

Press release

PUR KITCHEN BY TEAM 7 – NEW ELEMENT SYSTEM WITH RECESSED GRIPS

Comfortable handling meets a linear, ultra-minimalist design: by introducing finely crafted recessed grips for top and bottom cabinets, TEAM 7 is offering its customers more creative freedom when designing their kitchen. The ingeniously constructed, precisely dimensioned recess makes it delightfully easy to open hinged doors, drawers and pull-outs – while consistently pursuing the idea of a sleek, minimalist kitchen design with clear lines. In order to seamlessly turn this vision into a reality, we needed to employ creativity and expertise: that's why TEAM 7 designed a new element system specifically for this purpose, carefully taking into account the design requirements of the new style of handle. The pur kitchen was designed by Sebastian Desch.



Clean look with no handles

The recessed grips open up a wealth of design options and leave no wish unfulfilled. On bottom cabinets, for example, grips can be positioned both at the top and in the middle or – in combination with drawers, pull-outs with a soft-touch opening or servo drive mechanism – at the top only. Tall cabinets with vertical-grain wood fronts or glass fronts, on the other hand, can be fitted with vertical recessed grips extending up to 227.8 cm to cover the entire height of the cabinet. The elegant design of the **pur** kitchen is also characterised by the new continuous tall cabinet fronts, which create a clean look without any handles or horizontal joints. Last but not least, the recessed grip enables users to open the hinged doors at any height, offering an additional level of comfort and flexibility.

This press release, in addition to other press materials and photos, is available for download at www.team7-home.com

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Custom-made element system

The style-conscious design element is made to measure and calls for precision in every detail – even though it meant that we had to create an entirely new element system. This was done to avoid differences in height between the bottom cabinet and tall cabinets at the front joints. The result: the bottom cabinet is now 3 cm taller to ensure that not even the slightest bit of storage space is lost. The correspondingly lower plinth height ensures an ergonomic working level, while giving the kitchen a more inviting appearance.

In addition to the matt black and stainless steel metallic surfaces, TEAM 7 has also developed a recessed grip made from solid wood, which is available in the wood types alder, beech, oak and walnut. Using a mix of different materials creates diversified, exciting contrasts that give off a modern and dynamic edge. True wood purists, on the other hand, can design a kitchen that looks resplendent in pure solid wood, from the plinth all the way to the top of the tallest cabinet. Absolute creative freedom is also guaranteed here: the new recessed grips are available for all TEAM 7 front systems.

New end panels for kitchen islands and kitchenettes

A range of end panels for kitchen islands and kitchenettes that carefully coordinate with the new recessed grips have also been designed. The new panels are available in solid wood, coloured glass or ceramic. What makes them so special: if the panels are finished at the same height as the fronts, the recessed grip will run all the way round the top of the kitchen island, making the worktop appear to float and giving it a weightless elegance. The wooden panels are mitred by our master craftsmen, and the front panel can be cut with a width anywhere between 5 and 20 cm, depending on the wishes of each individual customer. From 10.9 cm and wider, an optional socket behind a stylish wooden flap provides additional convenience. In the version where the panel is flush with the worktop, the front and back of the kitchen island can be designed differently and thus adapted to personal requirements, as the recessed grip isn't continuous. All panels can be either continuous in height or divided by a delicate, horizontal joint to achieve the desired look in each case. As an alternative to finishing the end of a kitchen island or kitchenette with a panel, customers have the option of instead opting for a unit side with a fine wooden edge that's visible from the front – something that's only possible with genuine solid wood, whereby the delicate physicality of the wood is

With the new, handleless pur kitchen model, TEAM 7 is introducing yet another timelessly modern design – and is showcasing it impeccably with craftsmanship and a spirit of innovation.



Photos: TEAM 7