



Shenandoah  
CABINETRY®

Remodeled.

WE SIMPLIFIED EVERYTHING



# A Long-Awaited Redesign

Welcome to  
our NEW remodel!

After 40 years of transforming kitchen and bath spaces with designers at Lowe's, we simplified the cabinet design process with you in mind, providing solutions for every customer.

Our new blueprint for success? **Four** pricing tiers, **three** construction packages, **two** finish options, and **one** express manufacturing upgrade. Shopping from Shenandoah Cabinetry has never been easier.

All the things you love from  
one powerhouse brand

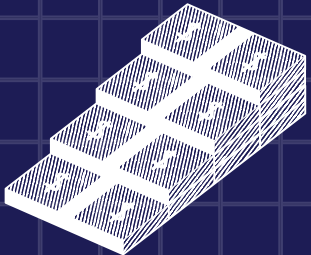
3,000+ SKUs  
On-trend styles  
3 Construction Packages

Shenandoah  
CABINETRY®

Express Manufacturing  
Competitive Opening Price Point

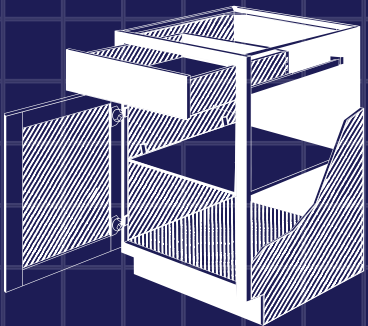


## Our Blueprint for Success



### 04 PRICING TIERs

We make it easy to stick to any budget. Our collections fit into one of four simple pricing tiers, offering styles and solutions for every price point.



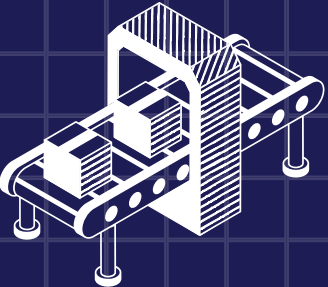
### 03 CONSTRUCTION PACKAGES

The features you want at the budget you need. Start with Select construction, our standard options package. Want more or looking for extra savings? Check out our Luxury and Essential options.



### 02 FINISH OPTIONS

The right palette for any design. Select from an assortment of stain and opaque finishes or mix-and-match to create the right look for any job.



### 01 EXPRESS MANUFACTURING

Need it fast? All orders are eligible for our express manufacturing upgrade, making your project a priority. Cabinets are built and shipped in 10 business days.



Watch how Shenandoah  
makes it simple



# Pricing *Tiers*

With four simple pricing tiers, our new selling model helps you easily understand how different door styles impact the price of your design.

We've clearly outlined our pricing structure with a visual guide that categorizes collections by price. Explore options that fit both your design and budget with ease.



## Tier 01

\$ 20% less than standard!

PARTIAL OVERLAY  
VENEER CENTER PANEL\*  
2 1/4" STILES & RAILS



Breckenridge POL Cardiff†

## Tier 02

\$\$ Start here for standard pricing!

FULL OVERLAY  
VENEER CENTER PANEL\*  
2 1/4" STILES & RAILS



Breckenridget Glassont† Irvington† Stemsont

## Tier 03

\$\$\$ Only a 10% increase from standard!

FULL OVERLAY  
VENEER CENTER PANEL\*  
UP TO 3" STILES & RAILS



Sydney Southall† Brindley† Warren†

## Tier 04

\$\$\$\$ All the features for 20% more than standard!

FULL OVERLAY  
SOLID CENTER PANEL\*\*  
UP TO 3" STILES & RAILS



Mission† Edgeworth† McKinley‡

\* Stained finishes feature veneer center panels and solid stiles & rails  
\*\* Stained finishes feature solid center panels and solid stiles & rails  
† Available with 5-piece Drawer Front Option (DFO)  
‡ 5-piece Drawer Front Standard



# Construction Packages

Find the right fit for any project with our three construction packages. From the most affordable Essential option to our premium all-plywood Luxury package, we offer a range of specifications to meet the needs of all your customers.

Each tier offers unique features and benefits, so you can pick what works best. And as always, there's plenty of flexibility to customize within every budget.



