

**FATHER AND SON
Home Remodeling**

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WINTER

Remodeling Tips

2011

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Courtesy of Father and Son
Home Remodeling



A Fresh
New Look

Do you love older homes with the thick crown molding and ornate ceiling medallions typical of traditional-style architecture? They can evoke fond memories of long ago family gatherings, or favorite romantic films you watch again and again. Perhaps you also appreciate the sleek lines and unadorned natural materials that typify modern-style interiors and fit your active family so well.

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Photo: Courtesy of Kohler Co. (www.kohler.com)

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New Year's
Reminder:**



Happy New Year!

Thanks for your business in 2010. We look forward to working with you in 2011.

Father and Son Home Remodeling hopes that 2011 brings health, warmth and happiness to all those you love and care about! It's also a great time to thank you, our friends and loyal customers, for recommending our services to friends and neighbors. We truly appreciate your confidence in us and your kind words.

Whether your dream is a more efficient kitchen or an addition to increase space for the changing needs of your family, you can count on **Father and Son** to be there to help with the necessary decisions to make those dreams a reality. We strive to provide "service beyond expectations" and settle for nothing less.

SEE MORE, VISIT US ON THE WEB www.FatherAndSonBuilders.com



A Fresh New Look



Photo: Courtesy of Laufen (www.laufen.com/usa)

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If so, these days you can have your cake and eat it, too. The latest trend is to mix modern and traditional for a fresh, new look that is perfect for today's casual lifestyle. To have a little of both—to combine modern and traditional and end up with a wonderful effect—requires some planning, however.

To begin, you should decide which style elements you want to predominate in your home. If both styles are

given equal emphasis, they will battle for attention. Is your home primarily a modern space to which you would like to add some antique accents, or would you like to integrate some modern design elements into a traditional space?

It is important for the two styles to work together in forming a unified whole. There are several ways to make that happen, and you can decide which best fits your personal taste. Do the materials used have something in common? Ornate wood bar stools may look fabulous in a kitchen with modern, streamlined wood cabinets. Does the creative use of color tie the space together? The walls of a very traditional living room can be painted in a bold color that matches a thoroughly modern upholstered sofa. Is there a similarity in the shape or texture? The sensuous curve of a modern stainless bathroom faucet may be repeated in the shape of the elegant traditional mirror hung above the vanity.

Do you prefer a restful harmony of design features in your living spaces or do you thrive on exciting contrasts? If serenity is what you are after, cabinetry and furnishings should be more alike, even if they are from two different architectural styles. Adhering to a palette of neutral colors throughout a room can blend many styles together with beautiful results. On the other hand, if you delight in contrast, juxtapose a very formal element with something quite casual. Spice things up by upholstering traditional furniture with large scale contemporary prints.

In the final analysis, it is all about having the freedom to mix finishes and periods—creating a comfortable blend that reflects your individual personality and lifestyle. ■

New Product Introductions

Wet & Wild

Feel free to take a shower while your favorite TV show is on. You won't miss a thing when the new MB Quart Waterproof Television is installed in your shower. It is ideal for wet, steamy or rainy conditions and can be mounted practically anywhere—in spas, saunas, bathrooms, kitchens, boats, pool side, patio bars, outdoor gardens, water fountains—even underwater.



Built to withstand the elements, this LCD HDTV is completely sealed against moisture and humidity, while also featuring fog-free glass. With a depth of less than 1.0", it is designed to be flush mounted. It offers high-performance internal waterproof speakers and dual controls. To operate all the TV functions, you can use either the touch panel

on the unit's face, or the waterproof floating remote that magnetizes to the television's border.

Don't want to watch just TV? Maybe you missed the end of a movie or need to check email? Plug in a DVD player or use a computer monitor. MB Quart's Waterproof Televisions have all the inputs, outputs and functions of a standard HDTV. When you are finished, turn the TV off and the unit functions as a mirror. ■



Photos: Courtesy of MB Quart (www.mbquartmirror.com)

Light Up Your Life

Even if your kitchen is blessed with multiple windows and ceiling light fixtures, some of your work area may still be in the dark. Your body and the upper cabinets often throw a shadow over the countertop where you are reading a list of ingredients or operating small appliances. Locating the bowls you need from within your dark cabinets can also be a challenge. These problems become even more pronounced in the evening when there is no natural light coming through the windows. For your ease and safety, your kitchen needs to be adequately illuminated.

Installing under-cabinet lighting helps eliminate dark corners and makes everything on the work surface easy to see. It has the added decorative benefit of showing off your tile backsplash to its best advantage.

Lights inside a cabinet make the interior space and its contents more easily accessible. Add glass doors to your cabinets and bring your favorite pottery collection into the limelight.

