

Mobalpa presents its new 2009 kitchens collection

Bright, spacious and daring

MOBALPA
KITCHENS



In these uncertain times, the kitchen plays a more important role than ever as a place where people congregate to share and enjoy good times together. It is a true sanctuary where not only everyday meals are made; more extravagant concoctions for festive occasions are also prepared here. When guests are present, it becomes a place where not only recipes, but also little tidbits of life are shared. To keep in line with this new way of living, Mobalpa is reinventing itself in 2009 by revamping its stores and improving its service to help customers turn their projects into reality. It is also launching a new Kitchens catalogue which features bold and daring designs. More than 230 ranges are available, 142 of which being new to make your rooms more open and brighter than ever. Whatever you're into – vibrant colours, wood tones, structured finishes or shiny textures – there'll be something for you in this range, no matter what kind of effect you're looking for, be it bold, innovative, modern, natural, or elegant.

- ◀ Designed with sharing in mind, Tallys is a spacious kitchen where creativity is a key element. Perfectly integrated into the space provided, the unit features a harmonious blend of colours and materials, creating a kitchen which combines comfort, style and functionality.

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[digital photos available on request]

New models for realization of projects with a free and light spirit

Customer satisfaction has always been a key priority for Mobalpa. This is why the brand constantly updates its ranges and its network. In 2009, Mobalpa is also revamping its stores to provide customers with better service and more availability by guiding them in their plans for redecorating their homes. As part of this process, stores will feature some "Focus kitchens" which serve to display the latest innovations developed by Mobalpa.

Combining elegance and comfort of use, these include new materials, innovative products, handy storage solutions – everything which makes Mobalpa a leading player on the kitchens market.

The kitchen displays will also illustrate the many different possibilities offered by the range. Finally, all other spaces (designer area, samples area, etc...) have been designed to create a friendly and comfortable relationship, reflecting the company's new slogan 'Design your lifestyle'

Getting customers involved in their project is Mobalpa's new challenge. The new Kitchens catalogue illustrates this commitment in displaying creativity and catering for all tastes and all budgets. With 231 fronts, a host of bright colours and materials which add a touch of warmth, you benefit from a wealth of opportunities to let your creative side shine through.

Tallys – Easy living by Mobalpa

The Tallys kitchen is the perfect illustration of the know-how and capacity of Mobalpa to design kitchens that are spacious, comfortable and user-friendly. Featuring the most striking innovations from the new range, this kitchen is a surprising combination of materials and finishes. Blackcurrant and dark purple lacquered fronts create a feeling of softness and style, while the structured finish of the Chamonix oak worktop and tempered glass counter add a sleek modern touch. This open layout is extremely functional and features many sliding units and a hob built into the worktop – Mobalpa's interpretation of the modern kitchen.



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Shine is back on the menu

Ideal for making colours and wood patterns stand out, and for creating plays of light in a specific area, shiny surfaces are making a serious comeback, whether using lacquered, laminated, glass or acrylic surfaces.

Niobe, the home of vibrant colours

Niobe is the perfect illustration of how tangy colours can add life to a kitchen. Say goodbye to monotony! Its shiny, laminated fronts are available in blackcurrant, mandarin or guava green, creating ambiances which evoke food and flavours. The new Crystal glass units (white or black lacquered glass) have pure, sophisticated lines which go perfectly with the coloured panels and give kitchens a bright, stylish, modern look.



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▲ The new Crystal units made of white lacquered glass, with their pure lines, combine with the vibrant colours of the Niobe kitchen to create a perfect contrast.

The blackcurrant fronts featuring in the Niobe kitchen lend it a strong character. Reflecting the light with elegance, the units include many sliding compartments which provide users with ample storage space.

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▲ Featuring a beautiful stainless steel worktop, the metallic blue Cyane kitchen is both bright and open, creating an overall feeling of space, lightness and finesse, further emphasised by the use of elegant Philia handles.

