

TRADITION. REINVENTED.



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**NIICO**

MILLWORK GROUP LTD.

Spring/Summer 2019 Lookbook



# Welcome to NIICO

Since 2015, NIICO has been providing clients with a fresh take on high-end custom cabinetry and kitchens. We are excited to bring you a superior product that will accentuate both the design of your living space and the functionality of it, too.

As a young and innovative company, we use cutting-edge technology and engineering to create beautiful spaces for our clients – whether your taste is traditional or ultra-modern, **NIICO can bring you an aesthetic masterpiece that is intelligently-designed and expertly crafted.**



Joseph Primucci, President and Founder of NIICO, has a wealth of experience in the manufacturing and construction industry. He comes from a long-line of manufacturers and leaders in the field and has worked across North America with top manufacturing and distribution businesses as well as developers. Joseph is an industry-expert and puts that knowledge into action with NIICO's products.

Joseph has a true appreciation for design and the importance of quality. He recognizes that clients want a superior product that looks and feels good—he won't compromise the process of quality or design that clients have entrusted to NIICO. It is through his passion for fine products along with traditional artisanal technique that makes NIICO a leader in the market of luxurious custom cabinetry.

Today, NIICO is home to over twenty-five staff members that is comprised of designers, craftspeople, project managers and installers that ensure when you enter your new NIICO space, your expectations are met and surpassed.

NIICO's headquarters can be found in Vaughan, Ontario. Come visit us here or at our Toronto showroom to see our masterfully-designed and innovative cabinetry.



“We like to rival the best of the best.”





## Our Brand, NIICO.

NIICO has built a solid reputation on our core values of transparency, dependability and enduring quality. We have made a conscious choice to deliver a better product. We do not compromise on quality. If it's not good enough for us, it is not good enough for our customers. Period.

### Our Philosophy:

At NIICO it's simple – if it's not good enough for us, in our own homes, it's not good enough for our clients. From consulting with one of our designers to working with our in-house project managers and installation teams, we will treat each client's project as if it were ours.

### Our Promise:

All members of the NIICO team including our designers, craftspeople and in-house installers will handle each part of your project with the utmost care. We want to impress our customers and that's why we promise you we will:

- Provide exceptional customer service throughout the entire process.
- Not compromise on quality – we will only use carefully selected premium materials.
- Create artisanal products and one-of-a-kind pieces that are built for functionality and will withstand the test of time.

## Bringing Together the Old & New

From the moment NIICO forms a partnership with a client, we know that our reputation for being dependable and innovative will be evident. This is defined by the talented and knowledgeable team we have, premium materials that are always used and technology that compliments what our designers and craftspeople can create.

NIICO will always bring together functionality and design. We recognize that the art of the process is just as important as state-of-the-art technology. Together,

these two important facets make a recipe for original, unique and high-end cabinetry whether it's for your kitchen, bathroom, closet or even customized furnishing.

From large-scale developments to individual residences, we have made a conscious choice to deliver superior products with prolific design – and we will not compromise on that. At NIICO we are proud to deliver each project with the utmost quality in custom cabinetry and kitchens.



# The NIICO Way

**At NIICO we like to think of ourselves as the new traditional.**

We are excited to take on new and exciting projects that bring us out of our comfort zone and break barriers from typical molds. While working with NIICO, our clients are able to get the look they want while not sacrificing the functionality of their product. We use the newest technology for 3D renderings and the most advanced woodworking equipment while respectfully recognizing the importance of designers and individual craftspeople as a key part of the process. The synergy of both the old and the new is what makes NIICO products unique.





# Elevated Craftsmanship

The engineering behind the scenes of your NIICO product is where the magic happens. Here are some not-so-secret details of NIICO's high-quality products that are all made in-house at our Vaughan, Ontario headquarters:



Load-bearing cabinetry interiors that consist of ¾-inch construction and range from textured linens to marine-grade plywood. Each piece of cabinetry is upgraded from standard sizes with wall cabinets beginning at 15 inches that will give extra depth and shelving capacity for storage of large china and serving pieces.



All products are either hand-painted or spray-painted. We will only use the highest-quality custom-formulated finishes consistent with automotive-grade finishing.



NIICO superior door systems begin at 22 mm thickness and are paired with a heavy-duty European brand soft closing hinge system.

# "It's all in the details."



NIICO's luxury drawer systems are fabricated using 5/8-inch bottoms that are finished with sleek and linear steel runner systems in either storm or nickel finishing. Like our doors, the drawers are always accompanied by a European heavy-duty soft closing system.\*



Inside your custom NIICO luxury drawer you will find true dovetail joinery products made of solid maple, walnut or white oak. We also offer the option for velvet lined-drawers to keep your most precious flatware away from harm. Our dovetail systems are hand-made by our craftspeople in our Vaughan, Ontario headquarters.



