



# KITCHEN PLANNER & DESIGN GUIDE

Expert kitchen remodeling  
for all budgets at Norfolk  
Kitchen & Bath

*Cabinets: Showplace Sierra 275  
Finishes: Heron Plume/Maple Cashew  
Designed by Merry A. in Boston*

ABOUT NORFOLK KITCHEN & BATH

Norfolk Kitchen & Bath was founded in 1934 by Ben & Lena Rosen in Boston, Massachusetts. Originally a part of its sister company, Norfolk Hardware & Home Center, Norfolk Kitchen & Bath has expanded to cover much of the New England area, with 6 design showrooms in Massachusetts & New Hampshire. We work with homeowners, builders, remodelers, interior designers, and property management companies of all sizes, supplying quality cabinetry, countertops & hardware for all of your home projects.

Stop by anytime to check out our various product offerings, or schedule your free design consultation to discuss your project with an expert kitchen designer!

- ✓

Top-quality home cabinetry, countertops & hardware for all budgets & tastes
- ✓

Expert designers with years of experience
- ✓

Family-owned and operated for 85+ years
- ✓

Financing and installation services available
- ✓

Fully-insured, local company with an A+ rating on the Better Business Bureau
- ✓

Low Price Guarantee



HOW NORFOLK STACKS UP TO THE COMPETITION

	Norfolk Kitchen & Bath	OUR COMPETITORS
DESIGN SERVICE	FREE design services by <u>your</u> dedicated expert kitchen designer	Inexperienced sales staff can lead to costly mistakes and project delays
PRODUCT SELECTION	Hundreds of cabinet, countertop & hardware combinations for any budget	Limited product selection
HOME MEASURING	FREE home measuring services to ensure your kitchen's exact fit	Home visit fee or N/A
DELIVERY	Professional delivery by our in-house, trained cabinet delivery team	Delivery by an untrained, 3rd-party service
INSTALLATION	Expert installation services by Norfolk-trained remodeling professionals	Subcontractors who may not specialize in kitchen remodeling
SHOWROOMS	6 beautiful showrooms highlighting today's latest styles & trends	Single location or online only

## NORFOLK'S KITCHEN DESIGN JOURNEY

**discover.**  
Create your vision. Visit a showroom, and/or browse our project gallery, Pinterest, Google & Houzz for some inspiration. Request your free design consultation with an expert designer.



*you are here!*

**visit.**  
At your consultation, meet with your expert designer to discuss your vision. Review your measurements, photos, and make your initial kitchen cabinet & countertop selections.



### measure.

Take some rough measurements of your kitchen layout (don't stress - these will be confirmed later!)

*Please see included measuring guide for assistance!*



**revise.**  
You and your designer will make any necessary changes; your designer will come to your home to confirm all cabinet measurements. Quotes for installation will be finalized.



### present.

Your designer will meet with you to present your kitchen design & go over your initial material estimate as well as any labor needs.



**deliver.**  
*Optional*  
Our customer service team will reach out when your order arrives to coordinate professional Norfolk delivery. Some orders can also be picked up at one of our warehouses.



### order.

Your designer will confirm your final selections, collect a deposit, and place your order. We will call you when your order is ready for delivery.



### install.

*Optional*

Our installation team will reach out to schedule cabinet installation, countertop template & any other remodeling labor.\*



*\*Our NH showrooms do not currently offer full remodeling services, only cabinet & countertop installation.*

### arrive.

Your dream kitchen awaits!



## A KITCHEN REMODELING TIMELINE



### PLAN & DESIGN 3 - 8 WEEKS

- ◆ **collect ideas:** browse the web, collect product brochures, etc.
- ◆ **design consultation:** meet your expert designer, select products, get estimate.
- ◆ **home measure:** your Norfolk designer will confirm kitchen measurements to ensure a proper & exact fit.



### PRODUCTION 2 - 8 WEEKS

- ◆ **place deposit:** your designer will send your order into production.
- ◆ **production:** lead times vary based on the cabinet brand and the level of customization.
- ◆ **delivery:** scheduled when your order arrives.



