

# PURESTYLE™ 101: the basics

## WHAT IS PURESTYLE?

**WONDER MATERIAL.** PureStyle combines the durability of laminate and the beauty of paint. It is more stable than wood-based products, which tend to contract and expand in changing environmental conditions – no moving joints or shrinking center panels here.

**TIME TESTED.** Materials similar to PureStyle have been sold in the UK and Europe since the early 90s.

**TOUGH LOVE.** Like every MasterBrand product, PureStyle is subject to rigorous KCMA performance testing and certification.

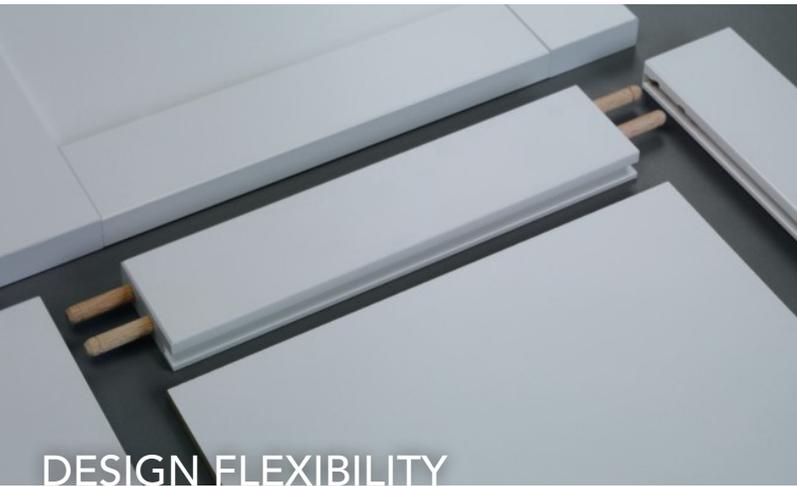
**POSITIVE IMPACT.** Because we value our relationship with our neighbors and nature, the wrap material used for PureStyle is a cellulose-based product that is environmentally safe and does not contain any toxic substances.

**HIGH STYLE.** With PureStyle, cabinets offer crisp, clean styling with a high quality finish. Get the look of high fashion with a smooth, even color consistency that has a warm, velvety touch when compared to other laminate and thermofoil products.

*\* The term PureStyle applies to door and drawer front components only.*



# PURESTYLE™ 102: the strength



## DESIGN FLEXIBILITY

The detailing options on PureStyle are endless due to the technology of the continuous wrap of components (all surfaces are wrapped versus three sides).

PureStyle provides flexibility in color, design and style. It is highly uniform in color, compared to paint, due to the nature of the material.



## DURABILITY

The continuous wrap on PureStyle eliminates the potential for delamination.

Traditional finish quality concerns such as roughness, peeling and cracking are nonexistent.



## STABILITY

The effects of light exposure and aging on PureStyle are minimal in comparison to wood finished products, as shown above in the four outlined areas and proven in our accelerated UV testing.

PureStyle performs above standard requirements in heat resistance testing.



## CARE AND MAINTENANCE

PureStyle is resistant to moisture as well as stains from common household foods and detergents.

Thanks to its smooth surface and durability, PureStyle is very easy to clean.

# PURESTYLE™ 103: the green

PureStyle products are Environmental Stewardship Program (ESP) certified and are made with materials that meet the California emission (CARB) requirements for formaldehyde.

PureStyle substrates are Medium Density Fiberboard (MDF) , which are made from wood that comes from forests with eco-sustainable systems.

The wrap material used for PureStyle is a cellulose-based product that is environmentally safe.



## KCMA Certification

PureStyle components meet all KCMA requirements such as detergent, water and chemical resistance plus additional requirements including heat resistance, accelerated aging and environmental conditions.

We have conducted hundreds of lab tests to verify performance, qualify suppliers and ensure that our processes meet KCMA and MBCI standards.