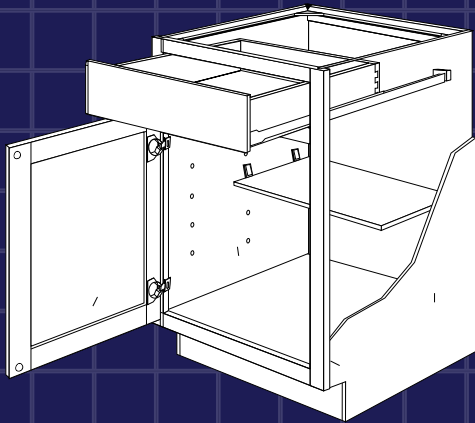
Choose Your Construction Type



## Essential

- Furniture-grade side panels
- Hardwood face frames
- 6-way adjustable hinges
- 18-inch deep dovetailed drawers
- Side-mounted glides on drawers and roll-out accessories
- Half-depth base cabinet shelves

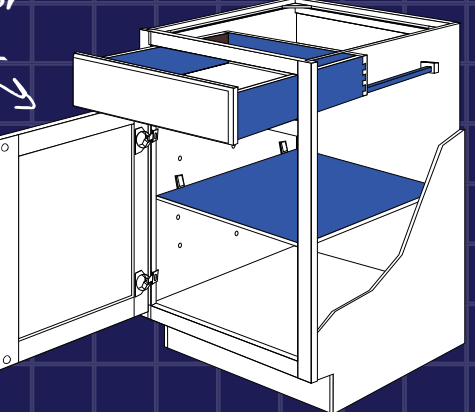
-20%



## Select

- All the features of Essential, plus:
- CushionClose doors, drawers, and roll-out accessories
  - Larger 21-inch deep dovetailed drawers
  - Concealed glides on drawers and roll-out accessories
  - Full-depth base cabinet shelves

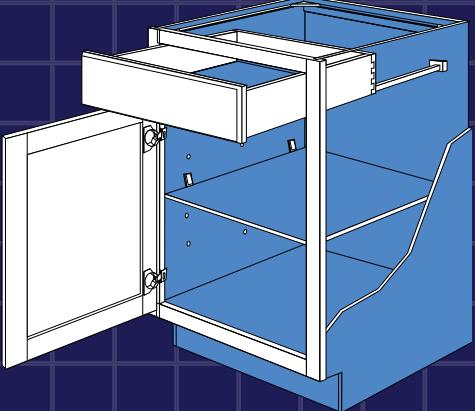
Start here for base price!



## Luxury

- All the features of Select, plus:
- Durable plywood cabinet box
  - Heavy-duty plywood shelves
  - Matching plywood exterior sides

+20%





# Finish Options

Our curated finish assortment makes customizing the look of any project easier. We've organized our selection into two straightforward pricing groups. Start with Option 1 for standard pricing, featuring classic cabinetry stains and our resilient Duraform. For an enhanced aesthetic, elevate any space with Option 2, a collection of refined premium finishes.



## Option 01

- INCLUDES**
- Cherry Stains
  - Maple Stains
  - Duraform Finishes

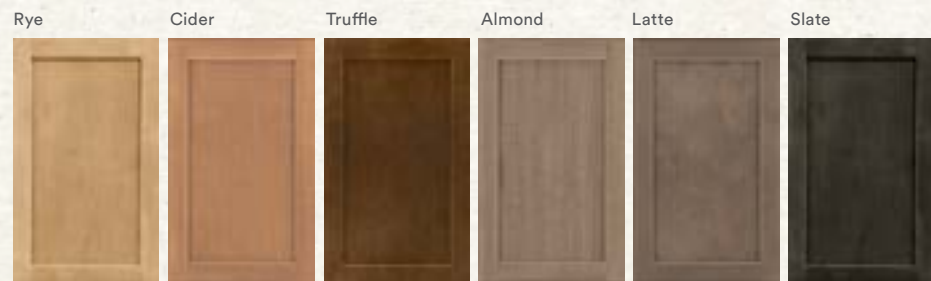
Our finish base price!

### CHERRY

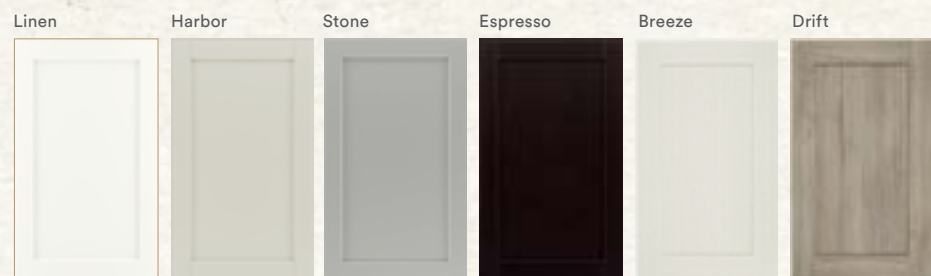


Get a natural look with Cherry or Maple stains!