Placing lights in the recessed toe kick area of a cabinet floods the kitchen floor with light and adds to your overall safety. Toys your kids left behind on the floor can be seen easily and picked up—before anyone

Lighting effects in the kitchen above:

Kichler's Design Pro LED Linear utilized above the cabinets, inside the cabinets and on the toekick.



Design Pro LED discs positioned under the cabinets, close to the back wall.



Photos: Courtesy of Kichler (www.kichler.com)



trips on them. In the evening, after the overhead kitchen lights are turned off, the toe kick lights may function as a handy night light to guide you safely to the refrigerator. These lights also add drama to the kitchen.

Another impressive lighting effect can be gained from above-cabinet lighting. It can

highlight decorative objects placed above the cabinet, or accentuate an interesting wall treatment, while adding to the ambient room lighting.

Cabinet lighting fixtures are available as strip lights, puck lights and linear lights. Strip lights offer an even, diffused light while puck lights provide a more focused pool of light that can nicely highlight a decor item. Linear lights are flexible and can bend around the corners and curves of a cabinet.

As you are thinking about types of lighting, keep in mind that fluorescent and LED lights are still the best choice for energy efficiency. Color quality on fluorescents has been improved, and now certain CFLs and LEDs are dimmable. Halogen and Xenon lights use much more electricity and burn very hot, however high-efficiency halogen bulbs have recently been introduced. ■

In "Top 500" since 1994!

Father and Son Home Remodeling has been listed by *Qualified Remodeler*, a magazine for professional remodeling contractors, as one of the "Top 500" remodeling companies in the country every year since 1994. We are proud to have achieved this ranking.

In light of this standing, we at **Father and Son Home Remodeling** wish to thank each and every one of our customers for your loyal patronage throughout the years. As we continue to grow, we want you to know that as individuals you matter to us. It is your individual satisfaction that remains of top-most importance to us. To ensure that you will want to keep coming back to "The Name You Know and Trust," **Father and Son Home Remodeling**, we have pledged ourselves to a high level of professionalism, "OLD-FASHIONED CRAFTSMANSHIP...MODERN SERVICE." We know that your satisfaction spells repeat business and referrals—the life-blood of our company. ■



LOGOS, LOGOS, LOGOS!

How do they benefit me as a consumer?



You may see from time to time different logos displayed in our advertisements. What do they stand for? What do they mean? How do they benefit me as a potential customer?

Some logos represent the organizations that we belong to. Others show that our employees have earned a special designation from continuing their education. Additional logos may represent special awards that we have won. All are intended to show our commitment to professionalism and our constant concern that our customers are 100% satisfied with their remodeling experience. We believe in doing whatever it takes! Below, you will find each logo along with a description.

1 NARI: National Association of the Remodeling Industry—This is a trade organization that we belong to. "NARI offers programs and services to its members which are designed to enhance professionalism, increase knowledge of new products and techniques, provide useful information on small business practices and regulatory and legislative affairs, and improve the efficiency and profit of member companies."

2 CR: Certified Remodeler—Certified Remodeler is a designation offered by NARI. "A professional remodeling contractor has to have been in business for a specified number of years (minimum of five years in order to be Certified). In addition, the contractor must be associated with an established business which operates in compliance with the Code of Ethics adopted by NARI and the Association's Certification Board. A contractor Certified by NARI has a track record of ethical standards in business. It is also evidence that the contractor is a

professional and is competent in the performance of remodeling projects."

3 TOP 500—The Top 500 represents a prestigious ranking that has been given to us yearly since 1994 by *Qualified Remodeler* magazine. We were selected as one of the Top 500 remodeling companies in the United States based on our company portfolio.

4 BBB: Better Business Bureau—We participate in the BBB Member Identification Program (MIP) which is "a customer assistance program that assists in the resolution of disputes between a business and its customers through conciliation, mediation and arbitration. As a service to and for the benefit of its customers, the participant agrees to participate in this program and agrees to arbitrate unresolved disputes with its customers in accordance with the terms of the agreement."

5 FATHER AND SON HOME REMODELING—Our logo represents "The Name You Know and Trust"—since 1928. Whenever you see this logo on our trucks and signs, or in our ads and newsletter, you can be assured that we are still providing "OLD-FASHIONED CRAFTSMANSHIP... MODERN SERVICE." Be careful of imitators! Many companies out there are trying to attract our customers by using names similar to Father & Son Home Remodeling. However, they do not have our reputation behind them. Unless you see our logo, you are probably dealing with an imitation company. Unfortunately, you may not find out until it is too late. So, beware and look for our logo. ■