

URBANEFFECTS[®]

CABINETRY

Curated for You. Delivered with Intention.

Introducing on-trend light stains
and additional green, blue, and
off-white paints.

Fall in love with over
10 new colors
and so much more!

MasterBrand Connect

Visit for launch trainings,
marketing resources, and
ordering tools.

Fall Launch 2025

Sesame and Bravado. Bravo!

Light stains are everywhere! Sesame and Bravado are two light stains that our finish experts formulated to stay true. You can confidently specify this popular look without fearing a pink undertone coming through.

- Available on Cherry, Oak, Maple, Rustic Alder, Walnut and White Oak door styles.
- Glaze availability is outlined in the Spec Guide.

Bravado



Sesame



Expanding the light stain palette.

Bravado and Sesame join Natural and Charleton to provide a robust and on-trend light stain palette.



DESIGN *tip*

Here is how to order more than one finish in the same project.

1. Using the Catalog Manager, load multiple copies of the Urban Effects catalog into 2020 (Design Flex). You will need separate catalogs for each finish showcased in the project. For the Fall Launch 2025 catalog, the version is URB54.
2. Using Catalog URB54A, design the cabinetry using the first finish.
3. Using Catalog URB54B, design the cabinetry using the second finish.
4. Using Catalog URB54C, design the cabinetry using the third finish.
5. By using a separate catalog for each finish, 2020 will generate a different order for each catalog used. You will need a unique PO# for each finish.



Introducing Frappe and Cappuccino.

We've taken the rich, delectable color of two specialty coffees and introduced them into our product line, creating two new sophisticated stained finishes.

Frappe is a mid-toned stain that brings warmth and pairs well with blues, greens, and off-white paints. Or add a little drama with Cappuccino and contrast it with a bright white paint to really pop!

- Species and glaze availability is outlined in the Spec Guide.



Frappe
on Maple



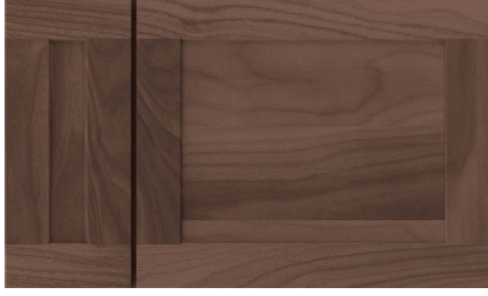
Cappuccino
on Maple

Two new Walnut stains!

Whether it's an entire kitchen or an island, hood or accents, Walnut adds character and a premium feel to any space.



Farrow Walnut
Finished in Bravado



Vannes Walnut
Finished in Sesame



Pettigrew Walnut
Finished in Natural

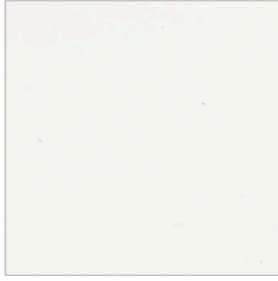


A New Chapter in Color.

The Oak paint palette just got a major upgrade—now offering homeowners an expanded selection. Explore on-trend colors and timeless hues, all delivered with Oak's signature depth, texture, and character.

You're a hero—and that cape looks so good on you.

- Glaze availability is outlined in the Spec Guide.



Alabastrer
on Oak



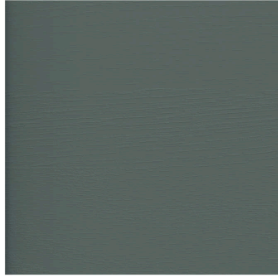
Sedona
on Oak



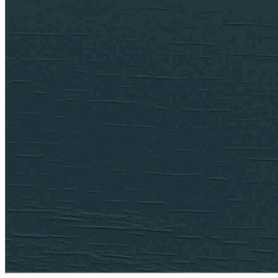
Stillwater
on Oak



Aberdeen
on Oak



Saybrook
on Oak



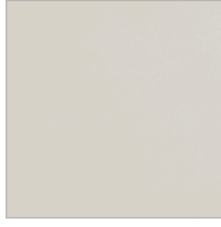
Starless
on Oak

Sedona at several price points.

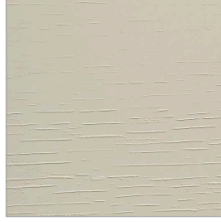
Sedona is a light grey that sits comfortably between Agreeable Grey and Baroque. Wood tones look better in its presence, and blues, greens and black opaques pair well with this versatile neutral.

Sedona is available at several price points. Oh, the options! Slay that budget.

