

Discover • Imagine • Dream • Create



PRIMERA™

Bringing Home Interiors to Life

Arizona • California • Colorado • Nevada • New Mexico

www.primera.net

Products Offered: Cabinets • Flooring • Countertops • Window Treatments

The Primera Advantage: Experienced Designers • Extensive Product Lines
Competitive Pricing • Outstanding Customer Service



Welcome to Primera! Creating perfect interior environments for a diverse customer base, Primera is independent, agile and able to react quickly to customer demands.

Located in strategic metropolitan areas in Arizona, California, Colorado, Nevada and New Mexico, Primera covers a vast array of customers with a broad palette of styles and tastes.

The value in the business is evident through a team of over 400 dedicated professionals, state-of-the-art showrooms, technology, certified designers and installation crews, and in-house granite cutting facilities. Primera is proud to represent the most reliable and respected manufacturers within the industry.

When it comes to home interiors, it is a one-stop shopping experience with everything available under one roof. With so many products and styles to choose

from, Primera understands the process in selecting an interior that best fits your specific needs—taking the time to understand what you are looking for and finding the solutions that best fit your requirements while remaining within your budget.

With a reputation for excellence, Primera has expanded throughout the Southwest. Along with this growth, so has the ability to leverage competitive pricing with top manufacturers. These savings are passed on to the customer.

Primera is a local business dedicated to serving the communities we thrive in through charitable causes and volunteering personnel in projects like Homes for Our Troops.

Thank you for taking the time to learn more about Primera. Please visit your local Primera showroom to discover how Primera can help you.



Serving:

- Architects
- Homebuilders
- Commercial Builders
- General Contractors
- Remodelers
- Home Centers
- Homeowners



Cabinets

Primera offers an incredible selection of kitchen and bath cabinetry as well as built-ins, entertainment centers and wine storage systems.



The selection is broad, including custom product lines, and covers a multitude of budgets.



With aggressively priced options, an extensive range of accessories, hardware and finishes, Primera's product lines significantly distinguish the company from its competitors.



Primera partners with customers throughout the entire process, from consultation, design and purchasing to in-house installation, project management and field touch-up technicians.



Flooring



It is a priority to provide customers with extensive flooring selections in order to complement any home interior and fit every budget. In-house professional designers understand style, and the inventory is loaded with a choice of high-quality brands, economical options and durable flooring choices.



Primera provides all of the expertise you need to choose the best flooring type for your project and is dedicated to making sure customers feel confident in their flooring investment. There are multiple varieties of turnkey solutions accompanied by interior design support and overall project coordination.



Tile flooring options are endless due to an extensive array of selections—from ceramic and porcelain to natural stone such as marble and travertine.

Wood flooring is a long-lasting, sturdy and timeless option. Wood floors can last for hundreds of years if properly maintained. Selections include: bamboo, cork, solid hardwood and engineered hardwood.

Today's resilient flooring options look almost identical to hardwood and stone. Resilient flooring is a good option for high-traffic sections of a home or areas that tend to be exposed to moisture.

Carpet brings a touch of luxury and comfort to any interior space. Primera's design consultants will be able to guide you with decisions between carpeting components and material—polypropylene, nylon or wool—to suit your floorspace and lifestyle.

dreams = reality



Shown Here: Harlowe Maple/Cardinal with Onyx Glaze and Onyx Contrasting Back/Cardinal with Onyx Glaze.



When you reimagine your kitchen with Primera and KraftMaid Vantage™, you're reimagining with countless handcrafted cabinetry options. Let our experts help you make your dream kitchen a reality.

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New Door Style: Cannonsburg (Island)
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Color: Cotton w/ Tuscan Glaze

