



## JEN'S KITCHEN TRENDS

By Jennifer Hicks, CKD

As more people are dining out less and spending more time at home cooking and entertaining, many of our new clients present us with a list of their current kitchen's deficiencies. Correcting these, better accommodating family and friends, and of course, making it all look beautiful, are frequent requests at start of design. Below are some of the latest trends we've noticed.

### PLANNING

Islands and peninsulas, typically with an area to pull up tall chairs or stools, are always popular. To prevent a cluttered workspace from collections of countertop appliances, "garages" or dedicated appliance areas are often sought. Visual richness can be achieved through sophisticated lighting with three and four different light types and sources. And because kitchens often open to adjacent rooms, hardwood flooring is typical, although we do tile, stone and even genuine linoleum.

### CABINETS

Cabinet styles and finishes are as varied as homeowners. Full overlay, partial overlay and traditional inset door cabinets are all popular. Painted and glazed wood cabinets predominate, but frequently some stained wood cabinets are introduced for accent. New hi-rises and lofts we have done typically use slick-faced European style cabinetry. Regardless of cabinet style, quality

drawer construction and heavy-duty drawer slides are always a good investment. We are proud to now offer cabinetry by Geppetto Kitchens. See page 2.

### COUNTERTOPS

Mixing two countertop materials is in demand with wood coming back as a countertop option. Granite is still the most popular work surface, with honed and leathered finishes replacing polished in many situations, but we still have dedicated cooks who love the durability and softness of Corian®.

### APPLIANCES

Kitchens continue to have an integrated and fitted look with dishwashers and refrigerators disappearing into the cabinetry. For stoves, induction cooking is making a comeback. While not a new concept, advancements in technology and a drop in cost are making it more inviting for homeowners. Benefits include instant heat and minimal energy waste. And the fact that the stovetop itself stays cool is great for homes with young children, disabled, or the elderly.

*"With both fire and water, the kitchen is the primal heart of the home, and should reflect the style and personality of the homeowners."*

Brad Cruickshank



## A CRUICKSHANK CLEAN SWEEP!

In an effort to define what unique characteristics keep our most loyal clients coming back to us, our marketing firm, Polaris, Inc., recently conducted a telephone survey. The most common answer to our question was that it was our team of people: nice, courteous, respectful workers whom clients feel comfortable having in their homes. We've always made an effort to hire only the best, so we're happy to hear that our workers are well received.

The survey also confirmed what we've always known--that a clean and neat jobsite is important in a remodeling project. During our 20+ years in business, we've always tried to keep the homes we work in as clean as possible, but dust is a sneaky and insidious opponent.

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A witch's convention or proof of Cruickshank Care?

## WHAT'S NEW ?

### **Builder Licensing - New In Georgia**

*Since July 1, 2008, all builders in Georgia have been required to be licensed. We are a strong supporter of this movement, which will upgrade the profession and protect homeowners.*

*Cruickshank Remodeling, through its parent company Cruickshank, Inc., is a holder of a middle level license, Residential-Light Commercial RLC0000749. This category of license allows us to work not only on single family homes, but also on townhouses, multifamily homes, and on some commercial projects.*

*Details on builder licensing may be found on the Georgia Secretary of State's Website.*



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## CLEAN SWEEP! CON'T.

Despite our use of dust walls, doormats, carpet runners, drop cloths, air filters, and miles of plastic and painters' tape, dust still finds a way to get everywhere. But we understand that keeping dust in check is a big part of our job in a home. With this in mind, Cruickshank Remodeling has adopted a broom as the symbol of our respectful efforts to keep the homes we work in clean during a remodeling project. It's the symbol of Cruickshank Care.

The Cruickshank Remodeling broom is a stout, corn bristle, wood-handled warehouse broom that gets the job done—just like we do.

## KITCHEN OF THE YEAR WINNER!

Cruickshank Remodeling won the title of "Kitchen of the Year"! Combining our talents with those of designers Mark Williams and Roy Otwell, our loft renovation won "Kitchen of the Year" in the recent competition conducted by *Atlanta Homes & Lifestyles* magazine. The project was published in the January 2009 issue and was part of a larger project in which the entire loft was remodeled. See it on the "Kitchens" portion of the AHL website.