### MAPLE



### DURAFORM



Water-resistant and durable!

Choose Your Finish Type



## Option 02

- INCLUDES**
- Premium Finishes

Our premium finishes are a 15% upgrade

### PAINTED



# Express Manufacturing



Up against a deadline? Our express manufacturing upgrade prioritizes your project, building and shipping to jobsites throughout the United States in 10 business days. The upgrade cost depends on the specific products and materials, but averages around 5% for most orders.

Now available for any order!



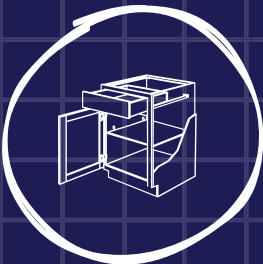
Learn more about our simple purchase process



# Rebuilt With PROs in Mind

We're the same cabinetry partner you've trusted for over 40 years, continuing to bring you the service and solutions you rely on. On-trend, fast and affordable, our simple 4-step process makes any project easy to design and price.

Our entire catalog of 3,000+ SKUs is now available in 3 simple construction packages with a 10-day build and ship option, making it easier than ever to deliver the price and speed PROs need.



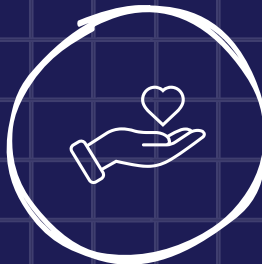
3,000+ SKUs



Industry Leading Product Warranties



ADA Accessible Options



Dedicated Field Sales and Customer Care Teams



*"I can always count on my Shenandoah rep."*

*"My pro customers know Shenandoah can get it there fast."*

*"Creating with Shenandoah in 2020 is a breeze."*



## A Proud Partner of Lowe's

In 1985, we partnered with Lowe's to make beautiful, quality cabinetry accessible nationwide, a vision that still drives our collaboration today. Together, we empower you to deliver dream spaces effortlessly and beautifully through:

- ✓ On-trend styles at prices your customers value
- ✓ Easy-to-use online resources and dedicated sales support
- ✓ Everything you need to bring clients' visions to life



# A Simplified Purchase Process

## 04 PRICING TIERS

*Selling starts with choosing a budget*

We make it easy to stick to any budget. Our collections fit into one of four simple pricing tiers, offering styles and solutions for every price point.

## 02 FINISH OPTIONS

The right palette for any design. Select from an assortment of stain and opaque finishes or mix-and-match to create the right look for any job.

## 03 CONSTRUCTION PACKAGES


The features you want at the budget you need. Start with Select construction, our standard options package. Want more or looking for extra savings? Check out our Luxury and Essential options.

## 01 EXPRESS MANUFACTURING

Need it fast? All orders are eligible for our express manufacturing upgrade, making your project a priority. Cabinets are built and shipped in 10 business days.

*Upgrade to express manufacturing!*

# With the same great Shenandoah Benefits




Curated assortment of on-trend styles and finishes for any project



More than 3,000 SKUs of Designer-Inspired Styles



Up to 30% off other showroom brands



Easy-to-use online resources and dedicated sales support

# Getting Started With 4-3-2-1

*Follow their purchase process!* →

Meet John and Susan. Moving their family into a new home meant opening up the kitchen and completely reimagining style and functionality. Ready to learn more about their cabinetry options, they visited Lowe's and met with their local kitchen designer, Chris.

With a typical 10x10 kitchen and a \$6,000 budget, let's walk through their selection journey together to see how they can adapt selections to meet their budget. Getting any project started is as simple as 4-3-2-1!





04 | Choose Your Budget

John and Susan love a Shaker style



Tier 01

Breckenridge POL Veneer 2 1/4" \$200



Tier 02

Breckenridge Veneer 2 1/4" \$240



Tier 03

Brindley Veneer 3" \$264

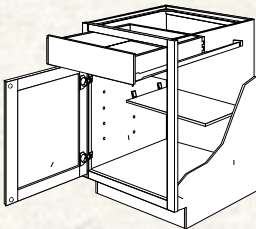


Tier 04

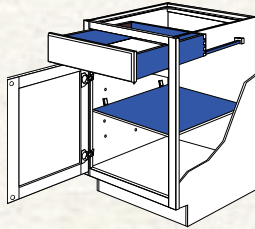
Mission Solid 3" \$288

03 | Choose Your Construction

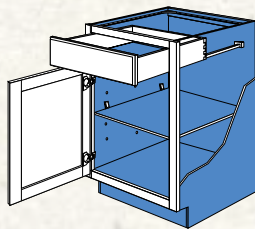
Flexible on construction as long as they stay on budget