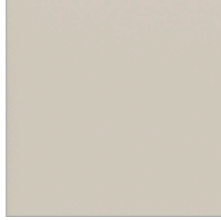
- Now available on Maple, MDF, Oak.
- Glaze availability is outlined in the Spec Guide.



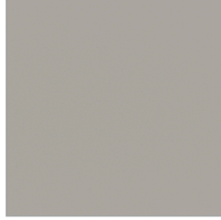
Agreeable Grey
shown for palette reference



Sedona
on Oak



Sedona
on Maple and MDF



Baroque
shown for palette reference

DESIGN
tip

Consistent, beautiful color at four different price points for ultimate versatility:

- Maple
- Oak
- MDF
- Satin Thermofoil

The Sedona
Color Continuum

Say hello to Saybrook.

Technically, Saybrook is a mid-tone balanced grey-blue with strong undertones of green.

Poetically, Saybrook is drop-dead gorgeous.

This rich opaque paint expands your design possibilities, shifting between gray-green and gray-blue depending on the light and surroundings. It pairs effortlessly with Sesame, Bravado, and Cornsilk—and creates a warm, elevated look when paired with Walnut accents.

- Available on Maple, MDF, and Oak.
- Glaze availability is outlined in the Spec Guide.



Sinclair Maple
Finished in Saybrook



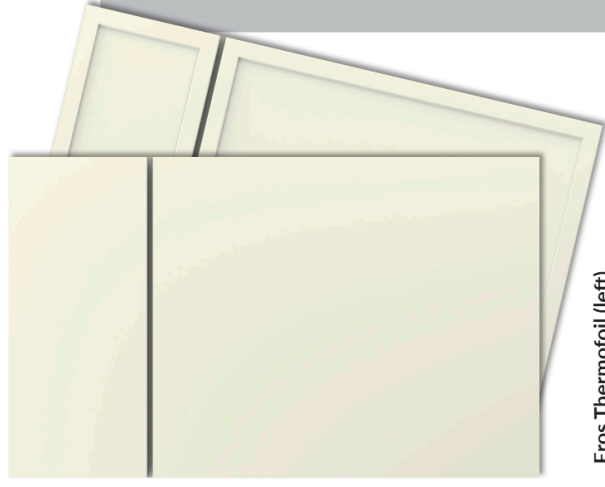
Popular Cornsilk color now on Thermofoil.

Cornsilk is a soft, creamy white with no yellow undertones, perfect for pairing with light stains, Walnut, and deep opaque colors.

Now, this color extends its reach as a Thermofoil offering. Design an entire kitchen or an island using Satin Cornsilk Thermofoil to accommodate a budget while delivering a knockout look.

Budget stretched, successfully!

- Available on Thermofoil, Maple, MDF, Oak and Rift Oak.
- Available with matching Melamine ends.



Eros Thermofoil (left)
Finished in Satin Cornsilk
Farrow MDF (right)
Finished in Cornsilk



DESIGN tip



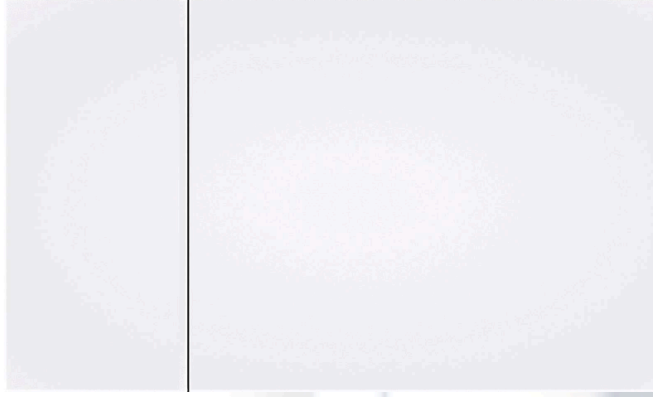
The Cornsilk Color Continuum

Consistent, beautiful color at different price points for ultimate versatility:
Maple • Oak • MDF • Rift Oak • Thermofoil (new)

New Gloss White Thermofoil.

Achieve a sleek, clean-lined look with the high-end luxury feel of gloss at a budget-friendly price point. Our new Gloss White Thermofoil delivers on all accounts!

Expand your options and get creative using Gloss White Thermofoil in a two-toned design. Pairing Gloss White with a light stain or a Textured Woodgrain Melamine will add warmth and give the space a natural, organic feel. Or go bold and pair it with a dark gray or black paint!



