

Besh Is Redesigning The Cabinet Industry

Raleigh, NC, March 21, 2016 — /EPR NETWORK/ — As landfills continue to be the dumping grounds for out-of-date kitchen cabinets, one innovative cabinet start-up out of Raleigh, North Carolina provides a solution that allows homeowners, designers and housing developers to update kitchens while keeping more trees in the forests and less waste in the dumps.

Besh creates [eco-friendly cabinets](#) that feature a swappable-front system and a sleek, modern design. By using industrial-grade engineered wood made with 100% wood waste, low VOC finishes and Besh's frameless (euro-style) system, you don't have to sacrifice Mother Nature's resources for new kitchen cabinets. And since Besh cabinets are proudly made in the USA, the reduced shipping distance also contributes to a smaller carbon footprint.

Founder and designer Becky Shankle created Besh to be a natural solution for people who want [modern kitchen cabinets](#) — especially if they want something environmentally friendly and easily changeable in the future.

"People want options. They want to be able to evolve their kitchen. However, we only have one planet, and we must take care of it," says Shankle.

With Besh, you install the backbone of the cabinet system and choose from countless customizable options like doors, drawer fronts, and robust, durable soft closing hardware to create your own unique design. Since the backbone is modular and always stays in place, you can give your kitchen a whole new look by ordering new doors and drawer fronts. You can even send the old ones back to Besh to be refurbished and reused.

While many companies in the cabinet industry support the old-fashioned "discard and replace" approach, Shankle believes less is more. "My goal is to sell people as few Besh cabinet systems as possible," she states. "Then when they want to update we can just replace the doors and drawer fronts. It's better for the environment and better for people's wallets." While Besh cabinets are hearty and built to last much longer than the cheap-overseas cabinets, they're also more budget friendly than the high-end imported options.

After two successful years in the North Carolina market, Besh recently launched a new website www.bestcabinets.com and is lining up regional distribution channels as a precursor to a broader national rollout.

To learn more about how Besh is redesigning the cabinet industry visit, www.beshcabinets.com.

The Besh website was designed by Code18 Interactive (www.code18.com), a digital agency based in NYC.

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About Besh

Based in Raleigh, North Carolina, Besh provides high-quality cabinet systems created by professional kitchen designers who love modern design and responsible living. Proudly made in the U.S.A., Besh cabinet systems allow homeowners to redesign their cabinets while respecting the planet.

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