### INSTALLATION 2+ WEEKS

- ◆ **cabinets:** a Norfolk installer will install your cabinets, hardware & moldings.
- ◆ **countertops:** once cabinets are installed, a fabricator will come to template.
- ◆ **other labor:** Norfolk Massachusetts offers frame to finish renovations. Your timeline will vary based on project scope.

*This sample kitchen remodeling timeline is an estimate only. Actual timeline may vary.*

## PLANNING YOUR KITCHEN REMODEL BUDGET

Given that every home is unique, there is no “one-size-fits-all” approach when it comes to estimating how much a new kitchen will cost. There are many factors that go into a kitchen remodel estimate. However, as a helpful planning tool, we estimated an average cost for a minor, standard & upscale remodel below.



### MINOR KITCHEN REMODEL

~5% OF TOTAL HOME VALUE

- ◆ Cabinetry: Entry-level cabinetry
- ◆ Countertops: Entry-level granite or laminate, sink & faucet
- ◆ Appliances: Existing
- ◆ Finishing Touches: Fresh wall paint, updated light fixtures
- ◆ Layout Changes: None

**ESTIMATED MATERIAL COST: \$8,000 - \$15,000**



### STANDARD KITCHEN REMODEL

~15% OF TOTAL HOME VALUE

- ◆ Cabinetry: Quality, midrange cabinets with an island
- ◆ Countertops: Granite or quartz, sink & faucet
- ◆ Finishing Touches: Fresh wall paint, tile backsplash, updated light fixtures
- ◆ Layout Changes: None or minimal

**ESTIMATED MATERIAL COST: \$16,000 - \$40,000\***

*\*Estimated cost does not include new appliances*



### UPSCALE KITCHEN REMODEL

~15% OF TOTAL HOME VALUE

- ◆ Cabinetry: All-wood, custom cabinetry with a large island, storage upgrades & other decorative touches
- ◆ Countertops: Luxury countertops, sink & faucet
- ◆ Finishing Touches: New, high-end flooring & light fixtures, custom tile or stone backsplash
- ◆ Layout Changes: Reconfigured layout

**ESTIMATED MATERIAL COST: \$40,000+\***

*\*Estimated cost does not include new appliances*

## USING YOUR HOME'S VALUE AS A GUIDE

On average, customers spend between 5-15% percent of their home's value on a kitchen remodel. For example, a customer with a \$300,000 home value should expect to spend between \$15,000 and \$45,000 on their kitchen project, depending on the materials & project scope. However, these numbers are meant to be used solely for planning purposes. For your complete & accurate kitchen remodel estimate, please see your Norfolk kitchen & bath designer.

## CREATING A FUNCTIONAL KITCHEN PLAN

When you work with Norfolk, you work with an expert kitchen designer who can maximize your available space into something that is not only beautiful, but functional for your specific needs. When working with your designer on a specific plan for your kitchen, here are some helpful considerations:

- 1 What is my goal for this kitchen remodel?
- 2 Is my current kitchen layout functional for my needs?
- 3 Are there certain areas of my kitchen that could be improved?
- 4 Are there features of my current design that I would like to keep?

### KITCHEN ZONES IN A FUNCTIONAL KITCHEN DESIGN

To maximize the efficiency of your new kitchen, consider the function of each area, or “zone”. Properly zoned kitchen designs can simplify your daily meal preparation & clean up tasks, allowing you to dedicate more time to do what matters most: connecting & spending time with your family and friends.



**Food Storage** - Manage your food supplies with easy access food storage compartments.



**Prep Zone** - Organize & store your essential food prep tools like cutting boards, containers, etc.



**Cooking Zone** - Celebrate the convenience of efficiency. Store pots & pans, oils, spices - all within easy reach while cooking.



**Tableware Storage** - Welcome to storage central. Plates, glasses, utensils & linens organized here.



**Cleaning Zone** - Organize your cleaning area with adjacent trash, recycling, and cleaning products.

### OTHER DESIGN CONSIDERATIONS



#### DINING ZONE

Where is your kitchen dining area, or do you need one? Some kitchens have a separate dining space, others use an island, breakfast bar or peninsula.



