**“Facia ID” gives modern kitchens a new look**

**Ninka internal drawer-fronts offer an impressive “wow” effects as a design elements in open kitchen fronts**

**At Interzum, the main international trade fair for the furniture and interior design industries, Ninkaplast GmbH (Bad Salzuflen) – the leading company for plastic moulding and surface refinement solutions – is placing its vision of ‘opening up’ the fronts of modern fitted kitchens in the forefront of its trade fair presentation at booth B 038/C 039 in hall 7.1. The global trends of openness and individualisation are effectively showcased to the public using the example of the unbelievably flexible internal drawer-fronts, Facia ID.**

With Facia ID, Ninka has achieved an innovation that has proved to be a customer magnet. The interior drawer-fronts impress both rationally and emotionally with modern design language and its delicate, accentuated, puristic design that is well-conceived down to the last detail.

The almost unlimited variety of possible inlays in the internal drawer-front gives drawers and pull-outs a completely individual look that immediately catches the eye. Refined material applications in the handle area permit design options that make the individualisation of fitted kitchens an intensive experience.

The spectrum of the decorative inlays ranges from monochrome options like aluminium and dark grey and wood or metal reproductions to genuine materials such as stainless steel and wood or acrylic glass that is back-printed or underlaid with the user’s own snapshots. In addition to an exclusive visual design, the inlays can also provide easily and quickly understandable information about the contents of the drawer in question.

Chic and trendy, Facia ID perfectly meets contemporary customer desires for creativity, play and fun. The highly decorative value and excellent product quality destine this internal drawer-front to be a design element, not only “hidden” behind kitchen cabinet doors, but also directly as part of the visible kitchen front.

Because openness, authenticity and transparency are expected more and more, even in modern fitted kitchens. Expanded design options benefit both end customers, industry and trade, which can generate additional unique selling propositions with optical “opening” elements or creative disruption on the kitchen front.

In Addition to the above, Facia ID is also interesting when it comes to decorative combinations. Drawer and cabinet frame manufacturers, for example, are increasingly offering product solutions with decorative reproductions as attractive cabinet interiors have become a “must have” for consumers. And thanks to Facia ID, these optics can now continue onto the internal drawer-fronts – an perfectly adapted overall visual design is the desired result.