place by hand, and are carefully inspected by trained eyes for quality.



The face frames are then machine squared and stapled into place, ensuring cabinet squareness and adding extra strength.

Hanging Rails in Wall and Base Cabinets

For years, hanging rails have been built into cabinetry to provide a strong foundation for installation. Many manufacturers have modified this feature for cost savings, but Wellborn still includes hanging rails with these construction features in all wall and base frame cabinets.

This captive form of construction has been proven to be the most effective way to prevent installation problems. Hanging rails prevent the back of the cabinet from pulling away and causing light cracks after installation. This superior method of construction is proven to withstand 3–4 times the weight of industry required standards.

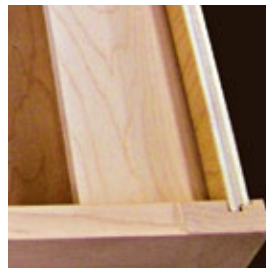


- Rabbeted to receive the backs and tenoned to match the cabinet ends
- Grooved to receive the cabinet top and bottom for alignment and strength
- ¾" WellShield wrapped furniture board in The Premier Series
- ¾" Thick WellShield wrapped plywood in the All Plywood Construction Option



End Panels

Wellborn features 1/2" thick end panels in all cabinet construction. Our end panels are available with 1/2" wood grain laminate in The Premier Series or an optional 5-ply wood veneer end panel. All Plywood Construction is standard with an unfinished wood veneer end panel.



I-Beam Brace



WellGrip I-beam braces are made of 1/2" thick furniture board or optional plywood. The I-beam is a strong brace running front to back on both sides of the cabinet. The braces are dadoed and glued into the front, back and side of the cabinet providing strength, ensuring cabinet squareness and serving as handles during installation.



Cross-Lock Into End Panels

The back of the face frames are routed with a special step-down groove to receive the unique step-up edge of the end panel, interlocking the sides to the front of the cabinet. The junction is glued and cross stapled at an angle to create a cross lock, a time-tested method of superior woodworking quality.



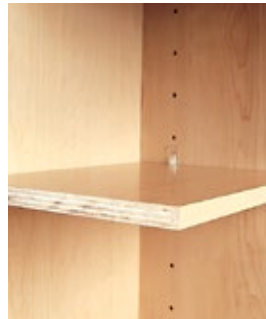
50% More Shelf

Heavy duty 3/4" thick furniture board and optional plywood shelves feature our natural maple WellShield interior and matching edge banded front edges. Furniture board shelves resist warping, and the extra 1/4" thickness provides superior strength over many in the industry at 1/2" thick.



Finished Interior

A die-cast, chrome shelf rest is included with our finished interior cabinetry for that custom look.



Wellborn's natural maple WellShield interior provides a smooth, easy-to-clean surface that is resistant to most household chemicals and protects the substrate material. The WellShield interior is a neutral, natural maple color that coordinates beautifully with all exterior finishes.



Positive locking shelf clips lock shelves in place to prevent tipping. They are also simple to release for adjusting shelf height.

Aspire Full Access Frameless



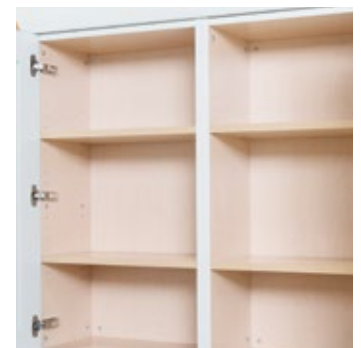
- 5/8" Solid wood dovetail drawers
- Natural finish
- Full extension undermount drawer slides
- Feature soft close



- Double sided metal drawers
- Full extension soft close
- Varying heights per drawer
- Powder coated steel, silver color



- Fully concealed Euro Cup hinges
- Integrated self-closing feature



- 3/4" Thick thermofused melamine end panels, shelves, tops and cabinet bottoms
- Natural, white or grey interior cabinet options

Quality Control Testing

Wellborn meets the quality and strength requirements of the KCMA, Kitchen Cabinet Manufacturers Association in ANSI/KCMA A161.1-2000, Performance and Construction Standards for Kitchen and Vanity Cabinets. Wellborn Cabinet has an in-house laboratory which performs the same testing to ensure our quality daily. Wellborn exceeds all specified requirements of the KCMA. Look for the seal of approval on your cabinetry.