Cyane, the high-shine kitchen

With fronts made from acrylic, an innovative material developed by Mobalpa, the Cyane kitchen recreate the sensations of glass and is pleasing to the eye and smooth to the touch. With a sophisticated range of colours (metallic blue, metallic graphite and metallic white gold), Cyane plays with reflections and mirror effects, taking full advantage of the space and volume. When used in combination with stainless steel or wood panels, these colours lend the kitchen an ultra-modern, almost ethereal quality.

imotiv

Mobalpa's wood designs add a warm touch to the kitchen

This year, Mobalpa has decided to give wood a starring role, with subtle finishes created by rosewood, olive, zebrano, and plum tree fronts. The grained aspect of these woods adds a warming touch to fronts, midway units and worktops. The most striking examples of this new range include the new structured melamine Luna fronts featuring rosewood, zebrano, natural cherry wood, Chamonix oak and Anthracite oak – designs which recreate the magnificent sensations of wood.

The warm, sensual fronts made of structured rosewood melamine recreate the grained look of the wood in sublime fashion.



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With its sensational structured melamine fronts and beige and chocolate stratified worktops, Luna zebrano will make you feel right at home.

Imotiv®, a world of new sensations

Imotiv® natural-look furniture fronts provide the brilliance and warmth of glass and wood. The ultra-shiny Cyane acrylic fronts recreate with a surprising realism a mirror effect and the brightness of glass, while the Luna melamine and Asia stratified fronts feature structured finishes which emphasise the grained look and natural warmth of wood.

The logo for Imotiv, featuring a stylized signature above the word "imotiv" in a lowercase, sans-serif font.

Wood reinvented by Mobalpa

Wood is not only a warm, noble material – it is also ecologically sound, making it the perfect choice for home design.

It can be used for many different purposes in the kitchen. Mobalpa is reinventing wood by launching an innovative design which highlights the pure lines of the material, while offering an elegant range of natural and lacquered finishes which combine elegance and modernity. This range also matches the current trend of creating contrasts with materials such as stainless steel, quartz and volcanic stone in combination with vibrant colours.

The perfect example of modern wood design, Callisto, available in plain or lacquered oak finishes, combines the best of tradition with ultra-modern lines, all the while remaining fully functional. With fronts resembling shutters, this kitchen creates an authentic, warm ambiance while retaining the horizontal lines and simple and pure contours which suit the kitchens of today.

With its bleached and Veronese green lacquered oak fronts, its 'Titiana' old metal handles and decorative subtle metal nooks, Callisto is an elegant ode to the kitchens of long ago, while its simple horizontal lines lend it a wholly modern character.



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With Eos, bleached oak wood is used to express a new way of living: horizontal lines stretch across the kitchen through to the living room, while a striking contrast is drawn between the soft shades of the bleached oak and the vibrant colour of the worktop.

The quartz worktops are as robust as they are easy to clean and are now available in a mango finish. They look almost good enough to eat!

Featuring handleless fronts which are easy to open, Eos combines the warmth of wood with sharp lines, thus mastering the art of subtle contrast. The different colours and heights used in this ensemble make it truly original. The quartz worktops are available in different thicknesses and in trendy colours – an elegant taupe colour and a bright mango shade – which bring out the natural simplicity of the bleached oak.

le bois par mobalpa

Focus on functionality

The new catalogue is bursting with elements which will make your life easier than ever before: movable dividers with sliding compartments as standard, many optional accessories to help you improve and personalise your storage space.

More practical and user-friendly than ever, these new corner units are fitted with revolving shelves which are fully extendable and fully accessible.

Light – a key element for working in the kitchen – is created in surprising places, with beautiful effects: wall units have bright bottoms, lighting effects are created behind shelves and base units are illuminated from the plinth.



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iPractis

To keep a step ahead in terms of functionality, Mobalpa has invented iPractis®, a simple modular storage system for drawers, midway units and duplex, which is used to store and interchange utensils and other accessories.



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1 & 2: With iPractis®, every part of the kitchen is used in an ingenious way. Drawers, midway units and duplex house a myriad of accessories and utensils which can be changed around from one place to another whenever you like!

[digital photos available on request]



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The story of Mobalpa began in 1907 when Eugène FOURNIER founded his first cabinet-making workshop at Thônes in Haute-Savoie, France.

In the late 1940s, Eugène's sons Marcel and Paul shifted the emphasis of the company to kitchen furniture. The brand Mobalpa was established in 1948 to develop innovative and customised products. Remaining loyal to the founding values which have made the company a success (respect for the customer, quality and innovation), the brand is now a major European player. Certified ISO 9001 (2008 version) for its quality management and ISO 14001 (2004 version) for its environmental management, Mobalpa now counts over 500 outlets throughout the world and is continually expanding on the international scene.

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