

**form.**

KITCHEN RENOVATION GUIDE



**The kitchen has changed.** We don't just cook in it, we create new experiences around food. We don't just gather, we relax and connect within its walls. We let our hair down, we experiment, we play, we reconnect and we feel whole. The kitchen is where we take care of ourselves and the people we love. Form was created to capture that feeling every time you step inside of it.

We founded this company because we knew this wasn't a small shift. I (Danny) have been renovating kitchens with my mother since I was a kid. I have seen how the kitchen has become central to us taking care of ourselves physically and mentally; our new habits cause us to move through the kitchen differently, like mindful morning routines and preparing fresh foods from the farmer's market.

**We've created a new kind of renovation.** When my cofounder Tom and I started working on this, we knew that creating new meaning in the kitchen was only half the challenge. Tom is an engineer that's solved some of the toughest problems in the world from robotics and AI to machine learning, and that was exactly the kind of skill set we needed to solve the renovation process.

Together we realized that if the kitchen is where we take care of ourselves, then a renovation is an act of self-care. That's the lens we see this through, and it's the experience that we promise in every step of the Form process. We've been fortunate enough to gather a diverse team of other like minded engineers, architects and designers who understand what this mission is about and work to bring it to you in every step of the process.

**Great spaces are felt. Great kitchens can change you.** Imagine a space that honors the rhythm of your morning coffee ritual. Imagine inviting your children into a space that sparks their creativity. Feel yourself in a kitchen that calms you, excites you, welcomes you, and keeps you mindful.

We help you do that by guiding you from the moment you have an idea, to the moment you take your first step into your completed kitchen. We know how to do it because we understand what you want in your home and in your life.

We're excited to make this happen together.

Danny Soos & Thomas Sherman  
Cofounders



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# Guided Renovations

	Form Kitchens	Typical remodel
OVERALL APPROACH	Straightforward	Complicated and messy
PRICING	Clear	Unpredictable
DESIGN	1:1 design consultations and <i>real-form visuals</i>	N/A
CABINETRY	Made-to-order german product with precision engineered components	Variable
PROCUREMENT	Material libraries we can source for you, guidance if you want something outside our curated selections	Source your own materials
BUILD QUALITY	We create bespoke build manuals for your contractor to minimize errors	N/A
CONTRACTORS	We can help you find a vetted, licensed and insured contractor	Find your own contractor
SUPPORT	We've got your back with digital support from inspiration to installation	Spend a lot of time figuring out what to do each step of the way

# Project Timeline



## **KICKOFF — 1 week**

Meet your designer

Upload photos and details about your project



## **DESIGN — 2-6 weeks**

Concept design

Detailed design

Prepare for construction



## **MANUFACTURING — 4-8 weeks**

Made-to-order in Germany



## **SHIPPING — 6-9 weeks**

Top grade packaging

International shipping

Local delivery



## **INSTALL**

Protection and Demolition

Flooring, Electrical, Plumbing

Install Cabinetry

Fabricate and Install Countertop

Install Fixtures, Finishes, Appliances

Final Punch-list and Walkthrough

# Form Design Process

The center of what makes Form Kitchens different is our design process. All projects are assigned a dedicated designer, trained to help you create a kitchen that is an expression of you.

## **WE LISTEN TO YOUR PREFERENCES**

No one knows your space, what you like and what you want better than you do. We start by discussing your goals, motivations and inspiration. Your designer will then carefully craft a design brief based on your conversation.

## **WE BRING YOUR DESIGN TO LIFE AS A *REAL-FORM PICTURE***

Once we agree on a direction, we will create a detailed model of your new design. Our industry leading visuals and samples delivered to your door, allow you to get a feel for your new kitchen.

## **WE CREATE A BESPOKE BUILD MANUAL**

Details matter and this is where we excel. Once the design is finalised we create all the drawings, plans and schedules to ensure the build goes as smooth as possible.



# What to Expect

## PRE-DESIGN CALL - WEEK 1, 20 MINUTES

This is the introductory call with your designer. They will explain our process and answer any questions you may have. Sharing inspiration images ahead of time can be helpful but is not necessary.

## CONCEPT DESIGN - WEEK 2, 1 HOUR

If you want to proceed we ask for a redeemable \$250 design deposit. This commitment, lets us invest the time required to bring your design to life. You work 1-1 with your designer, to talk through all the details we need to create a design brief. This document sets the design direction and contains all the details we need. We can also guide you through taking the few measurements we need - don't worry they will be checked again by a contractor before you order.

## DETAILED DESIGN - WEEKS 3-7

Your designer will follow up with a detailed design and *real-form pictures*. This is a magic moment for a lot of our clients, the first time the renovation comes to life. You'll have up to three revisions to iron out your design. If you think you'll need more time, you can choose to upgrade for more designer hours.

## PREPARE FOR CONSTRUCTION

After finalizing your design we will send the first invoice - in case you come across unexpected issues this invoice is fully refundable. This starts the prepare for construction phase, where we create a detailed project pack and final set of *real-form pictures*. The project pack contains all the information required for an apples-to-apples comparison of contractor bids.