Cabinetry glue joints are examined to verify that maximum bonding was achieved during the manufacturing process. This ensures our customers receive a quality product.



Wellborn regularly tests our cabinetry finishes against common household chemicals and food products to determine finish durability according to KCMA standards. Our WellGuard Finishing System maintains a superb finish.



We regularly perform KCMA standard level static loading tests for wall cabinets to ensure the cabinets will stay on your walls thereby meeting KCMA standard requirements.



We test the ability of our doors and hinges to operate properly during normal usage. KCMA requires 25,000 cycles. Our doors regularly exceed this requirement without failure.



We also test the ability of our drawers and drawer slide mechanisms to operate properly during normal usage. KCMA requires 25,000 cycles. Our drawers regularly exceed this requirement without failure.

Quality Packaging



Our environmental test chamber emulates various environmental factors such as humidity and temperature variances to verify the strength of our wood and wood joints to meet KCMA requirements.



Cabinetry shelves are tested to determine their ability to withstand loading without incurring any structural damage or excessive deflection. Wellborn cabinetry meets standard KCMA tolerances.



Wellborn cabinetry is protected during shipping for quality delivery. A 3/4" thick shipping brace adds extra security to the end panels. Eight corner protectors cushion our products and are the strongest in the industry.

Approved Suppliers



The WellCheck Vendor Program is a tool used to measure vendor and supplier performance through documentation of delivery, pricing, service, quality and quantity of incoming materials, thereby helping us to provide better service to our valued customers.



Wellborn's inventory control system uses bar code labeling for customized order information and up-to-the-minute counts.



Our Commitment To The Environment



Wellborn’s Environmental Belief Statement

It is Wellborn Cabinet, Inc.’s corporate-wide goal to fully incorporate leading environmental practices, policies, and standards throughout our enterprise – from our suppliers through final delivery to our customers. Our environmental responsibility extends to selecting, educating, and embracing suppliers based on their commitment to similar environmental practices, including the use of sustainable or recycled raw materials as well as low emission products.

Environmental stewardship has been part of Wellborn’s culture since its beginning. This has been proven through decades of actions, investments, and practices. The Green Choice program ensures that you are purchasing a brand of cabinets from a company that takes conscious steps to protect and minimize the overall impact on our environment. At Wellborn, we have recycling programs that utilize wood waste to generate power and steam and continue to lower VOC emissions through technology. We partner with our suppliers to improve their environmental programs. We also partake in certification programs, which guarantees that our manufacturing process reduces the effects on the environment.

Wellborn continuously searches for new technologies and processes to improve our sustainability practices. We will continue to partner with our suppliers and industry associations in a joint effort to embrace the changes necessary and ensure that we all have a healthier environment. Wellborn’s demonstrated commitment to environmental stewardship offers you the assurance that the cabinets you buy are the Green Choice for generations of family and the environment.

KCMA Environmental Stewardship Program Certification

Wellborn endorses the industry-wide efforts and commitment of the KCMA organization and its Environmental Stewardship Program (ESP). The ESP certification program establishes a standard, measurable benchmark for environmental performance. This certification validates our performance to adhere to high standards for air quality, product resource management, process resource management, environmental stewardship, and community relations. You will find the KCMA Environmental Stewardship Program seal proudly displayed on our cabinetry.



Green Initiative



A Model Green Home in Atlanta, GA

Wellborn's Estate Collection was chosen to participate in the Greenhaven Home in Atlanta because of its commitment to the environment. Greenhaven is a model for green building and sustainable design.



Eco-Certified Composite Sustainability Standard

With the Eco-Certified Composite (ECC) Sustainability Standard, you can be assured that Wellborn's composite wood panels are among the greenest products available for architectural, construction and consumer products.

The ECC certification delivers verifiable evidence of greenness, demonstrating compliance in three of five categories including carbon footprint, local and renewable resources, recycled/recovered content, sustainability, and wood sourcing through a recognized standard such as FSC or SFI.





