

OUR TRADE PROGRAM

Cabinetry, simplified.

Made-to-order German cabinetry, for the whole home, without the showroom markup. Partner with our design and project management teams to deliver projects you are proud of.

FORM KITCHENS





We believe that well-designed spaces improve people's lives.

Our goal is to make smart, modern, functional design more affordable and more accessible. We started by streamlining the design process, and building digital tools to make it more delightful for all. And because of our direct-to-consumer model, we can offer the same high-end European cabinetry as other studios for 20-40% less.

“By going directly to the same factory in Germany that manufactures many of the luxury European kitchen brands, FORM is able to offer high-performance, sleek cabinetry at a fraction of the showroom price.”

BUSINESS OF HOME

“Stunning, well-built, and definitely saved me the cost of custom.”

**GOOD
HOUSEKEEPING**

“The brand specializing in direct-to-consumer cabinetry.”

**Better Homes
& Gardens**

"These new kitchen cabinets cost 40% less than typical made-to-order ones."

domino

“FORM is the online innovator in kitchen design.”

**ELLE
DECOR**

FORM KITCHENS



“My goal from day one was clear: provide homeowners and vacation home renters with impeccable craftsmanship, attention to detail, and a seamless blend of innovation and timeless design. Working with FORM, we can achieve just that.”

Justin Schaeffer, Developer - High Tide Homes



“Each item now has a designated space, promoting tidiness and simplicity and achieving a perfect balance of aesthetics and functionality.”

Andréa Mallard, Pinterest CMO



Fully-assembled cabinetry, backed by a 25-year manufacturing warranty.

Our comprehensive system allows you to maximize the space you have.

We use the same components as other high-end European manufacturers.

The FORM system



Cabinetry for the whole home

We're partnering with Nobilia,
Germany's largest kitchen
manufacturer, to build the best
digital and physical infrastructure
in the US.



2019

Partnership began



2022

Over 1000 kitchens delivered



2023

Remedial facility to open in New
Jersey, cutting the timeline to 2
weeks for most remedials

Selection Centre concept will roll
out in our largest US markets



2026

US factory operational

Together we offer three industry leading guarantees.

Guaranteed
Delivery Date

Perfect-fit
Guarantee

25-Year
Manufacturing
Warranty

Our product offers
award-winning
quality, design and
sustainability.

Blue Angel



Certificate

[L VIEW](#)

PEFC



Certificate

↳ VIEW

IF Design



Award

↳ VIEW

Red Dot Design



Award
↳ VIEW

OUR TRADE PROGRAM

A truly modern partnership

Trade pricing

Priority design service

Stay ahead, get featured

Dedicated project management support





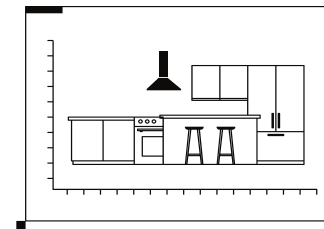
Trade pricing starts with a 15% saving.

When we save, you save. There are additional discounts for large orders, preferred payment methods and early commitment.

FORM Kitchens
\$35,690.27

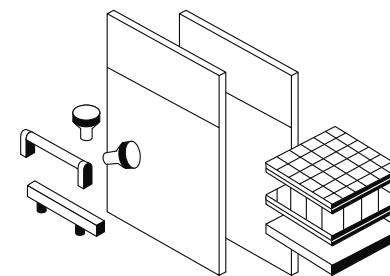
Typical Showroom
~~\$56,651.22~~

Our Trade Portal streamlines the process from inspiration to installation.



