



FOR IMMEDIATE RELEASE

May 13, 2025

Contact: Hannah Gebauer
Director of Marketing
Showplace Cabinetry
direct: 605.743.5151
cell: 605.212.0190

hannah.gebauer@showplacecabinetry.com

Showplace Cabinetry Launches Kona: A Bold New Stain for Maple

HARRISBURG, SD – Showplace Cabinetry proudly announces the release of **Kona**, a rich new stain that brings dramatic depth and warmth to its cabinetry offerings. Now available on Maple and Maple SG across the Framed Overlay, Inset, and Frameless product lines, Kona adds bold personality and flexibility to any design vision.

Kona is a stain that highlights natural wood grain with a dynamic visual range depending on the selected sheen. When paired with a Matte (10) sheen, Kona appears lighter, more textural, and full of natural variation—ideal for relaxed, organic spaces. In contrast, the Satin (25) sheen deepens the tone, offering a more refined, uniform appearance with a rich, contemporary feel.

"Kona brings an inviting warmth and natural richness to cabinetry that today's homeowners are craving," said Hannah Gebauer, Director of Marketing at Showplace Cabinetry. "It's a versatile finish that feels timeless yet fresh, perfectly suited for creating spaces that are both welcoming and stylish."

The launch of Kona also reflects the brand's continued dedication to offering timely, design-forward solutions. With one of the most popular dark stains, Tawny, not available on Maple, Kona fills that void—while also aligning with the growing trend toward deeper, moodier cabinetry tones. Paired with new standard paint additions, these product updates reflect Showplace Cabinetry's ongoing effort to evolve with design trends while providing the versatility and craftsmanship their customers expect.

"We've seen light, airy wood tones dominate the market in recent years—and that's still a strong look," added Lisa Myers, Director of Product Development at Showplace Cabinetry. "But we're starting to see a shift. Homeowners and designers are now pairing those lighter elements, like white oak flooring, with deeper, moodier finishes like Kona or our new paint colors. It adds richness, dimension, and contrast to the space. These additions allow us to meet that growing desire for balance between light and dark."

In addition to Kona, Showplace is also introducing four new on-trend paint colors inspired by nature and designed to complement a wide range of interiors:

- **Labradorite (SW7619):** A cool, calming soft blue
- **Rosemary (SW6187):** An earthy, organic green with subtle gray undertones—also a Sherwin-Williams Color of the Month

SHOWPLACE WOOD PRODUCTS

HEADQUARTERS: 1 Enterprise Street O Harrisburg, SD 57032
Phone: 1.877.607.2200 O **Fax:** 1.877.512.2500
Email: contact@showplacecabinetry.com
Visit us online: www.ShowplaceCabinetry.com

- **Carnelian (SW7580):** A romantic mix of violets, reds, and browns—another Sherwin-Williams Color of the Month
- **Rockweed (SW2735):** A dramatic warm neutral that balances cool gray violet and rich chocolate brown with a subtle red undertone

All new finishes are now available to order through authorized Showplace Cabinetry dealers.

For more information about these new finishes, or to explore Showplace Cabinetry's extensive range of customization options, visit www.showplacecabinetry.com.

#

About Showplace Cabinetry

Established in 2000, Showplace Cabinetry has now grown to over 650 employee-owners who manufacture fine cabinetry to serve their 1,000+ independent kitchen & bath dealers across the United States. Showplace is proud to produce all cabinets in Harrisburg, SD. As of 2021, Showplace has reached the top 10 largest cabinet manufacturers in the country based on Kitchen Cabinet Manufacturers Association data. www.showplacecabinetry.com

SHOWPLACE WOOD PRODUCTS

HEADQUARTERS: 1 Enterprise Street O Harrisburg, SD 57032
Phone: 1.877.607.2200 O Fax: 1.877.512.2500
Email: contact@showplacecabinetry.com
Visit us online: www.ShowplaceCabinety.com