Through our partnership with BuildZoom, we can help you find a bench of reputable contractors and guide you through the negotiation process. Once your contractor has done a site visit and checked the plans we are ready to take the balance payment to send your order to production.





DESIGN

# How to Prepare

## **PRE-DESIGN CALL**

We recommend reviewing our inspiration section and having a think about what styles you like. If you have a clear idea of what we are looking for feel free to upload any inspiration images - don't worry if not, most people don't.

## **CONCEPT DESIGN**

This is where we dig in to really understand what good looks like for you. We will send you the framework we go through on the call ahead of time so you can let us know if there is something you would like to spend more time on.

## **DETAILED DESIGN**

Once you approve the design brief our team will start to work on your detailed design, which typically takes 7-14 days.

## **PREPARE FOR CONSTRUCTION**

During this phase, your designer will prepare the build manual for your contractor. Once everything is checked and double checked with your contractor we will be ready to send your kitchen to production.



# Common Questions

## How do I prepare?

Look through our materials and try to think about why you are doing this remodel. The more clearly you can express what you want to achieve the easier it is for our designers to help you accomplish your goals.

## What if I want to make changes to my design?

Just let your designer know what you would like to change and we can usually make it happen. Our framework means we usually get pretty close first time, but the three design iterations are there so you have time to perfect the details. If you think you'll need more time, you can choose to upgrade for more designer hours, starting at \$250 for two more design revisions per room.

## How much does a Form Kitchen cost?

It depends on the specification, that's why we built our estimator tool which allows you to choose a representative layout and size then play with different spec levels to better understand where you want to save and where to splurge.

With Form the price you see is the price you pay - shipping and design support are included. If affordability is a key concern we can often simplify the design. Developers or house flippers that we work with often ask for this.

## Where are Form Kitchens made?

We partnered with one of the most advanced manufacturing facilities in the world, located in Germany and producing over 1,000 kitchens a day. We use the same award-winning components as high-end German and Italian cabinetry.



## Common Questions

### **Are you cabinets fully assembled?**

Yes! Everything comes fully assembled, that the best way for us to guarantee quality.

### **How does Form offer a quality product for less?**

Our direct to consumer model allows us to save on showroom overheads and pass the savings on to you.

### **Can I share my own inspiration images with my designer?**

You can certainly share design inspiration; we love to see how you express your style. Just keep in mind that your designer may not be able to achieve the exact look as our selection though large is not infinite.

### **What can I see in person?**

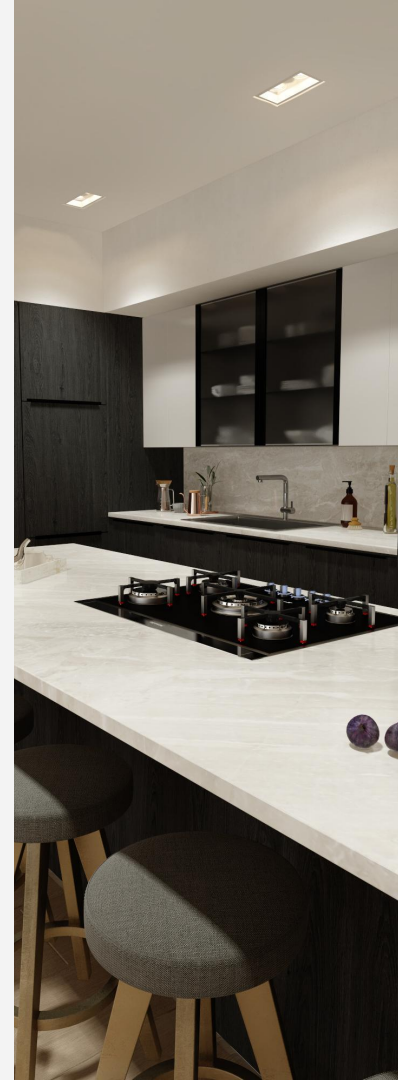
We ship front samples direct to your door - you will be able to feel the quality. If you want to see our cabinetry in person, [schedule a time](#) to visit our San Francisco HQ.

### **Can I substitute any fixtures and finishes that are not in the Form design libraries?**

We can provide support every step of the way if you make selections from our libraries. If you do want something outside of our library, we can provide guidance but you will have to order directly.

### **Who is responsible for receiving packages and when will they arrive?**

Once your kitchen reaches at your local warehouse, we will reach out to schedule a delivery time. We take every precaution to ensure that your kitchen arrives safely, but we ask you do a bar code count and check for visible damages on arrival. That way we can get any remedials over to you free of charge and with expedited shipping.





DESIGN

## Policies

### **When is the last point at which I can make design changes? Can I make design changes once construction begins?**

Design changes can be requested up until the order is sent to production. If unforeseen site conditions or building requirements necessitate a change to your design, your designer will help you to adapt your design appropriately.

