



Deep Roots. High Expectations.™

One Brand. Three Series.

Epic Opportunity.



EMERGE™ SERIES

Premium Semi-Custom Cabinetry



CHOICE™ SERIES

Semi-Custom Cabinetry

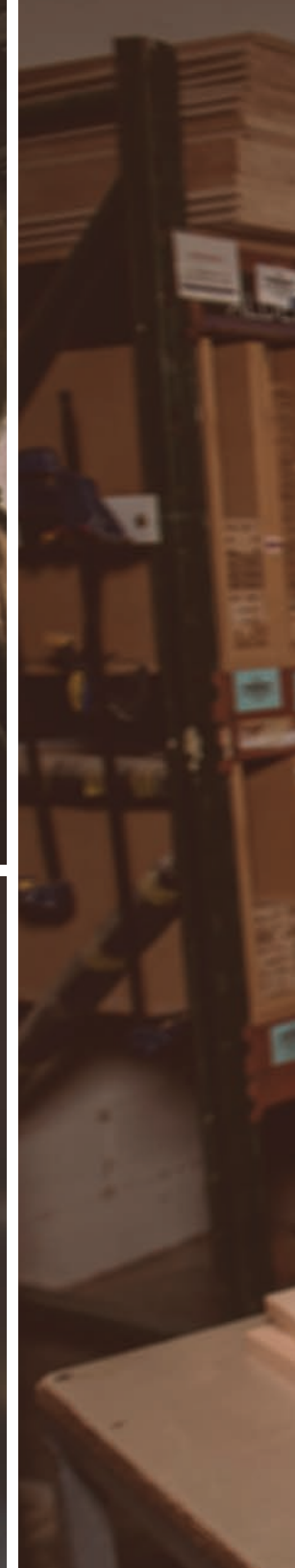


ECHO™ SERIES

Value Semi-Custom Cabinetry

There is a reason Kemper® is one of the nation's oldest cabinet companies. Our commitment to deliver on the high expectations we set for ourselves keeps our customers strong and growing. Trust Kemper for the design flexibility you want, the price breadth you need and the service you deserve in one complete brand experience.







KEMPER®

EMERGE™ SERIES

Masterful craftsmanship. Handsome color.™

Details matter. So does product integrity. Build a look that tells your story authentically with the substantial color offering and cultivated door constructions of the Kemper Emerge series.

Finishes	Personalization	Modifications	Organization	Price
				



BURKE Full Overlay Maple Stone Trail Paint



EMERGE SERIES BUYER:

The Emerge customer is confident, knows what she likes, and has developed her own definition of style. Personalization is important to her, as are subtle cues that speak to quality. She is informed, has done her research and is ready to invest in her home.

KEMPER®

CHOICE™ SERIES

Purposeful design.™

There is more to a well-thought-out kitchen than the right finish choice. Make sure your space functions as it should with solid, built-in storage options that work in harmony with how you live, available from the Kemper Choice Series.

Finishes	Personalization	Modifications	Organization	Price
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TROXEL PureStyle Obsidian



CHOICE SERIES BUYER:

For the busy and involved Choice buyer, life balance is top of the list. Her family is growing and active. She is aligning calendars, advancing in her career and pursuing her passions. Her goal is a good-looking, highly functioning space that helps keep life running smoothly.

KEMPER®

ECHO™ SERIES

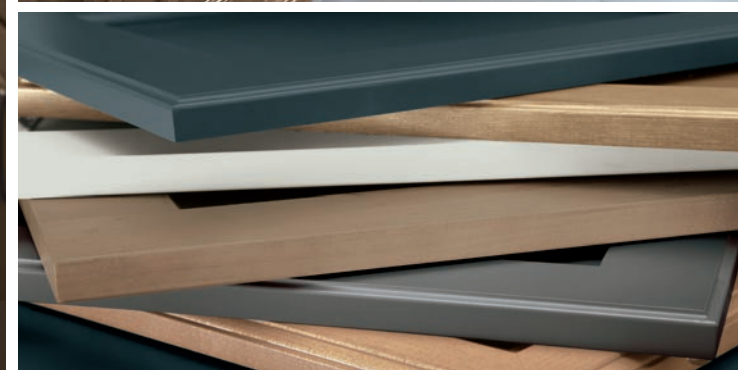
Fundamental style.™

Well executed, even the most basic design is strong and timeless. Sturdy and attractive, cabinetry from the Kemper Echo Series covers the style essentials while allowing room in the budget for extras.

<p>Finishes</p> <hr/> 	<p>Personalization</p> <hr/> 	<p>Modifications</p> <hr/> 	<p>Organization</p> <hr/> 	<p>Price</p> <hr/> 
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LORETTO Cherry Morel



ECHO SERIES BUYER:

The Echo buyer is most likely new to the remodeling game. Perhaps she has just purchased her first home or is flipping a property to sell. Few bells and whistles are required – she is focused on good looks at a great price and a space that reflects current style.

Why Kemper[®]?

EASE OF DESIGN.

