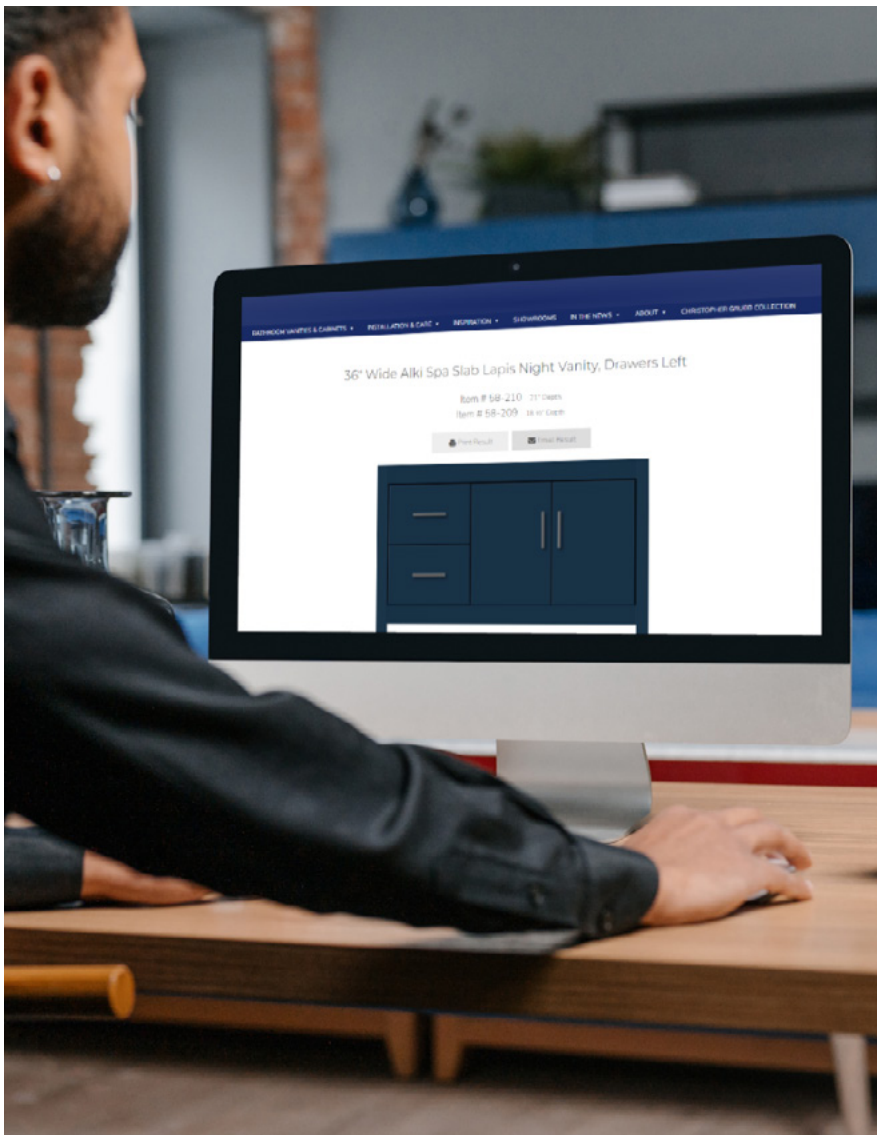


# STRASSER

PRESS RELEASE

## STRASSER Launches Design Your Own Vanity Online Tool

The tool provides design inspiration while allowing homeowners to easily visualize bath furniture selections and purchase with confidence

