

STRASSER

PRESS RELEASE

STRASSER Makes it Easy for Designers and Homeowners to Stay on Trend with Thousands of Available Colors

Vanities can be specified to match any Benjamin Moore® color, whether the goal is to emulate the Pantone® Color of the Year “Peach Fuzz,” or any other color inspiration



(Woodinville, WA, June 12, 2024)

STRASSER, manufacturer of authentically handcrafted high-quality luxury vanities since 1982, makes it easy for designers and homeowners to stay on trend with its Benjamin Moore® Color Palette. With a rainbow of colors including Springtime Peach—a color that emulates this year’s Pantone® Color of the Year “Peach Fuzz” – customers can specify vanities in any of over 3,500 colors. From Softened Violet and Magenta to Classic Gray and Hale Navy, STRASSER’s vanities can infuse any of today’s most popular colors into the bath.

If the soothing Pantone 2024 Color of the Year, Peach Fuzz, is your inspiration, a STRASSER vanity can be finished in Benjamin Moore’s Springtime Peach (2014-50). A fresh, fizzy light orange with peach undertones, Springtime Peach is perfectly suited to creating soothing, spa-like escapes or pairing with retro styling for a vintage feel.

Now trending, Springtime Peach from the Benjamin Moore® Color Palette closely emulates Pantone’s 2024 Color of the Year, Peach Fuzz

Contemporary colors like Peach Fuzz, and Violet Mist blend well with STRASSER's wood, bringing out the softer tones of the natural walnut. Warmer colors including Hunter Green, Deep Poinsettia and Buttered Yam lend a warm and intimate feel to the bath.

"With our Benjamin Moore Color Palette, the options for customization are nearly endless," said Judy Hedreen, STRASSER's Chair. "The program's vast array of colors means that any STRASSER vanity can be personalized to express your personal style, whether the inspiration is a Color of the Year or a swatch of fabric from their favorite chair."

Beyond STRASSER's signature colors, including Northwest Green and Lapis Night, the Benjamin Moore Color Palette allows the company to bring more colorful vanities to market. Benjamin Moore offers colors from every point of the spectrum, so there's a color to complement any aesthetic.

The Benjamin Moore Color Palette is available across all STRASSER vanities.



STRASSER's Alki Spa bath vanity in Walnut featuring slab style cabinet doors/drawers in Benjamin Moore's Coral Dust

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.

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Contact:

Mary Beth Duehr:

marybeth@duehrandassociates.com

Holly Berez:

holly@duehrandassociates.com

Duehr & Associates, LLC

1902 Wright Pl, Ste 200

Carlsbad, CA 92008

(760) 918-5622