#### ENTERTAINMENT ZONE

Do you like to be the host? Is your kitchen a place that your friends and family will gather? If so, consider incorporating a special zone for your guests to hang out - without getting in the way.



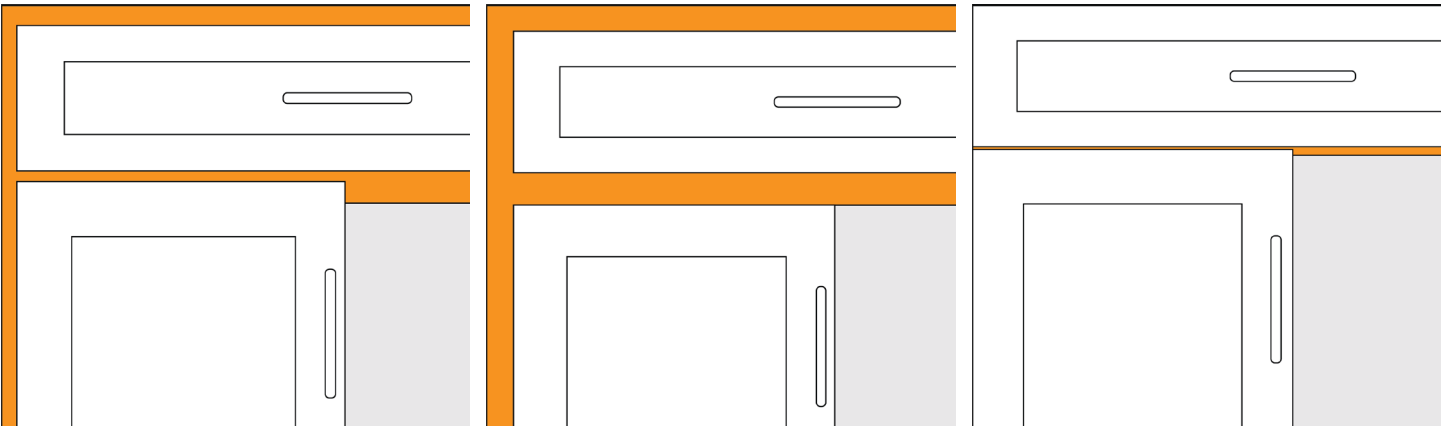
#### OTHER ZONE

Need a home for your wine collection? Or maybe a coffee station for those busy mornings on the go? Make your new kitchen work for you, not the other way around!

# CABINET DOOR & FINISH SELECTION OPTIONS

Before we can give you an accurate project estimate, we invite you to schedule a free design consultation with your dedicated kitchen designer, where you can meet, browse our offerings and make some initial product selections. Why? Because certain products are only available from certain manufacturers, and your choices may or may not align with your proposed budget. However, rather than simply shocking you with a higher cost, our expert design team can work with you to suggest potential alternatives while still achieving your dream look. Here are some options you should be considering:

## CABINET CONSTRUCTION:



**Framed Overlay** *most popular*  
door & drawer headers overlap the cabinet face frame, either partially or fully.

**Inset**  
door & drawer headers fit inside of the cabinet face frame. Gives a popular, “built-in” look.

**Full-Access/Frameless**  
constructed without a face frame, found in many contemporary style kitchens.

## CABINET DOOR STYLE OPTIONS:



SHAKER

DETAILED SHAKER

INSET SHAKER

RAISED PANEL

SLAB DOOR

BEADED PANEL

## CABINET FINISH OPTIONS:

Paints, stains, specialty vintage & distressed finishes, custom color matching... the choices are endless!



For a more complete guide on what styles & finishes each manufacturer offers Norfolk customers, please see their full product line brochure, located on our website and in our showrooms.

## CABINET ACCESSORIES & STORAGE UPGRADES

Cabinet upgrades & accessories are a great way to maximize your storage capabilities, create organization & personalize your design. Consider how you use your kitchen and what upgrades may be helpful for you & your family, or what special features you may want to have in your unique design. While not every upgrade or accessory is available from each manufacturer, your designer may be able to suggest alternatives to fit your budget. Check out some of the many storage & accessory options below!

