

STRASSER

PRESS RELEASE

STRASSER Introduces Benjamin Moore® Color Program

Designers can customize the manufacturer's vanities with a vast array of Benjamin Moore colors to meet each project's specific needs

(Woodinville, WA, March 23, 2023)

For designers and consumers specifying STRASSER's luxury, high-quality vanities, imagination is the only limitation. The Benjamin Moore® Color Program allows customers to choose finish options based on any Benjamin Moore color, with a bevy of hues that inspire, elevate, and transform spaces to express each homeowner's distinctive tastes. The program dramatically increases the selection of available colors for STRASSER's vanities, adding another level of customization for the company's product lines while ensuring customers can achieve the unique look of their dreams.

Contact:

Mary Beth Duehr
Duehr & Associates, LLC
1902 Wright Pl, Ste 200
Carlsbad, CA 92008
(760) 918-5622
marybeth@duehrandassociates.com

Amiri vanity in Benjamin Moore® Magenta



“As the desire for distinctive color grows, this program will allow our customers to create a stunning vanity that aligns with their own personal style while expanding their horizons,” said Judy Hedreen, STRASSER’s Chair. “Whether they love the fun of Benjamin Moore’s 2023 Color of the Year Raspberry Blush, the warm, rich brown of Wenge, the trendy gray of Granite, or anywhere in between, the options are seemingly endless to make the vanity truly their own.”

The Benjamin Moore Color Program is available across all STRASSER vanities, including the ultra-modern Amiri, the contemporary SoDo, and the refined traditional Ravenna.

Amiri vanity in Benjamin Moore® Softened Violet



About STRASSER

STRASSER manufactures high-quality, luxury freestanding and wall mounted wood bathroom furniture across a range of styles, sizes, configurations, species, and finishes, with well over 50,000 product combinations. Each vanity, cabinet, and accessory is crafted in the USA, built to order using cherry, maple, red oak and alder hardwoods sourced in the US and Canada. Engineered finishes meet the strictest regulatory standards. STRASSER prides itself on detailed craftsmanship, including solid-wood dovetail construction, hand sanding, soft-close doors and drawers, and solid-wood legs. STRASSER was founded in 1982 and is headquartered in Woodinville, Washington. For more information about STRASSER, call toll free 1-800-445-0494 or visit [StrasserWood.com](https://www.StrasserWood.com).

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