Design

Capacity for multiple projects at once



Manufacturing

Free shipping to the 48 contiguous states



Customer Success

Dedicated logistics and install support

Your design partner

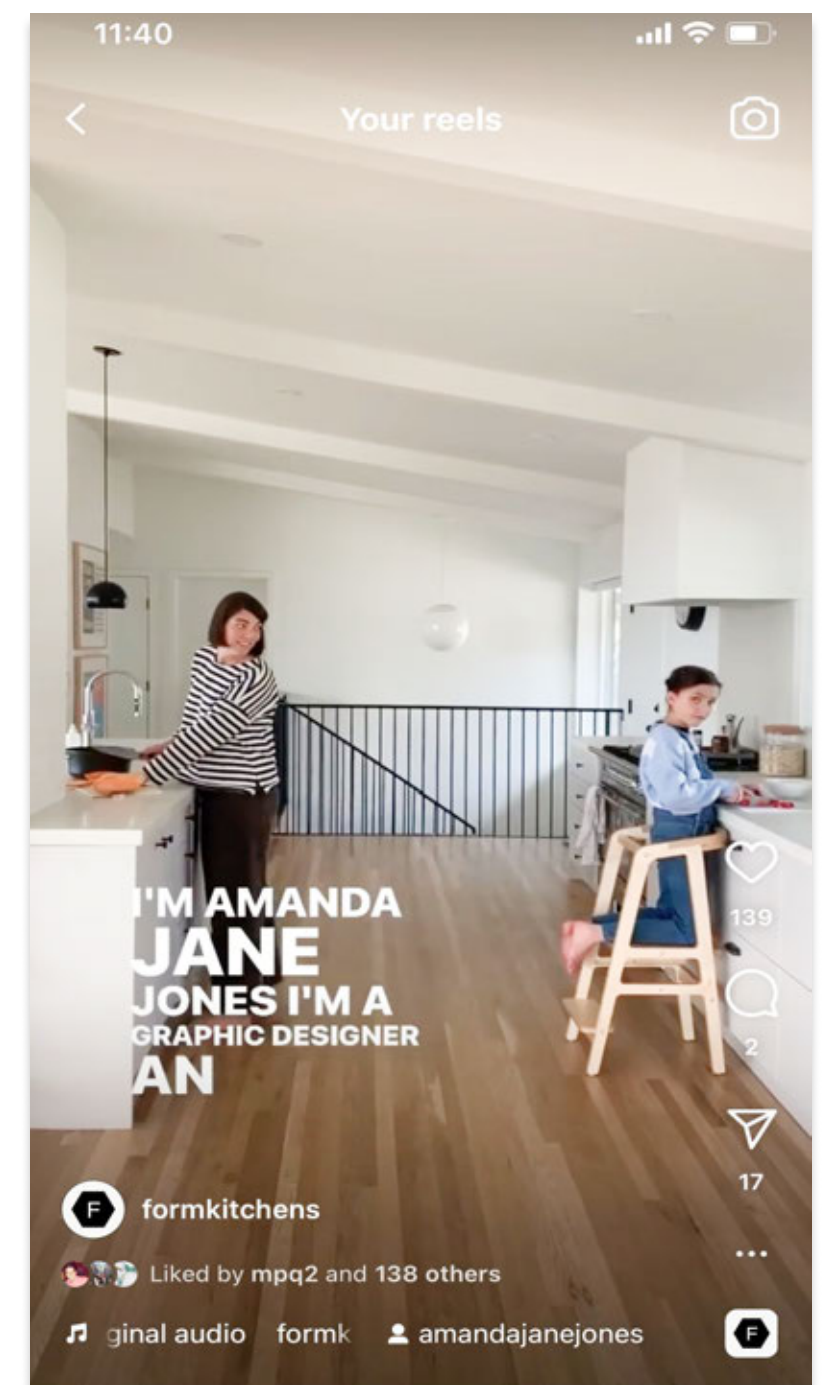
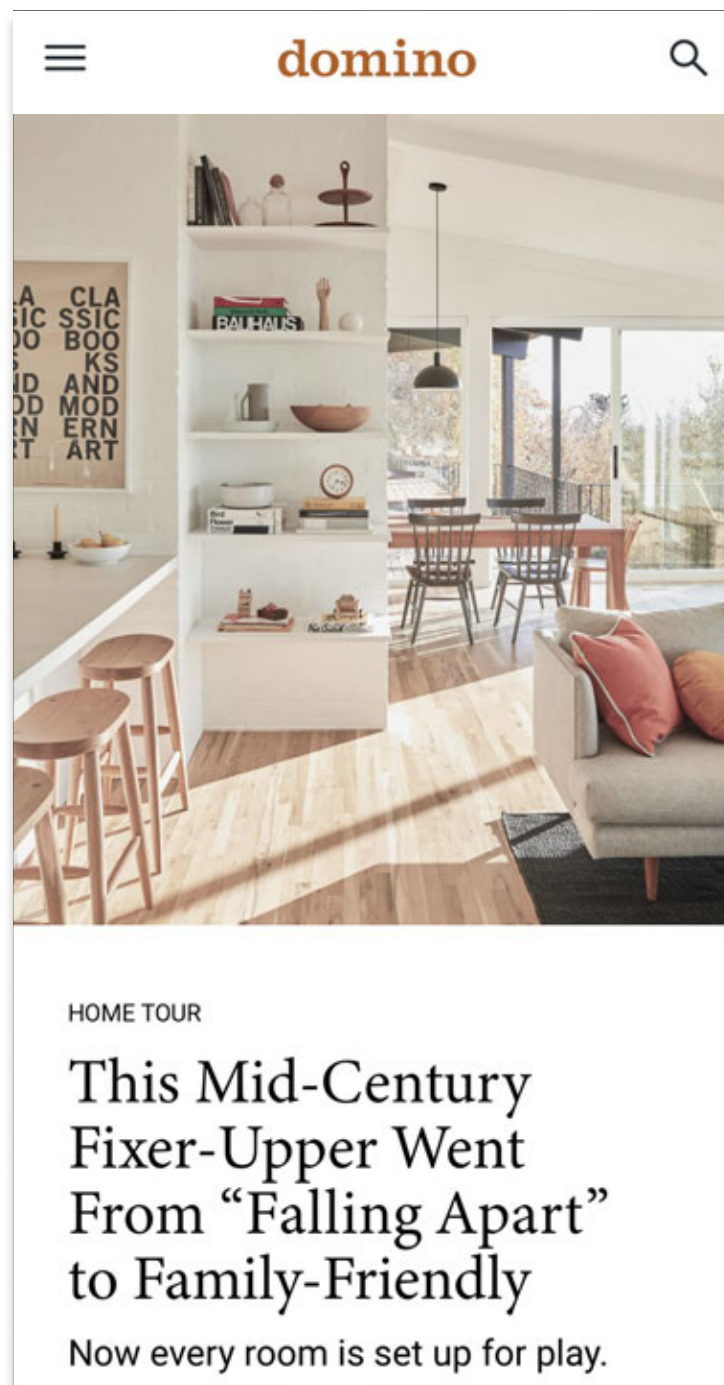
Consider us an extension of your team. We help you produce spectacular work while offering advice and support, freeing you up to focus on the broader aspects of your business.