### WALL CABINET UPGRADE OPTIONS

🔥 = popular options in today's design!



wood range hood



spice door shelf



criss cross wine rack



square wine rack



wall lazy susan



vertical lift door



sm. appliance storage



floating shelves



accessible shelving



microwave cabinet

### BASE CABINET UPGRADE OPTIONS



cutlery organizer



lazy susan



blind corner pull-out



2-tier cutlery drawer



mixer lift cabinet



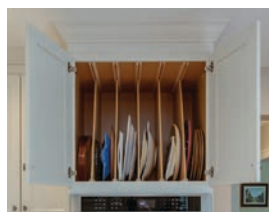
spice pull-out



deep 2-drawer base



organizer drawer



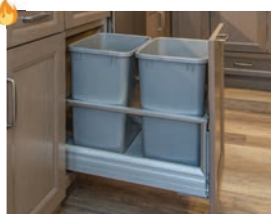
tray dividers



sink tilt-out tray



plate storage



double trash pull-out



spice organizer



roll out trays



bookcase

### OTHER CABINET UPGRADES & ACCESSORIES



crown molding



pantry



mullion glass doors



appliance panels



furniture post

POPULAR KITCHEN COUNTERTOP OPTIONS

SUBSTRATE	LAMINATE	SOLID SURFACE	GRANITE	QUARTZ	QUARTZITE	MARBLE	DEKTON
STAIN RESISTANCE to common food & drinks	Good	Very Good	Good	Very Good	Good - Can Vary	Poor	Excellent
SCRATCH RESISTANCE caused by kitchen cutlery	Fair	Fair	Excellent	Excellent	Very Good	Poor	Excellent
HEAT RESISTANCE up to 400°	Good	Good	Excellent	Excellent	Excellent	Fair	Excellent
IMPACT RESISTANCE to cracks and chips	Good	Very Good	Good	Very Good	Good	Poor	Fair
COST	\$\$-\$	\$\$-\$\$\$	\$\$-\$\$\$	\$\$-\$\$\$\$	\$\$\$-\$\$\$\$	\$\$\$\$	\$\$\$\$

OTHER COUNTERTOP OPTIONS:



- ✓ Adds warmth to any design
- ✗ Porous, can harbor bacteria
- ✗ Susceptible to stains & scratches



- ✓ UV, stain & heat resistant
- ✓ Comes in very large sizes
- ✗ Can be very expensive

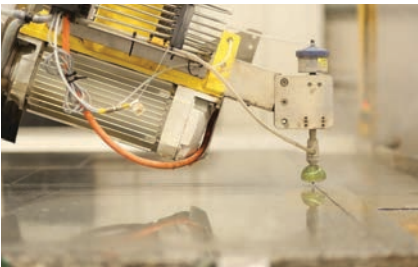


- ✓ Style & look can be achieved with a matte finish quartz
- ✗ Can stain & scratch easily
- ✗ Not offered through Norfolk

STONE COUNTERTOP SELECTION PROCESS:



**1 SELECT A SLAB**  
Visit our stone fabricator/distributor to pick your unique stone slab, which will be set aside for you until template.



**2 COUNTERTOP TEMPLATE**  
After your cabinets are installed, the fabricator will send a tech to carefully measure the space for your new countertop and send your slab into production.



**3 INSTALLATION**  
About 7-10 business days after template, the fabricator will return to your house for installation, which can take 3-4 hours.

## PERSONALIZED TOUCHES TO MAKE IT UNIQUE

The planning work is done - it's time to make it pretty! Here are some of the many ways you can show your personality & style, truly making your kitchen unique.

