

STRASSER

PRESS RELEASE

STRASSER Adds Natural Rift White Oak to Repertoire of Wood Vanity Finishes

Prized for its durability, strength, and distinctive grain, the versatile wood brings a touch of nature indoors



(Woodinville, WA, October 30, 2024) STRASSER announces the addition of **Natural Rift White Oak Finish** as an option for their high-quality, made-to-order wood bath vanities. The new wood species joins the company's repertoire of rich wood choices including cherry, maple, oak, walnut, and alder hardwoods that the company sources from the US

Strong and durable new Natural Rift White Oak Finish features unique tight, linear grain pattern

and Canada for their furniture-quality wood vanities. Featuring a tight, linear grain pattern, Natural Rift White Oak is prized for its strength and durability, making it a great choice for damp areas such as the bath. The versatile wood blends beautifully with a variety of décor styles from modern to transitional. It's creamy tan to rich honey tones echo the natural variation of colors in the forest, thereby bringing the soothing warmth of nature indoors.

“Like a calming stroll through nature, Rift White Oak infuses the soothing beauty of the forest into the bath, creating an inviting atmosphere that's as sophisticated as it is welcoming,” says Judy Hedreen, STRASSER's Chair, noting that the tight grain of Natural Rift White Oak also adds eye-catching texture to the bath.

This tight grain pattern is what sets Natural Rift White Oak apart from other wood options. “Rift sawn” planks are cut perpendicular to the log's growth rings, which produces a uniquely linear grain. The result is an exceptionally strong board with great visual interest that's perfect for furniture-making.

Albeit a popular staple among minimalist-leaning Scandinavian, and mid-century modern design aficionados, Natural Rift White Oak is versatile enough to be used with a variety of styles. While the distinctive wood pairs perfectly with sleek and minimal designs, adding a sense of comfort and warmth, the neutral color and textural interest of the wood grain make it a beautiful complement to transitional looks as well.

Naturally moisture resistant, Natural Rift White Oak is known for its durability and low likelihood of warping, cracking, and rotting. With proper maintenance, Natural Rift White Oak will retain its beauty for years to come.

STRASSER offers Natural Rift White Oak for five of their curated styles, including Alki Spa, Alki View, Sodo Town, Belltown, and Newhalem.

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 and hand-finished in the USA, built to order using cherry, maple, oak, walnut and alder hardwoods sourced in the US and Canada. Engineered finishes, from Smoky Cherry to Silver Oak, and painted finishes including Lapis Night and NW Green, 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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