Emissions

Since 1995, Wellborn has reduced boiler air emissions 50% lower than required by state and EPA regulations through the installation of an Electrostatic Precipitation (ESP) Unit.

Lowering VOC Emissions

Wellborn Cabinet, Inc. is continuously working with our finish supplier, Valspar, Inc., to reformulate our finishes and reduce their impact on the environment.

In addition to this practice, Wellborn has acquired a second high-solid ultraviolet coating machine, which seals our products using 100% solid particles, further reducing volatile compounds.



Transportation Fleet

With the implementation of our new PeopleNet satellite vehicle monitoring system, which monitors all operating characteristics including fuel economy and maintenance requirements, our fleet fuel economy has improved over 18% in the past year. Diesel emissions in our truck fleet have been reduced by the application of two new techniques. The newest tractors feature an Auxiliary Power Unit or APU. This feature eliminates unnecessary truck idling and, most importantly, lowers fuel usage and emissions. All new tractors are spec'd with these units. Secondly, drivers that do not have an APU will take advantage of IdleAire, a great technology located at truck stops throughout the U.S. Drivers are encouraged to plan their stops at these locations where they can shut off their engines and hook up to a unit that provides heat, air and even T.V. and internet. By doing so, drivers are decreasing their impact on the environment.

Recycling

Wellborn environmental responsibility extends to the internal day-to-day activities of each employee. Office paper is collected throughout the plant to minimize land filling. Aluminum cans are collected from break areas to provide local recycling companies the opportunity to continuously process the usable aluminum. Ink and Toner cartridges are also gathered from units for recycling. All paper, cardboard and related products are utilized for clean power generation. Also, a "Pop Tab" program is effective in providing for charities that use them for a great cause.

Composite Wood Products

CARB

To this point, the composite wood products used in the construction of Wellborn and Estate cabinetry comply with phase 2 of the California Air Resources Board's Airborne Toxic Control Measure emissions standard 93120-93120.12 title 17. The CARB ATCM currently has the most stringent formaldehyde regulations for composite wood products in the world. These composite wood products include hardwood plywood, particleboard and medium density fiberboard. Wellborn is committed to supporting CARB Phase 2, which began implementation in 2010.

CPA ECC

Wellborn Cabinet, Inc., purchases particle board and MDF composite materials certified under the Composite Panel Association's Eco-Certified Composites (ECC). An ECC Certified Product must meet at least 3 of the following requirements:

- Ensure a Balanced Carbon Footprint by Using a CAP Carbon Calculator
- 85% Locally Sourced
- Use a Minimum of 75% Recycled or Recovered Fiber; or at Least 50% Recycled or Recovered Fiber and a Minimum of 5% Post-Consumer Fiber
- Document That Greater Than 97% Fiber Furnish Brought On-Site to Manufacture Panels is Either Converted Into Panels or Other Non-Waste Products
- Must be certified by FSC® or SFI

The products attained by Wellborn recognizes that over 95% of the particleboard and Medium Density Fiberboard purchased quarterly met the ECC standards. ECC products are also accredited by ANSI. You can be assured that our products are constructed with the environment in mind.

The Beauty Of Natural Hardwood

Hardwoods offer a tremendous selection of grain patterns, color variations and textures. Choices range from the bold statements of authentic American red Oak, Hickory and Character Maple to the more subdued personalities of Cherry and Maple. These variations define and enhance wood's natural beauty. Because no two trees are exactly alike, the cabinets made for your kitchen or bath will have subtle variations from the showroom displays or samples on which you base your selection. The quality solid hardwoods used in Wellborn cabinetry are some of the most beautiful and enduring natural materials available. All hardwoods, being a product of nature, vary from one piece to the next, even from the same tree, each having its own characteristics. Therefore, each piece of wood, each cabinet and each kitchen is unique. Cabinetry that emphasizes the rich grain pattern and unique texture of solid hardwood has a greater perceived value. No human being was ever intended to control the natural development of hardwoods. This is the unique beauty of natural hardwood and this is the distinct beauty of solid wood cabinets. Wellborn Cabinet, Inc. believes there is nothing more beautiful than solid wood. That is why Wellborn is one of the few remaining manufacturers who continues to use solid wood in our Estate and Premier Series raised panel doors and drawer fronts.