### POPULAR HARDWARE & FIXTURE FINISH OPTIONS



Satin Nickel



Polished Nickel



Polished Chrome



Stainless Steel



Gunmetal



Oil-Rubbed Bronze



Matte Black



Champagne Bronze

### TILE BACKSPLASH



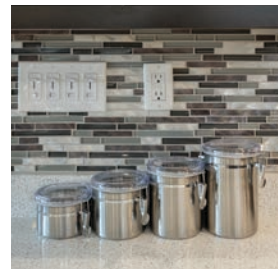
Ceramic Tile



Glass Tile



Marble Tile



Mosaic Tile

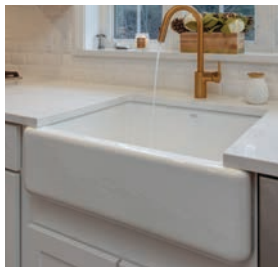


Quartz/Granite

### KITCHEN SINKS



Undermount Stainless



Farmer's Style



Stainless Apron Front



Bar



Drop-In

### KITCHEN FAUCETS



Pull-Down



Commercial Style



Touchless



Pot Filler



Pull-Out



**Convenient & Affordable  
Kitchen Financing**

Visit our website for more information.



**Fast & easy  
approval process**



**No interest & low  
fixed rate options**

## CABINET INSTALLATION & KITCHEN REMODELING

Kitchen installation is a specialized field, and Norfolk hires only the most experienced and talented installers to remodel our kitchens. Our team is licensed and insured through Norfolk Kitchen & Bath, so you can rest assured that your investment is in capable hands. Currently, we offer two different remodel service options, one for New Hampshire and one for Massachusetts:



### CABINET & COUNTERTOP INSTALLATION

Our *New Hampshire showrooms* currently offer cabinet & countertop installation services only. Demo, construction, flooring, electrical, plumbing, & tile services are available through one of our many contractor partners, or a contractor of your choice. Stone countertop template & installation is performed by one of our local countertop partners.



### FRAME TO FINISH KITCHEN REMODELING

We currently offer comprehensive remodeling services in our *Massachusetts showrooms only*. Our services include a dedicated & experienced remodeling team, trained and insured by Norfolk Kitchen & Bath. We will take ownership of your project from start to finish, sparing you unnecessary headaches and giving you peace of mind throughout the project.

### OUR CUSTOM KITCHEN REMODELING SERVICES:



#### On-Site Evaluation

We will conduct an on-site evaluation, and take precise measurements to ensure your estimate is as accurate as possible and that every cabinet will fit properly.



#### Licensed & Insured Professionals

All of our contractors are licensed by the state of Massachusetts & carry insurance through Norfolk Kitchen & Bath.



#### Permitting & Project Management

We take care of all necessary permitting through your town, and a dedicated project manager keeps your remodel on track.



#### Thousands Of Happy Clients

Our work speaks for itself! Check out our previous customer experiences on Google, Yelp, Facebook & Houzz.



Please Note: We only install cabinetry purchased through Norfolk Kitchen & Bath.

## NEW ENGLAND TRUSTS NORFOLK KITCHEN & BATH

Is your kitchen working for you? Looking to build your dream kitchen, or create a space that is more functional for your family? Norfolk has done thousands of kitchen & bath remodels for customers all over New England. Whatever you need, whatever your budget, Norfolk is here for you. Call us or visit our website to request your free design consultation today!



To view more before and after transformations, and more of our recently completed kitchen & bath projects, please visit the [Inspiration Gallery](#) on our website.



## New England's Largest Kitchen & Bath Showroom

### BOSTON

981 Morton Street  
Boston, MA 02126  
(617) 296-6600

### BRAINTREE

265 Wood Road  
Braintree, MA 02184  
(781) 848-5333

### FRAMINGHAM

624 Worcester Road  
Framingham, MA 01702  
(508) 848-4290

### SALEM

303 S. Broadway  
Salem, NH 03079  
(603) 386-2030

### NASHUA

52 Bridge Street  
Nashua, NH 03060  
(603) 577-5450

### MANCHESTER

89 March Avenue  
Manchester, NH 03103  
(603) 218-2300

[norfolkkitchenandbath.com](http://norfolkkitchenandbath.com) | (877) 336-9652



## KITCHEN MEASURING GUIDE - DRAW YOUR EXISTING KITCHEN

Rest assured, we will confirm all measurements prior to ordering!

