



Media Release  
[FOR IMMEDIATE RELEASE]

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## **Puustelli USA Announces Parade Home Model Partnership with Otogawa-Anschel Design + Build — Showcase Home® #29**

[March 30, 2017– Minneapolis, MN] Puustelli, the leading kitchen manufacturer in Finland, announces its 1st Artisan Dream Remodeled Home Appearance on BATC Parade of Homes Remodelers Showcase® Tour 3/31-4/2.

**Otogawa-Anschel Design + Build Remodelers Showcase Home #29 [Whole Home – 5057 Ewing Avenue South, Minneapolis MN] is showcasing the Puustelli Miinus Cabinetry Solutions in all areas of the same home for the first time in the North America:**

- Kitchen System
- Dining Room Display Cabinetry
- Laundry Room
- Master Bathroom/ Full Bathroom/Powder Bathroom
- Wet Bar
- Mud Room
- Wine Cellar
- Master Bedroom Walk-in Closet

In Scandinavia, Puustelli is well known both for its premium-quality products and its unique All-Inclusive service approach offered to Builders, Remodelers, Architects and Designers, and Homeowners alike.

- 3D-Design Service
- Order and Selections Service
- Cabinetry and Countertops Install Service

The Puustelli Miinus cabinetry line embodies the very best Scandinavian design and quality practices while also setting a new standard for sustainability. The visionary concept of Puustelli's Miinus Kitchen System is simple: doing more with less – *Beautiful on the outside and Smart on the Inside.*

We've taken the best principles of Scandinavian design and paired them with the ever-important concern for sustainability. We completely re-evaluated our manufacturing process from the ground up to achieve the perfect balance of a beautiful kitchen with minimal ecological impact.

- MDF and Chipboard Free
- No Formaldehyde-based Glues
- No Endangered Wood Species
- 100% Recyclable Biocomposite Frame
- 50% Less Materials used

“We’ve just completed our first whole home kitchen and cabinetry solutions install in North America” said Mikko Juola, President, Puustelli USA “...and we are thrilled to be working together with Otogawa-Anschel Design + Build given Michael Anschel and his teams long standing reputation as a sustainable builder/remodeler and Michael’s great dedication to green building practices, we envision an enthusiastic reception by the public.” He continues, “Both building professionals, architects and kitchen designers and homeowners alike have told us that the cabinetry has the new look that they’ve been waiting for.”

Michael Anschel, President, Otogawa-Anschel Design + Build observed: “Impressive is all I can say. Puustelli Miinus cabinetry line is beautifully designed, thoughtfully built and perfectly engineered.”

The Miinus kitchen is based on years of research to create a premium quality kitchen that’s also eco-friendly and sustainable. The groundbreaking innovation for the kitchen design is a completely safe, odorless and recyclable Miinus frame made from an environmentally friendly bio-composite. The composite frames are injection molded as complete units and have ready-made holes for easy assembly and for the fitting of drawers, hinges, mechanisms and end panels.

### **About Puustelli**

Puustelli is a leading Scandinavian kitchen and cabinetry brand – our factory is located in Harjavalta, Finland, about three hours from Helsinki. The factory produces 10,000 kitchens in six markets including Europe and North America. Puustelli cabinetry is offered exclusively by Puustelli USA in North America, and we offer full service kitchen and cabinetry remodeling and new home solutions for the entire home to homeowners, builders and remodelers, designers and architects and multi-family developers.

Puustelli USA is opening a new showroom in Summer of 2017 at the corner of Lake and James in Uptown. The showroom will feature 5 unique kitchen vignettes – including 2 large demonstration kitchens and a flex lounge with beverage center and kids play corner, so Mom and Dad can explore showroom, a floor-to-ceiling fireplace, mudroom/laundry room/home office and bathroom vignettes.

Puustelli is one of the leading manufacturers of premium quality, eco-friendly kitchen solutions in the world. Puustelli has been a progressive and innovative manufacturer throughout its history, and the health, safety and sustainability of Puustelli products are core values that guide its practices every day. Puustelli quality is ensured by its ISO 9001 certified quality system, and the company manufactures nearly 10,000 kitchens every year in its state-of-the-art factory in western Finland. Additional information on Puustelli USA can be found at [www.PuustelliUSA.com](http://www.PuustelliUSA.com).

**See another kitchen project by Puustelli USA – Showcase Home® #40 [5212 Meadow Ridge – Edina]  
Open during the Remodelers Showcase® Tour Fri-Sun, March 31-April 2, 12-6pm**