EXTENSIVE OFFERING.

EXPERTISE.

GUARANTEED.

Start In The Heart.



When you start your design with the Choice™ Series, you begin in the heart of the line, with our widest offering of door styles and clever organization options. Starting in the broad middle makes it easy to move to the all-plywood construction of the Emerge™ Series, with its palette of designer-inspired color and exquisite craftsmanship, or to the mainstream styling of the Echo™ Series, which leaves room in the budget for extras.



EASE OF DESIGN. EXTENSIVE OFFERING. EXPERTISE.

One Complete Solution.

With consistent nomenclature and key shared finishes and door styles, you have all the tools you need to design at any price point and the convenience of a single brand experience!

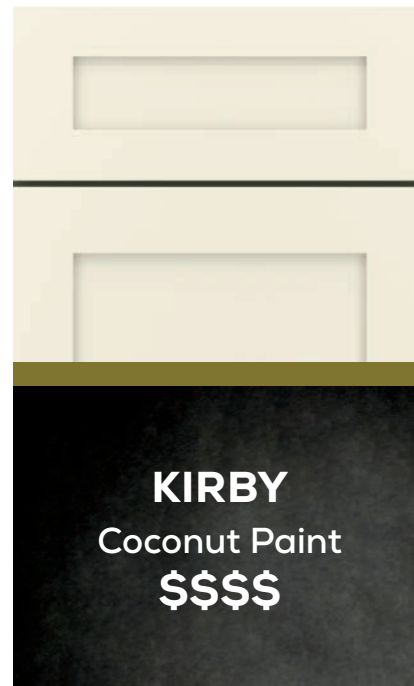
ECHO™ SERIES



CHOICE™ SERIES



EMERGE™ SERIES



MOVING BETWEEN SERIES IS EASY! HERE'S HOW:

- 1> Select "Items"
- 2> Select "Switch Items"
- 3> Change Catalog to Echo/Choice/Emerge
- 4> Select "Automatic"
- 5> Select "OK"

SKUs available in the new catalog will automatically switch.

Let's Get Personal.

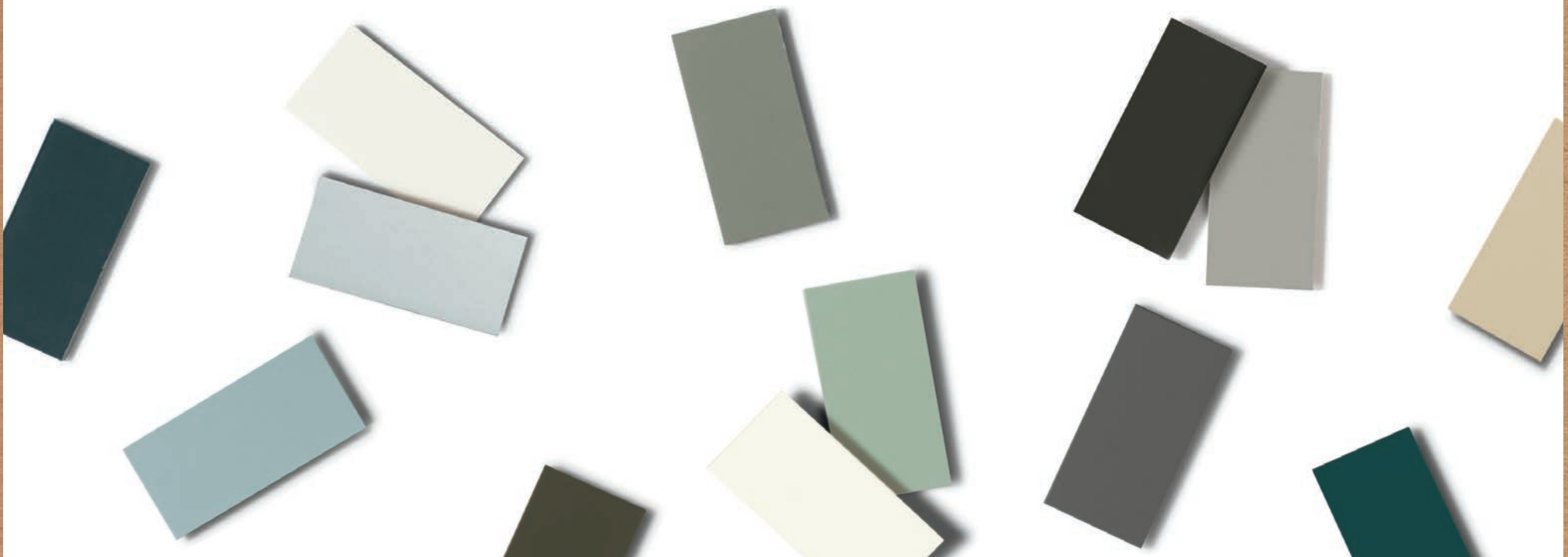
The ability to personalize your customers' designs changes as you move between the three series in the Kemper family. As you might expect, design flexibility increases right along with the number of modifications available.



