







LIVE GREEN



**GREEN ISN'T JUST A
COLOR, IT'S A CULTURE.**

We're green to the core. And always have been.

Maybe it's because we're situated in the midst of some of the most lush green pastures, forests, rolling hills and crystal clear lakes in the country. It's so green here, it makes your eyes sparkle. And every one of us wants to preserve the beauty around us. *Nature.*

Perhaps we wear green so well because we've always been a lean business—preferring ceramic mugs to Styrofoam, making cutting boards from our scraps, planting trees to commemorate community events. Part and parcel of our Midwestern work ethic and aversion to waste. *Nurture.*

Nature or nurture? It doesn't really matter. What does matter is that while our green product line is new, our green lives are not.

CUSTOM CABINETS WITH TOMORROW IN MIND™

*“Using more wood, not less, is one of the best ways
to address climate change.”*

Dr. Patrick Moore, Co-founder, Greenpeace

- Trees remove carbon from the air.
- Wood products store carbon long term.
- Wood can generate clean energy.
- Wood reduces the need to burn fossil fuels to produce steel, concrete or plastic.
- Forests can be regenerated.

Source: Timber Products Company

These cabinets may look brown,
but they're green to us.

Finish/Wood: Sunrise w/Toffee
Glaze Character Cherry

Door Style: Lancaster Square

Designed by:
Kitchen & Bath Concepts-
Georgia





THE GREEN LIGHT TO LIVE GREEN



ENVIRONMENTAL MISSION STATEMENT

Holiday Kitchens is committed to improving the social, economic and environmental well being of our community.

As such, we will foster partnerships that address the environmental concerns of our citizens, enhance our local economy, and create cleaner, safer neighborhoods. We pledge to work with area businesses, community groups and residents to implement projects that benefit our residents while protecting and preserving the world we live in.

GREEN PLANET, GREEN PLACE, GREEN PERSON.

At Holiday Kitchens, we believe in the following precepts. Think globally—protect the planet for future generations; think locally—set an example for others in the community; think personally—respect and preserve the health of others. Holiday Kitchens is a proud member of the Kitchen Cabinet Manufacturer Association's (KCMA) Environmental Stewardship Program (ESP). We set the highest level of production standards for ourselves and expect the same of our suppliers—being green doesn't amount to much if those you work with are not. All our suppliers are subject to review by our Green Council and must exhibit commitment to sustainable forestry practices and follow government mandated forest regulations.

The personal green arena is of the greatest importance. While green-friendly suppliers, improved technologies and energy-efficient processes have contributed to our green culture over the years, employee awareness has always been our greatest asset. When it comes to preservation, people matter the most and can make the most of the matter. Not only do our employees wholeheartedly support our green culture, they have formed a Green Council that reaches out to our community.



OUR GREEN WAY OF LIFE:

Recycling all paper, cardboard, light bulbs, metal, plastic, toner cartridges

Implementing initiatives to become a paperless environment

Utilizing a distiller to reclaim cleaning solvents

Reducing material usage with Most Available Controlled Technology (MACT) finish and adhesive application technology

Converting to energy-efficient, quartz halogen curing system

Investing in an automated cut line to increase wood utilization by 20 percent

Reducing non-wood waste stream by over 60 percent

Investing in CNC nesting technology to increase board yield by 15 percent

Reducing finishing material usage with new equipment

Eliminating raw wood waste stream with 100 percent utilization of all wood (downfall wood is used for cutting boards, finger joints, animal bedding and landscaping materials)

Incorporating knotty wood into character wood cabinetry

Honoring Arbor Day by giving all employees a tree to plant, as well as planting trees in honor of special events

Sponsoring Earth Day activities by supplying food and water for youth participants

Funding the Wisconsin Hardwood Reforestation Program

Providing a scholarship for a Forest Management College student

Appointing a Green Officer to head our Environmental Stewardship Committee

Increasing energy efficiency with changes in lighting, soft-start motors, secured thermostat policy, and participation in peak energy conservation program to ensure local residents' fuel and electricity availability

GREEN VEGETABLES, HIGH IN PROTEIN. GREEN KITCHENS, HIGH IN RESPONSIBILITY.

Green products are those that respect the health of the planet, community and person. Typically, green cabinetry products

conserve natural resources

avoid VOC emissions

contribute to a safe and healthy indoor environment

are durable, thus having a low impact on the environment

are produced with minimal waste stream and pollution

are created within a low-energy environment.



Finish/Wood: Natural Maple
Door Style: Contemporary

Designed by: The Home Improvement Group- California



Bamboo is a fast-growing renewable natural resource. Choose natural or caramelized finish and vertical or the latest horizontal grain direction. Our caramelized bamboo finish is achieved with a heat treatment process that darkens the bamboo, giving it a warm, tea-stained amber tone.



LIVE LIFE
TO THE
GREENEST



No-added formaldehyde options

Formaldehyde exposure is targeted as the most common culprit of health problems. A simple chemical composed of hydrogen, carbon and oxygen, formaldehyde is the product of natural and industrial processes. Formaldehyde is, quite simply, everywhere. All organic life forms produce it through metabolic processes, but it does not accumulate as it quickly breaks down in the body and atmosphere. Currently, a major debate is underway concerning the carcinogenic nature of formaldehyde. Some argue it is a human health hazard, while others contend that the minute amounts emitted by consumer and household products does not put one at risk for cancer.

HK

OUR SHADES OF GREEN. YOU'LL WEAR THEM WELL.

Today, you have choices. You only need to act upon them. By selecting our Live Green options you are selecting a product that is elegant, durable, safe, low in VOC emissions, and without added formaldehyde. With choices, come options. We give you as many options as there are shades of green.

Standard Plywood Cabinet Box. Select materials that meet the environmentally friendly KCMA HPVA.3 standards.

Standard Melamine Cabinet Box. This option is manufactured from recycled materials.

Green Cabinet Box. Select this option constructed with a non-added formaldehyde industrial board. Our boards are SCS and EPP certified to be 100% pre-consumer recycled wood fiber particleboard that has no urea formaldehyde added.

Glue. Rest assured that all adhesives are formaldehyde-free and completely safe for personal health and the environment.

Moso Bamboo. Bamboo is a renewable resource—a grass that is harvested and then replenishes itself in three to five years. The Moso species is found in low mountain areas of eastern China. Its smaller structure has a fine, even grain suitable for cabinetry. Because it is grown in lower-humidity areas, it is less susceptible to mold and fungus. We offer three door styles: Munich, Frisco and Moso.

Rest assured that pandas are not being deprived of their food source. Giant Pandas currently inhabit eleven game reserves in western China. Our bamboo is harvested about 2,000 miles east of their habitats. Our renewable forests are below the higher elevations Giant Pandas favor and this bamboo species carries leaves and branches well above the foraging height of a Giant Panda.

Brookside Veneers. For an exotic look, try these reconstituted veneers with an extensive and consistent array of colors, textures and grains. This veneer can also be applied to a non-added formaldehyde board.

Natural Finish. A natural finish is as green as you can go. Nature at its finest.

Linseed Oil Finish. Try linseed oil for an all natural finish used by craftsmen for hundreds of years.

FSC Lumber. This option is available in the maple, oak and cherry wood species.

Be green, all the way down to your genes. To order from our Live Green collection, simply contact your local distributor. www.holidaykitchens.com



HOLIDAY **HK** KITCHENS

**LIVE
GREEN**

Dealer Information:



A Division of Mastercraft Industries, Inc. | 120 W Allen Street | Rice Lake | Wisconsin | 54868 | www.holidaykitchens.com