Seamlessly integrated task lighting and power-plug options are tucked away to not take away from design and aesthetic.

\*Our Grass Vionaro drawers are award winners for the Red Dot Design Award in 2014.





# The Collections

Any NIICO product is of the utmost superior quality that is not only inviting and aesthetically pleasing, it can stand the test of time and everyday life.

The following is a sample of our collections. Although our cabinetry looks exquisite, just know that every item is masterfully-designed and was made with technologically-advanced engineering.





# Framed Collection















**Frameless  
Collection**















# Contemporary Collection







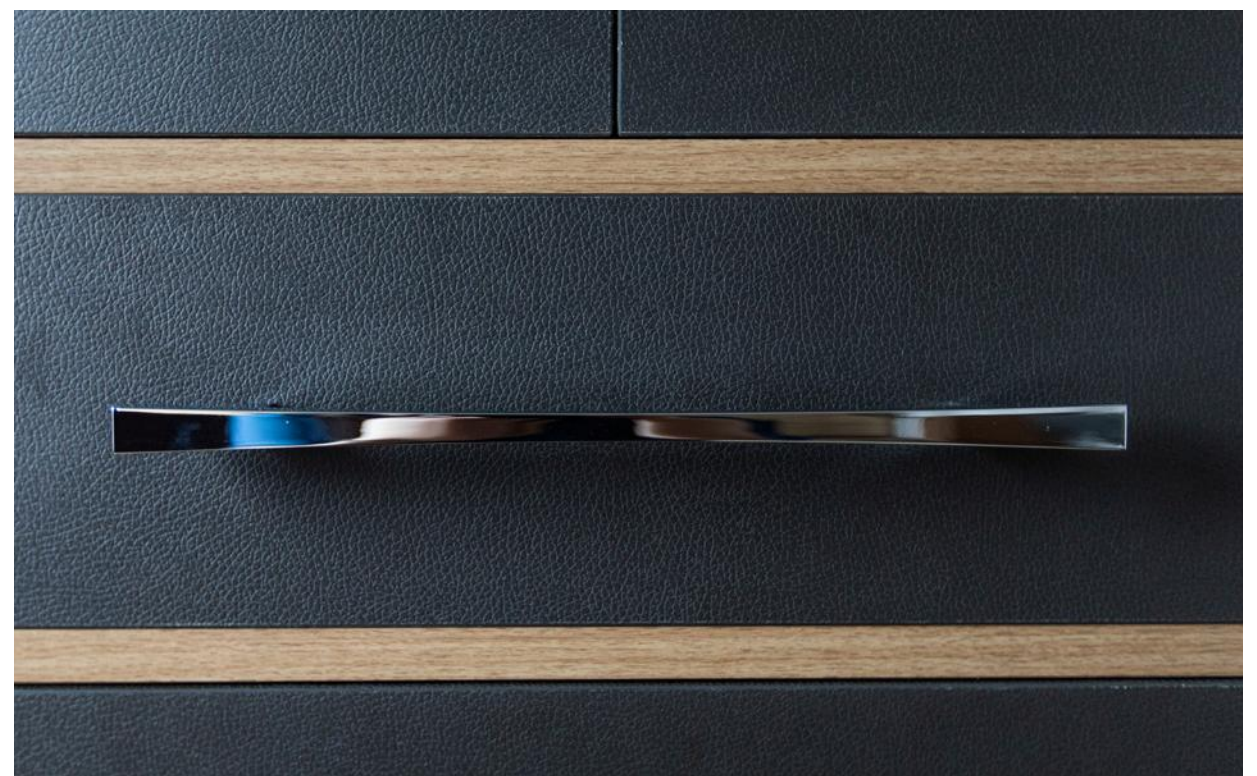








# Wardrobe Systems











## Bathroom Cabinetry











# Custom Millwork













# Our Commitment to the Environment

NIICO promotes environmentally-conscious practices in our manufacturing processes and daily operations. Being a socially-responsible corporate citizen is important. We adhere to this belief by using technology and engineering techniques to reduce waste and maximize our yields throughout all processes.

## At NIICO we are committed to being a responsible manufacturer by:

- Using recycling programs and efficient waste removal systems;
- Carefully manage material sourcing, process improvement, and supplier selection
- Developing and manufacturing products that have less impact on the environment such as FSC woods and plywood
- Using LED light fixtures throughout our facility reduce energy consumption
- Making electronic storage our main way to do business instead of printing paper
- Use recyclable packaging materials when shipping or transporting our products