## How To Measure:

- 1

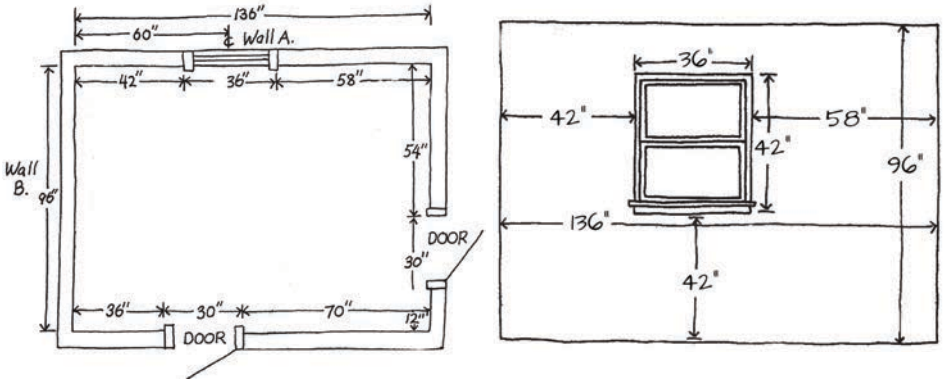
Draw overall shape of your room.  
Notate, in inches, the measurements  
of any walls, doors, and windows  
(including trim).

- 2

Measure the ceiling height from the floor.

- 3

Make notes of any obstructions or wall changes, including: soffits, jogs, beams, posts, etc.



**Ceiling Height:** \_\_\_\_\_ inches      **Soffit (inches):** \_\_\_\_\_ width   \_\_\_\_\_ height   \_\_\_\_\_ depth

Customer Name: \_\_\_\_\_ Email: \_\_\_\_\_

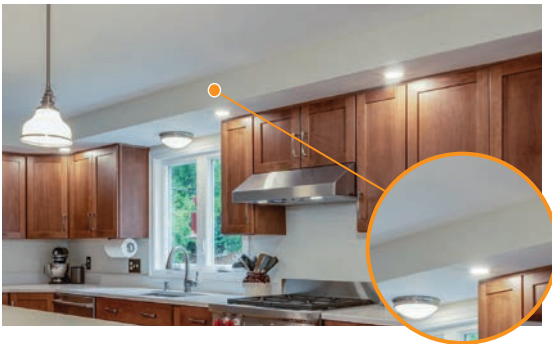
## APPLIANCE INFORMATION & MEASUREMENTS

We highly recommend picking out appliances prior to purchasing your cabinets, to ensure a proper fit.

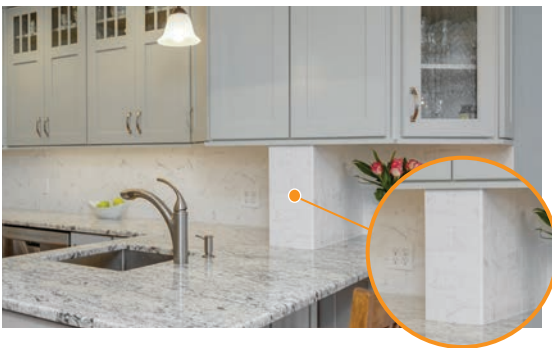
	Brand (Whirlpool, LG, etc)	Model #	Dimensions (W"xH"xD")
Refrigerator			
Oven/Range			
Cooktop			
Exhaust Hood			
Wall Oven			
Microwave			
Dishwasher			
Sink			
Wine Fridge			

**Notes:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Important Terms To Know:



**Soffit:** The space between cabinets and the ceiling. Appears to be a lowered ceiling, covered with drywall, usually used to hide piping, wires, HVAC, and other mechanical items. Depending on what is behind may make it costly to remove. Please be sure to notate the location & dimensions if you have one in your kitchen drawing.



**Wall Jog:** An area that protrudes from the rest of the wall, could be used to hide a pipe or other mechanical elements. If you have a jog in your wall, note the length and the depth for design purposes.



**After Measuring, Snap Some Photos!**

The more photos you have, the better!



Helps your kitchen designer understand your layout.



Snap a photo of any unique areas or points of concern.