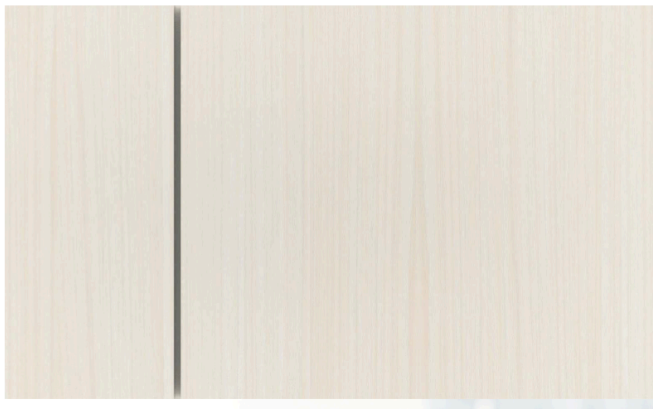
Eros Thermofoil
Finished in Gloss White



New Driftwood Melamine.

Driftwood is all about creating a mood that is soft and serene while also showcasing subtle flavors of organic texture.

Driftwood pairs beautifully with the new Stillwater and Aberdeen paints!



Aura Horizontal Melamine
Finished in Driftwood



New traditional.

Introducing the Endicott door. A fresh take on the classic raised panel style—thoughtfully reimaged for homeowners who appreciate the comfort of tradition with a modern edge.

- Available in Cherry, Maple, Oak, Rustic Alder, and Walnut.
- Available with 5 piece or slab drawer front.



Endicott Cherry
Finished in Storm



Endicott Maple
Finished in Frappe



Endicott Door Profile

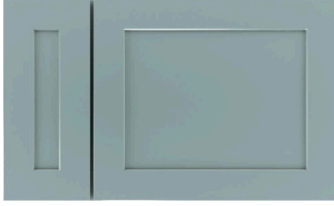
The best choice: 2-piece construction.

Vannes MDF and Tate MDF are two versatile Shaker style doors that are getting even better.

Vannes and Tate MDF doors will now be built using two-piece construction.

One piece of MDF and one piece of HDF (High Density Fiberboard) are fused together. The door's stile and profiles are precisely and cleanly routed into the top layer of HDF. All you see is the door's personality and wonderful color coverage. There are no joint seams to detract. This two-piece construction is exclusive to Urban Effects.

- Available with a profiled or slab drawer front.

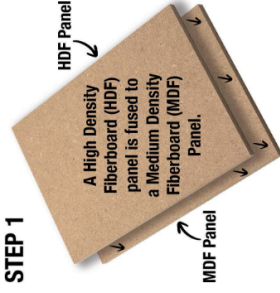


Vannes MDF
(profiled drawer front)
Finished in Stillwater



Tate MDF
(slab drawer front)
Finished in Amherst

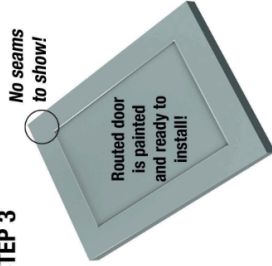
STEP 1



STEP 2



STEP 3



No-charge matching melamine ends for exposed sides.

Is there an exposed cabinet side in your design that needs to be concealed? Many popular paints and stains have the option of budget friendly, no-charge Melamine Ends. Of course, Finished Ends are also still available.

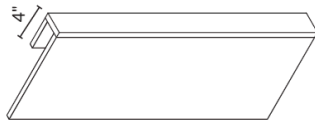
Refer to the Spec Guide for available options for each color choice.



Now standard. Still awesome.

Your workday just got easier. Several items are now standard, so cross off C-SPEC work from your to-do list and lower the price for your client.

- 12" high cabinets are now standard. A C-SPEC is no longer needed to add this popular height to a kitchen design.
- Width modifications for floating shelves are now available in 1/8" increments from 18" to 60". Depth modifications are available in 1/8" increments from 6" to 13".
- Tall, Wall and Base Cabinet filler panels are now available with a 4" return.
- Vertical lift ups add options to the swing lift ups offered in 15", 18" and 21" high cabinets.
- You can now reuse C-SPEC Q1 numbers when product is exactly the same with no changes from the original Q1 number. This eliminates the need for new quotes. Timesaver!
- New items have a NEW icon next to them in the printed Spec Guide and in the Digital Spec Guide.



2020 eCats and PDF spec guides.

Visit MasterBrand Connect to download the November 2025 Urban Effects Price & Spec Guide as well as an updated eCatalog for 2020/Design Flex.

Resources available.

- ➔ Visit MasterBrand Connect for recorded launch training presentations, marketing resources and ordering tools.
- ➔ We're happy to help! If you have any questions, please contact your Account Manager or our Customer Service Team.

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CABINETS