Seamless project management

Our Customer Success team is on hand to help ensure a smooth experience from placing the order to completing the installation. We produce project specific installation packs, then provide support via our portal, text and phone.



Your success is our success

We're here to showcase your studio and your projects with Social, Blog posts and PR opportunities



Project Consultation

Jump on a call with a FORM Trade Designer to review your project plans and receive a complimentary initial estimate.

To move forward we ask for a \$99 Design Deposit which covers a Project Proposal and 3 full size samples

1.

Project Proposal

Review your detailed Project Proposal, which includes a rendering, plan elevations and costing, so that you have a clear vision of how we'll execute your project

To move forward we ask for a 5% Project Deposit

2.

Detailed Design

Work through FORM's design process with your dedicated Trade Designer, which includes an Initial Design and up to 3 revisions. For each round you'll receive standard renderings, 2D drawings and itemized cost breakdowns.

Additional revisions are available for \$199
Photorealistic rendering are available in sets of 5 for \$299

3.

Quality Control

FORM's Technical Team conducts a comprehensive review of your project, ensuring all details are correct before we proceed to manufacturing.

Typical turnaround time is 2 days

4.

Order Placement

We submit your project to the factory after order balance payment. You'll then be introduced to FORM's Customer Success Team to support you through the manufacturing, delivery and installation phases.

Deposits are deducted from your order balance

Guaranteed delivery dates are provided upon factory confirmation

5.

How it works

Project Gallery





“My goal from day one was clear: provide homeowners and vacation home renters with impeccable craftsmanship, attention to detail, and a seamless blend of innovation and timeless design. Working with FORM, we can achieve just that.”

Justin Schaeffer, Developer - High Tide Homes

Finish

Flat Panel
Sierra Oak Reproduction

Handle Type

Recessed

Features

Base Unit Pullouts



"I love all the practical storage solutions in this kitchen; you can't say you don't have enough storage."

Josh & Brad, Designers and Developers

Finish

Flat Panel
Grey Slate Reproduction
Graphite Black Ultra Matt

Handle Type

Recessed

Features

Paneled Appliances
Under Cabinet Lighting
Base Unit Pullouts



“FORM’s service doesn’t stop after delivery. They have an excellent customer service team that are quick to respond and keep you updated on changes or replacements needed to complete the job. We highly recommend working with them.”

Sam Simmonds, Installer & GC

Finish

Flat Panel
Oak Reproduction
Grey Ultra Matt

Handle Type

Integrated

Features

Paneled Appliances
Under Cabinet Lighting
Base Unit Pullouts



“Each item now has a designated space, promoting tidiness and simplicity and achieving a perfect balance of aesthetics and functionality.”

Andréa Mallard, Pinterest CMO

Finish

Flat Panel
Alpine White Ultra Matt

Handle Type

Recessed

Features

Paneled Appliances
Under Cabinet Lighting
Base Unit Pullouts



Rose Ramseur, Designer - Primrose Interior Design

Finish

Flat Panel
Sherwood Oak Reproduction
Alpine White Ultra Matt

Handle Type

Metal Pulls

Features

Paneled Appliances
Under Cabinet Lighting
Base Unit Pullouts

PDF Catalog

[↪ VIEW](#)

This catalog is a comprehensive guide on our cabinetry, finishes, features and hardware offerings.

Size Guide

[↪ VIEW](#)

View a selection of our most popular cabinetry modules.

Case Studies

[↪ VIEW](#)

Read about our customer experiences with FORM.

Technical Guide

[↪ VIEW](#)

Read about the materials, construction, hardware, and quality we stand by.

Project Gallery

[↪ VIEW](#)

View a portfolio of current and completed projects.

Upgrade Pack

[↳ VIEW](#)

Quick guide to feature upgrades available.

Closets Lookbook

[↳ VIEW](#)

A selection of closet solutions that can be customized to fit your needs.

Bathroom Vanity Catalog

[↳ VIEW](#)

Versatile vanities fit for any bathroom.

Bars & Pantries Lookbook

[↳ VIEW](#)

A variety of bar and food storage design options to fit your needs.

Media Rooms Lookbook

[↳ VIEW](#)

A selection of design ideas to start an amazing Media Room.

Finish Guide

[↳ VIEW](#)

Quick guide to cabinet finishes and handles.



Start here.

[Join Our Trade Program →](#)

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