Door Style: Tolani
Wood Type: Oak
Color: Kona

Primera is your one-stop-shop for cabinets

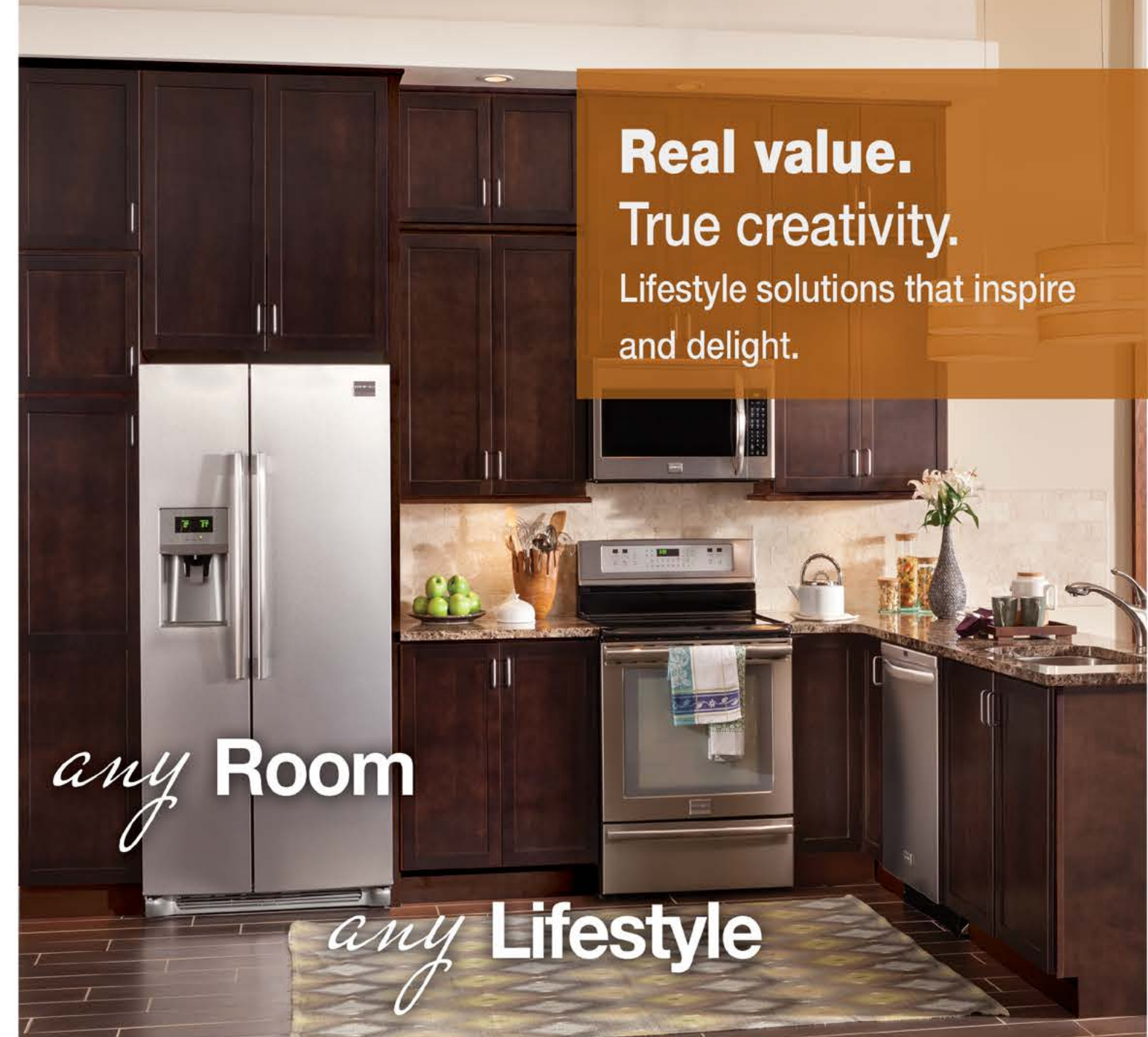
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Ardmore Rustic Alder Kitchen Shown in Mocha Finish