Visit [www.atlantahomesmag.com](http://www.atlantahomesmag.com), search for "2009 Kitchen Awards". Our project is on page 3 of this section.

## NOW OFFERING GEPETTO CABINETS



We are very pleased to announce that Cruickshank Remodeling is now a dealer for Geppetto Kitchens. This new factory-direct relationship gives us access to a broad range of quality custom and semi-custom cabinetry at outstanding prices. And with their dedication to short lead times, we can get these quality products in your home faster than ever before.

A family-owned business, Geppetto Kitchens has been building all-wood cabinets for over 20 years. Their extensive experience in producing different designs, styles and features using a wide range of wood species shows in the quality of their work.

Together with Geppetto Kitchens we're bringing you closer to the home you've always wanted.

## FEATURED PROJECT: A BUCKHEAD KITCHEN



Before



After

### PROJECT SUMMARY:

The kitchen in this traditional ranch lacked storage space and simply didn't accommodate the cooking needs of the owner. To satisfy the call for additional space, the adjacent home theatre and powder room were encroached upon to provide the necessary square footage. Vaulting the kitchen ceiling provided drama and relief from the low ceilings. The stone backsplash on the major wall was continued up the vaulted wall to accentuate the height. A decorative yet functional metal exhaust hood provides a sculptural design element to draw the eye. The cased opening in the wall between the family room and the kitchen was replaced with an up-set beam so that the family room walls and ceilings flow seamlessly into the new kitchen. The result – a beautiful new kitchen.

### MATERIALS AND APPLIANCES:

**Cabinets** – Custom stained cherry cabinetry

**Countertops** – Polished 'Desert Brown' granite

**Plumbing Fixtures** – Pegasus fixtures in oiled rubbed bronze

**Lighting** – Decorative pendants from C Lighting, general lighting by Elco

**Appliances** – Custom copper range hood by RangeCraft;

cook top by Thermador; refrigerator, microwave, oven and warming drawer by KitchenAid; dishwasher by Bosch; wine cooler by G.E. Monogram

**Tile/stone** – Full-height backsplash in tumbled Noce Travertine;

large Ashlar pattern

**Paint** – Benjamin Moore

**Designers:** Jennifer Hicks, CKD, Brad Cruickshank, MArch

**Project Superintendent:** Brian Ward

## EMPLOYEE PROFILE



Tim Joyce

*There's no more appropriate employee to feature in our first "Employee Spotlight" column than Tim Joyce. Brad hired Tim as a carpenter 19 years ago, and today we couldn't imagine life without him. Tim's planning ability, resourcefulness and commitment to customer service has allowed him to rise to from Carpenter to Project Superintendant and then eventually to Production Manager, overseeing all of our construction projects.*

### Family:

*Tim and his wife, Anita, live in Covington with their two daughters, Brigit and Audrey. In his spare time, Tim may be found on his tractor mowing his pasture.*

Featured Kitchen (after)





# Cruickshank

R E M O D E L I N G

*Founded in 1980*

## THOUGHTS FROM BRAD



The current financial market instability has certainly made many homeowners contemplating remodeling projects pause rather than proceed. However, many savvy, forward-thinking homeowners understand that now is actually a wonderful time to remodel. Material prices are down significantly from last year with lumber, metals, fixtures and finishes all seeing price reductions and sales. Subcontractors, too, are hungrier. Our regular team of good-value subs is providing discounts off their pricing and working for less. In fact, we here at Cruickshank Remodeling are working for less as well. As the industry's environment has gotten more competitive, I have reduced overhead and gross profit targets for 2009 to better serve our clients.

The *Wall Street Journal* published an article, "Deals Abound, but Which Offer Lasting Delight?" on 12/3/2008. It cites home remodeling as a good investment not only for the reasons I cite above, but also because we need to take some pleasure out of life right now. As social creatures, most of us get tremendous joy out of our interactions with family and friends. What better venue for social interaction than the home? And projects that make your home function better produce a return on enjoyment every single day.

*~ Brad Cruickshank*

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