### **Can I return fixtures and materials for a refund?**

Sinks, faucets and appliances we accept returns for a full refund, less restocking fees.  
Cabinetry and countertops are made-to-order so cannot be refunded.  
Deposits can be refunded in special cases, where circumstances have changed.

### **Does Form Kitchens offer a warranty?**

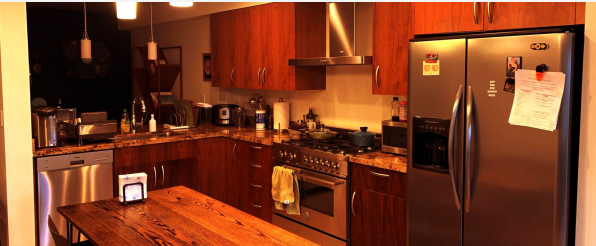
Yes! We are proud of our cabinetry and offer a 5 year warranty against any manufacturing defect.  
Other items are as per the manufacturer.

### **Does Form have a Pro Program?**

Yes, we work with designers, architects, and contractors please contact [danny@formkitchens.com](mailto:danny@formkitchens.com) for more information.

# How our *real-form* pictures work

BEFORE



REAL-FORM PICTURE



AFTER



# Sample projects

BEFORE



AFTER



# Sample projects

BEFORE



AFTER

# Construction

## **WE TACKLE THE BUMPS TOGETHER**

Even with the most careful planning, the reality is that construction is always a bit messy. Once the walls and floors are demolished, there may be newly discovered conditions. Form is on hand to help, we can answer installer questions directly and escalate the situation if you feel you have been treated unfairly. As a strict policy, Form itself does not make money on installation or general contracting.

## **WE MATCH YOU WITH QUALITY LOCAL CONTRACTORS**

There's no substitute for deep local knowledge. From understanding local regulation to management company relationships, working with BuildZoom we can help you select partners who understand the unique qualities of their neighborhoods.

## **YOU WORK DIRECTLY WITH THEM**

Once you're introduced to your construction team, you'll work with them directly for all in-field construction-related work. From small adjustments to tackling project extensions, the relationship operates like any good general contracting set up.





# What to Expect

**NOTE:** For information purposes only, exact arrangements will be made between you and your contractor.

## PROTECTION & DELIVERY

Your personal belongings should be removed from work and staging areas and protection put in place for other areas of your home and building. We recommend your contractor being on site to take delivery of the kitchen and inspect quality.

## DEMOLITION & ROUGH-IN

We recommend you take delivery before demolition takes place, but we recognise this isn't always practical. Framing, plumbing and electrical work will then be performed. Permitted work will be inspected at this time.

## FLOORING, PLASTER & PAINTING

New flooring will be installed. The drywall will be smoothed, sanded and painted.

## CABINETRY INSTALL


For installation support visit [formkitchens.com/install](https://formkitchens.com/install).

## COMMUNICATION

Agreeing a communication schedule with your contractor in advance can help avoid problems.







CONSTRUCTION

## How to Prepare

### **NOTIFY NEIGHBORS & BUILDING**

Please notify your neighbors and building staff at least a week ahead of breaking ground. Form can provide you with a letter template.

### **FIND ALTERNATIVE ACCOMMODATION OR MAKE PREPARATIONS**

If you are staying put consider setting up a temporary cooking station. Form can provide recommendations and a checklist.

### **STAGING AREA**

Clear all personal belongings from the kitchen and the designated staging area where the builder can store materials and tools.

### **HOME ACCESS**

Agree working hours with your builder and the building if necessary.

### **DELIVERY**

Form provides a delivery checklist, we recommend asking your contractor to receive the delivery.

### **CABINETRY INSTALL**

Ask the installer to contact us on the first day, so we can make sure they understand all our plans and they know who to ask for help.

### **COUNTERTOP FABRICATION & INSTALL**

Countertop fabricator will confirm measurements once cabinets are installed. Countertop will be fabricated and installed. It is normal for construction to lull while countertops are being fabricated.

# Common Questions

## **Should I stay in my apartment or find other accommodations throughout my renovation?**

Living through any home renovation project isn't easy, especially when you remodel part of your home you need to use every day (like your kitchen). This is why we recommend finding alternative accommodations for the duration of your project. If you set up an temporary kitchen, you may be able to stay put through the renovation.

## **How much dust should I expect?**

Kitchen renovations are a dusty process. Your contractor should install protection and dust mitigation to your home to contain the dust as much as possible to the working areas.

## **What happens if there is a leak?**

Potential leaks are an unfortunate reality of renovations. For this reason it is important to locate the water shut off valves in your home before you start. Should you experience a leak:

1. Locate the water shut off valves in your home and turn them off
2. Notify your contractor and super (if you have one)

## **How does Form handle unforeseen conditions?**

Unforeseen conditions are an unfortunate reality of renovations. If any unforeseen conditions arise during your build, we will work with you to solve the problem.