Door Materials



Cherry

Cherry is synonymous with luxurious cabinets. The rich red highlights give the wood a distinctive appearance. Cherry will occasionally have tiny pin knots, pitch pockets and very small, dark streaks of gum. These features have fascinated woodworkers for centuries.



Character
Cherry

Character Cherry's unique characteristics are emphasized by randomly occurring various sized knots, pin knots, pitch pockets and small streaks of gum. Cluster knots and open knots could also be a feature. The amount of character will vary from each door making each kitchen unique.



Maple

Maple is widely used in the cabinetry industry. This wood species features a straight grain with several distinctive characteristics. These include unique figures such as bird's-eye, fiddle back, mineral streaks and curly grain patterns. Finely textured with a natural luster, this creamy-white to light reddish-brown wood is often used for cabinets and floors.



Character
Maple

Character Maple's unique characteristics are brought out by randomly occurring, variously sized knots, pin holes, worm holes and tracks, gum and bark pockets, sugar tracks, heartwood and mineral streaks. Cluster knots and open knots could also be a feature. The amount of character marks will vary from each piece of wood making each kitchen unique.



Oak

Authentic American red Oaks are open-pored and have grain patterns. Wellborn's manufacturing technology presents "Prestige Oak" with straighter grains than most cabinet lines, and our process minimizes the wide grains and reduces the widths of cathedrals in Oak.



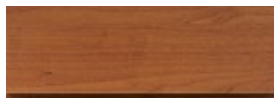
Hickory

Hickory has distinctive contrasting colors from light to dark and strong grain characteristics. The texture of Hickory is open grained. Hickories by nature are heavy, hard, strong and stiff—producing durable cabinetry. Hickory is for homeowners desiring dramatic wood characteristics.



Medium Density
Fiberboard

Using high pressure and temperatures, MDF is formed by combining wood fibers with a wax resin binder to form panels. It is made of wood veneer. It is much more dense than normal particle board. This is a durable and tough wood product, commonly used in the construction industry.




Laminate

Laminate is a decorative panel with resin-saturated printed paper thermally fused to a particleboard or MDF core. The thermally fused melamine process bonds the paper and board using heat and pressure. The paper gives the appearance of wood grain or painted finishes.



Thermofoil

Thermofoil doors and drawer fronts are covered in a strong, scratch-resistant Thermofoil that is thermally glued and vacuum-sealed. To create the popular raised panel appearance we use precision, diamond-head routers to carve the double-step perimeter edge and center panel detailing from a solid slab of Medium Density Fiberboard.



Our Warranty Program

**Home
Concepts**[™]

One Year Limited Warranty

Wellborn Cabinet, Inc. provides a One Year Limited Warranty on the Home Concepts to the original consumer purchaser for one year from the Wellborn Dealer's original date of purchase on our cabinetry parts.

ESTATE
COLLECTION[™]

Lifetime Limited Warranty

Wellborn Cabinet, Inc. provides a Lifetime Limited Warranty on the Estate Collection, the Premier and Select Series, Aspire Cabinetry, Elegant Bath Collection and Wellborn Closets to the original consumer purchaser for the lifetime of the product from the Wellborn Dealer's original date of purchase. The lifetime of cabinets is expected to be 10 years. Based on all other warranty terms and conditions being met, warranty claims will be prorated based on the expected lifetime of the product.

PremierSERIES[™]

SelectSERIES[™]

Aspire
CABINERY[™]
A Full Access Frameless Line

Exclusive Lifetime Limited Warranty

Drawer Box, Door Hinge & Drawer Suspension System

Wellborn Cabinet, Inc. warrants our solid wood dovetailed drawer box to the original consumer purchaser for the lifetime of the product. Wellborn Cabinet, Inc. also offers an Exclusive Lifetime Limited Warranty to the original consumer purchaser on our Drawer Suspension Systems and Door Hinges. This warranty is expressed by the supplier.