EASE OF DESIGN. EXTENSIVE OFFERING. EXPERTISE.

It's All About Color.

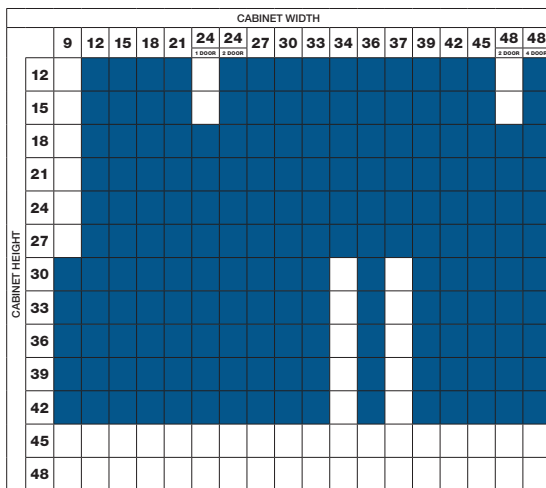
We know your customers shop by color. From the designer-inspired paints available in the Emerge™ Series and the on-trend finishes offered in Choice™ to the PureStyle™ laminates of the Echo™ Series, Kemper® is your go-to brand for the most updated, expressive color palette.



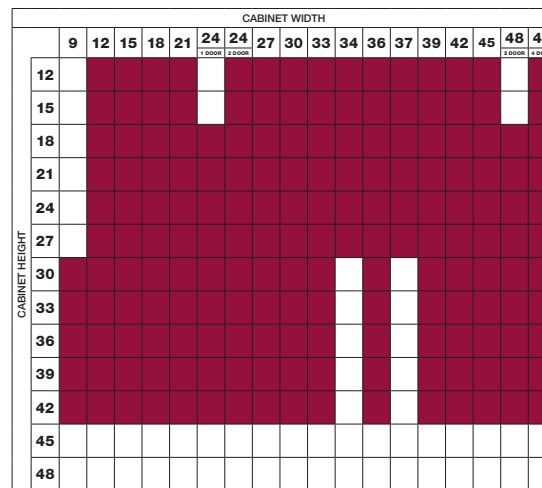
More Standard Sizes.

A hefty selection of standard sizes means you'll need to make fewer modifications and enjoy an easier, faster design process. What's more, shared sizes make it simple to "start in the heart" with the Choice™ Series and easily move into the Echo™ or Emerge™ Series to accommodate the needs of your customer.

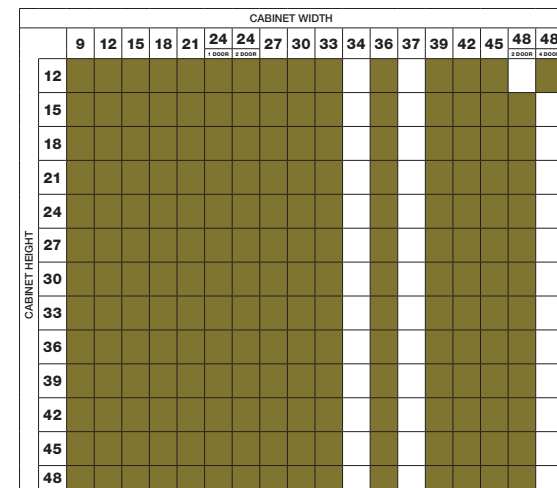
STANDARD WALL CABINETS



ECHO™ = 178



CHOICE™ = 178



EMERGE™ = 195

EASE OF DESIGN. EXTENSIVE OFFERING. EXPERTISE.

One Sales Representative.
One Customer Service Team.

All Focused On YOU.

With the most responsive service team in the industry, our goal is to make designing and selling easy for you while giving your customer the best shopping and buying experience possible. Your success is our success, and we will do all we can to make sure both you and your customer are smiling when the project is complete.



Expert Cabinet Makers. Unparalleled Service.

Every project and every customer are unique, which is why MasterBrand offers cabinetry ranging from stock to custom and everything in between. Regardless of the product, our customers enjoy the dedicated service and consistent quality that have made us the number one cabinet maker in North America.

KEMPER[®]



Limited Lifetime Warranty.

No matter what series is chosen, Kemper® offers your customers a lifetime cabinet warranty for as long as they own their home. We believe in manufacturing quality products we can all stand behind - products your customers will be proud to own.



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 **CHOICE™ SERIES**
Semi-Custom Cabinetry

 **ECHO™ SERIES**
Value Semi-Custom Cabinetry

Styles, product availability and construction may vary slightly from those shown in this book due to material availability and/or design evolution. Specifications are subject to change without notice. Customer service is available if your design requires verification of product availability and specifications.

Product photography and illustrations have been reproduced as accurately as printing technologies permit. To ensure highest satisfaction, we strongly recommend you view an actual sample for best color, wood grain and finish representation.



As to the quality of the product, we warrant that we will replace or correct the defect at no charge. For more information, visit www.kemper.com.



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2018-06/GLS/7.5M