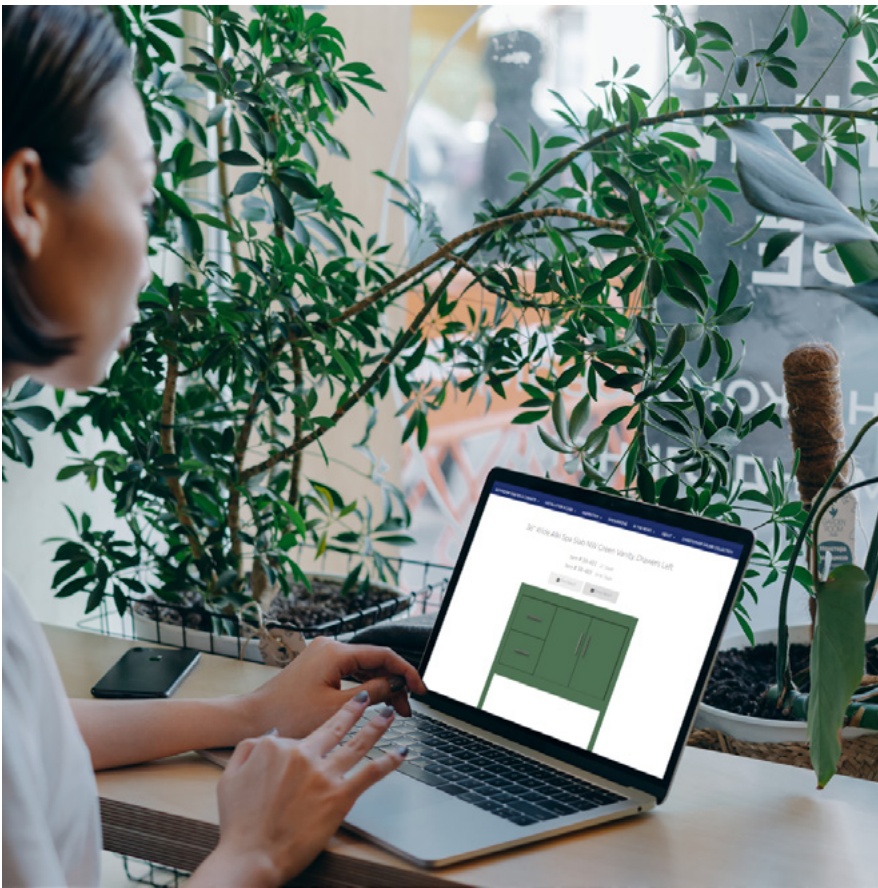


(Woodinville, WA, April 23, 2024)

STRASSER, American manufacturer of handcrafted high-quality luxury vanities since 1982, now offers “Design Your Own Vanity,” an online selector tool that makes it easy for customers to browse products, narrow styling choices, and preview their vanity before purchasing. Available at [strasserwood.com/selector](https://strasserwood.com/selector), the tool is simple to use and provides access to a full scope of STRASSER vanities and finish options.

“STRASSER provides an unparalleled level of versatility for both designers and homeowners, but the abundance of choices can sometimes make the final decision feel overwhelming,” remarked Jeff Meehan, President of STRASSER. “Our Design Your Own Vanity tool aims to alleviate this by helping customers refine their selections, visualize the end results, and find inspiration—all of which helps ensure peace of mind when the vanity is delivered and installed,” Meehan adds.

**STRASSER’s Design Your Own Vanity tool makes it easy for users to browse products, narrow styling choices, and preview their vanity before buying**



Simple to use, STRASSER's Design Your Own Vanity tool makes it easy to design, refine, and shop for the perfect vanity

The Design Your Own Vanity tool empowers customers to experiment with all of the various options and preview how different specifications will harmonize, all from the convenience of their home. Users can easily browse seven STRASSER collections in a variety of sizes, six door/drawer styles, and 18 finish options.

Using the program is straightforward: Simply select a product type, vanity collection, style, dimensions, door/drawer frame style, and finish. Not satisfied with the design? Just return to the beginning to revise desired selections or reset the tool to begin again until they've pinpointed the ideal style and color combination.

Within seconds, users can create digital renderings of their desired vanity, print out or email the results directly to family, friends, or contractors, and download product specifications. A convenient "Find A Showroom" link lets users easily locate their nearest showroom where they can take all of the details for seamless ordering of their ideal STRASSER vanity.

## About STRASSER

**STRASSER** manufactures high-quality, luxury freestanding and wall mounted wood bathroom furniture across a range of styles, sizes, configurations, species, and finishes. Each vanity, cabinet, and accessory is crafted in the USA, built to order using cherry, maple, oak, walnut 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](http://StrasserWood.com).

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