Replacement hinges and drawer slides are subject to availability from our supplier. If a claim is filed after a product becomes obsolete, the manufacturer will replace the discontinued product closest to being equivalent to the original. Wellborn Cabinet offers Limited Warranties to the original consumer purchaser. Please see warranty sheet for complete details.

ELEGANT BATH
COLLECTION[™]

Wellborn
CLOSETS[™]
Cabinetry for Every Room.



Programs To Serve You

Broad Selection of Products

- 6 Brands Of Products Offer A Good, Better, Best Offering For All Budgets
- Wellborn Select And Premier, Estate Collection, Aspire Cabinetry, Home Concepts, Elegant Bath, Wellborn Closets
- Cabinetry For Every Room Of The Home For Everyday Living
- Thousands Of Cabinets And Accessories
- Semi-Custom Options For More Design Choices And Flexibility
- A Large Variety Of Styles, Finishes And Paints
- You Draw It Program
- ColorInspire

Service



Company Transportation Fleet

- On Time Every Time
- 3 Week Delivery On Most Products
- Excellent Shipping Accuracy
- Personalized Delivery From Wellborn Drivers
- Transportation Call Log Tracks Up To The Minute Delivery Information

Quality



MADE IN THE USA



The Essence of Cabinetry



- Green Choice
- Made In USA
- People Who Care
- Family Owned And Operated Since 1961
- Environmental Stewardship Program
- Wellborn's Natural Gas Savings = Heating 5,124 Homes Yearly
- Heirloom Quality
- Quality Control Inspection Team
- Hand Sanded Details
- 24 Step WellGuard Finish System
- Lifetime Warranty—We Stand Behind Our Products
- KCMA Certified

100% E Business Support

DIRECT CONNECT™

2020 Design

ProKitchen
PROFESSIONAL KITCHEN DESIGN SOFTWARE

Chief Architect®

- Wellbornandyou.com
- Trade Intranet Sites For The Pros
- Builder's Way, Architect's Way, Associate's Way, Contractor's Way, Designer's Way
- Wednesdays With Wellborn
- Direct Connect
- CAD Design Programs Make Designing And Ordering Easy
- 20-20
- Pro Kitchen
- Chief Architect
- AutoCAD™
- Technology Increases Efficiency

Builder's way

ARCHITECT'S way

Associate's way

Contractor's way

Designer's way

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- Inspiration Center Is A Great Selling Tool With Touch Screen

Design Contest

DREAM KITCHEN
Makeover.

PRIME
Building Business Excellence
EXECUTIVE BUSINESS
APPROACH

Remodelers ADVANTAGE®
The Guidance You Need.
The Results You Deserve.

remodeling BIG 50

remodeling SHOW
The Industry's Largest Event

KBIS

REACH//
beyond

The **INSPIRATION**
Center



WELLBORN
CABINET INC.
AUTHORIZED
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Builder Rewards

surefire social.
The Local Marketing Cloud

Wellborn Selling Solutions™

GUILD QUALITY

Programs

- Wellborn Remodeling Alliance Plus
- Wellborn Authorized Contractor
- Builder Rewards Program
- Marketing Studio Provides Professional Publications
- Wellborn Selling Solutions
- Project Central
- Wellborn Partners With Surefire Social Which Offers Professional Website Assistance
- Guild Quality



Wellborn Remodeling Alliance plus™



Nationally Recognized Brand

- Consumer And Trade Ads
- Wellborn.com
- Scrapbook
- HGTV 2008-2012, Southern Living
- Retail & Trade Leads
- 2% Co-Op Advertising And Merchandising Program
- Inspire App
- Wellborn Mobile
- Social Media Increases Awareness



Training

- Wellborn Academy Training
- Business Optimization Alliance
- Industry Leading Education Programs
- Product, Sales, Installation And Design Training
- Business Management Courses

WA Wellborn Academy

Partnering in Your Training EffortsSM



Support

- Industry Partners
- Associations—NKBA, NARI, NAHB
- Dedicated Support Team
- Customer Service
- Sales Team
- Professional Kitchen And Bath Dealers—A Powerful Relationship



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