

# KLAFF'S

FOR IMMEDIATE RELEASE

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## **KLAFF'S PROFESSIONAL COLLECTION OF KITCHENS LAUNCHED TO GENERAL PUBLIC** *Offers Same Competitive Trade Pricing to Homeowners*

**SOUTH NORWALK, Conn.** – Klaff's, the award-winning home design store, has launched its Professional Collection of kitchens to individual homeowners, having only been available to trade clients.

The Professional Collection offers a medium price-point line with the same amenities and quality that customers have come to know and trust from Klaff's. The Klaff's-branded Collection features kitchen cabinetry products that are fully customizable to client specifications, with all wood, dovetail drawer construction and soft-close drawer glides.

"The Professional Collection allows more people to experience the quality of Klaff's," said Joe Passero, Chairman and Chief Operating Officer of Klaff's. "Now our individual customers can take advantage of the same competitive pricing that has been available to our trade clients."

Klaff's is launching the Professional Collection after offering it to building trade for the last decade. Klaff's designers are available to work with homeowners to create the perfect kitchen at a wide range of tastes and budgets.

"Klaff's provides products that fit into the budgets and lifestyle of many of today's customers, all at the same level of product craftsmanship and customer service quality they expect from us," Passero added.

Klaff's also allows its clients the convenience of one-stop shopping, with everything they need in Lighting, Kitchens, Bath, Decorative Hardware, and Tile & Stone.

### About Klaff's

Klaff's, which was founded in 1921 by Joe and Mary Klaff, is privately owned and operated today by the second and third generations of the Klaff family. In addition to its South Norwalk, Danbury and Scarsdale full-service, one-stop shopping home design stores, the Klaff family operates a specialty lighting showroom in Westport, Conn., and wholesale plumbing supply businesses in South Norwalk and Danbury. For more information, visit [www.klaffs.com](http://www.klaffs.com) or <http://www.youtube.com/user/KlaffsHomeDesign>.

### Store Locations

South Norwalk, 28 Washington Street, 203-866-1603  
Danbury, 11 Newtown Road, 203-792-3903  
Scarsdale, 341 Central Park Avenue, 914-740-1800

**Photos available upon request**