

Key Kitchen Features Consumers Want

(NAPSA)—A recent research study examined new home purchasers and divided them into four segments: Luxury Leaders, Domestic Dwellers, Busy Bees and Career Builders. You may care to see which description fits you best:

Luxury Leaders: Homeowners in this segment are looking for the latest kitchen features and appliances. Luxury Leaders want a showy kitchen they can be proud of; it may include contrasting finishes or glazed cabinetry with staggered height wall cabinets. Features that help them entertain such as a large island, extra seating or a wine serving or storage area are also key. Creating an environment for gourmet cooking is a plus; they will look for such features as a cooking grotto, double oven or cutting-edge gadgets.

Status and entertaining are top priorities of the Luxury Leaders, so details that impress are on their wish list. Automatic drawer lights, decorative moldings and trendy hardware are popular.

Domestic Dwellers: Durability and storage are the epitome of the Domestic Dweller's ideal kitchen. The kitchen is the heart of the home for this segment and the gathering place for the family. Since Domestic Dwellers' kitchens get so much use, they are looking for a space with many storage options, enhanced efficiency where they can get work done, and materials that are easy to clean and maintain. Features such as a walk-in pantry, free-standing hutch, Lazy Susan and drawer dividers will meet this segment's storage needs, while a cookbook pull-down and cutting board kit can meet their efficiency needs. Domestic Dwellers often have young children, so soft-closing drawers and doors that protect against hurt hands are features they want.

Busy Bees: Time is a premium for this segment; their hectic lives leave them in a constant mode of



multitasking. Their kitchen is a command center for a multitude of activities, from folding laundry to doing homework with the kids. By simply having a place for everything, it will be easier for this segment to stay organized. Features such as deep drawers, an under sink tote, appliance garage, utility cabinet, file cabinet and desk area can help meet organizational needs. A storage place for children's items such as a backpack, schoolwork and crafts is a big plus. Also, going beyond the kitchen with the cabinetry to a laundry room or mudroom appeals to this segment.

Career Builders: The kitchen doesn't get special consideration from this segment—other than its relation to the home's overall value. An overall appealing and initially impressive kitchen are top priorities. Features such as an island, upgraded appliances and a built-in microwave meet this segment's approval. Basic storage and low-maintenance features such as a base wastebasket, plate rack, tilt-out sink tray and drawer dividers spark this segment's interest. They like an island that serves as a landing zone for the newspaper, mail, laptop, PDA and cell phone. Another way to grab their attention is to expand cabinetry in other rooms of the house, such as a home office or entertainment center.

Whatever segment you identify with, you can find cabinetry that meets your needs online at the Merillat Web site: www.merillat.com.