Essential -20%



Select Base



Luxury +20%

02 | Select Your Finish

Want to brighten up their space with Linen

Stain/Duraform Base



Painted Finishes +15%



01 | Upgrade Your Manufacturing

- +5% for 10 day build-and-ship
- Delivered to jobsite in 10 days or less

Yes +5%

No Base

# From Vision to *Reality*

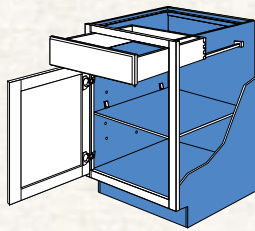
ESTIMATE #1

John and Susan chose Breckenridge full-overlay cabinetry with upgraded all-plywood construction in a fresh Duraform Linen finish. To stay on budget without compromising style, they opted for standard manufacturing.



Breckenridge Veneer 2 1/4" \$240

+



Luxury +20%

+



Duraform Linen Base

=

\$288/lf (0%) X 20/ft

TOTAL: \$5,760

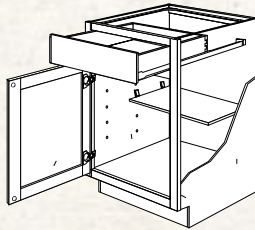
ESTIMATE #2

Chris, their designer, showed them a second option to showcase the design flexibility within their budget. They loved the look of the Mission door style and by switching to essential construction, they were able to get the door style they loved built-and-shipped in 10 days.



Mission Solid 3" \$288

+



Essential -20%

+



Painted Linen +15%

+



Express Manufacturing +5%

=

\$288/lf (0%) X 20/ft

TOTAL: \$5,760

Decide the budget, we'll meet you there!

Start using the 4-3-2-1 process today



Watch a quick training video to quote your first project on the next page!





Explore our  
designer toolkit

# We Make Your Projects as Easy as 4-3-2-1

FILL OUT THIS FORM TO MAKE PROJECT PLANNING EVEN EASIER

\*Circle the options that best suit your needs.  
Base = no change in price.

NAME \_\_\_\_\_

PROJECT # \_\_\_\_\_

CHOOSE YOUR PRICING TIER

DOOR STYLE \_\_\_\_\_

\$    \$\$    \$\$\$    \$\$\$\$

TIER PRICE \$ \_\_\_\_\_

+

CHOOSE YOUR CONSTRUCTION

TIER PRICE \$ \_\_\_\_\_

X CONSTRUCTION % \_\_\_\_\_

= \$ \_\_\_\_\_

## Essential (-20%)

- 18-in deep dovetailed drawers
- Side-mounted glides on drawers and roll-out accessories
- Half-depth base cabinet shelves
- 6-way adjustable hinges

## Select (Base)

- All the features of Essential, plus:
- CushionClose doors, drawers and roll-out accessories
  - Larger 21-inch deep dovetailed drawers
  - Concealed glides on drawer and roll-out accessories
  - Full-depth base cabinet shelves

## Luxury (+20%)

- All the features of Select, plus:
- Durable plywood cabinet box
  - Heavy-duty plywood shelves
  - Matching plywood exterior sides

+

CHOOSE YOUR FINISH

TIER PRICE \$ \_\_\_\_\_

X FINISH % \_\_\_\_\_

= \$ \_\_\_\_\_

## Stain/Duraform (Base)

- Cherry
- Maple
- Duraform

## Premium (+15%)

- Painted
- Glazes

+

WOULD YOU LIKE TO EXPEDITE YOUR MANUFACTURING?

TIER PRICE \$ \_\_\_\_\_

X MANUFACTURING % \_\_\_\_\_

= \$ \_\_\_\_\_

Yes (+5%)

No (Base)

TOTAL PRICE \$ \_\_\_\_\_

PROJECT TOTAL

X TOTAL LINEAR FEET (LF) \_\_\_\_\_

= PROJECT ESTIMATE \$ \_\_\_\_\_

Project Estimates are based on a Standard 10x10 Kitchen layout. Pricing worksheet is for estimation purposes only to help visualize pricing variances based on selection, actual pricing based on selections and project variables may differ. For precise pricing, please work with a Lowe's Kitchen Specialist to provide a formal quote. Pricing subject to change.

Notes/Contact Information:

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Shenandoah  
CABINETRY®

ShenandoahCabinetry.com

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