Lisburn Maple Kitchen Shown in Vanilla Cream Finish with Pewter Glaze

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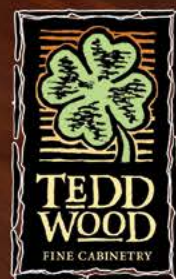
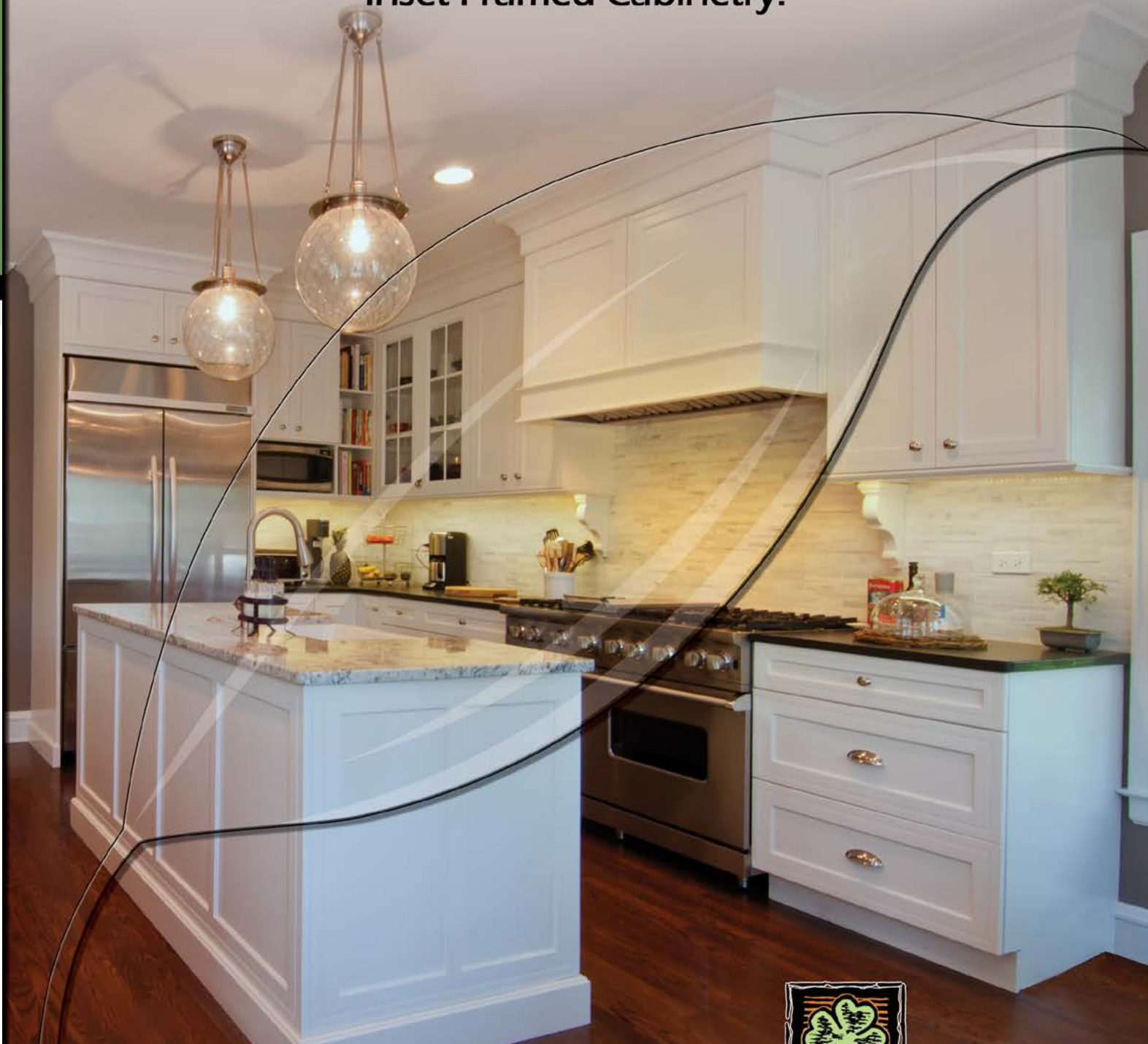
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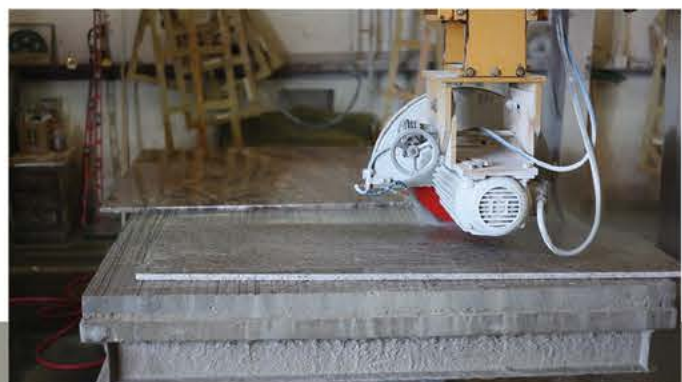


Countertops

Primera operates multiple hard surface fabrication facilities in Arizona and Nevada—offering the highest quality workmanship and choices. Whether you are installing new countertops in your kitchen or bathroom, they have a huge impact on the look and feel of the room. Countertops are much harder to change than paint and a more sizeable financial investment. The choice requires significant planning, research and thought. Primera loves to help customers with these important decisions.

There are many material selections to choose from today, with products ranging anywhere from glass and stone to recycled paper and concrete.

Countertop pricing often increases with the material's durability and cosmetic appeal. Contractors and homeowners can also have peace of mind in choosing economical countertops—as they continue to improve in quality with material advances. After some study, assistance and consideration, Primera can help select which countertop fits your style, taste and needs.



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