

AS SEEN IN

PENINSULA LIVING & NORTH SHORE LIVING



Designing your dream kitchen is a

Seabreeze

When you imagine your dream kitchen, you imagine every detail: the cabinetry, the bench tops, the appliances, where your favourite things will go and how you will use the space. You need to know that it's going to work and that it's going to be a joy to use for many years to come.

“ We design kitchens to create truly beautiful rooms that make for wonderful family living. Thoughtful design costs no more – yet it creates something very special. ”



Ander Lawaetz and Darrell Waters have built Seabreeze Kitchens into one of the largest kitchen enterprises in Northern Sydney.

If you've recently seen Seabreeze Kitchens' grand showroom and onsite factory you may find this hard to believe, but it was once just a humble one-man operation.

Seabreeze has come a long way since its conception but its success was built on the back of an ethos of attention to detail and customer satisfaction.

When Darrell Waters and Anders Lawaetz came on the scene to work for the previous owner, they not only pushed these core values, but added a number of new strings to the bow to enhance the business' reputation. They came from diverse backgrounds but had the same passion for the industry, so their complementary strengths naturally improved Seabreeze's standing in the kitchen game.

Early on, the two men saw the untapped potential of the business and by the time they took over full ownership, they were already entrenched in the local community, well known and very respected. They were affable and approachable, but most importantly they were brilliant kitchen designers and wanted the best for their clients. So when they were given the opportunity, they grabbed it with both hands. Since becoming sole owners in 2006, the two

men have turned Seabreeze Kitchens into one of the largest kitchen enterprises in northern Sydney, housing ten display kitchens, a state-of-the-art workshop, employing 16 staff and producing approximately five kitchens a week.

\$15,000 was a big job in 2001, today some 15 years later their biggest kitchen came in at \$125,000! Typically however clients can achieve their dream kitchen with a budget of \$15,000 to \$35,000.

It's pretty clear that people trust in the Seabreeze Kitchens brand and the two men that have taken it to a whole new level of excellence.

The two men steering the ship

Anders Lawaetz originally trained as a carpenter in Denmark then moved into architectural design before settling on the Northern Beaches. For more than 20 years, Mr Lawaetz has been a leader in the kitchen design industry, in part due to his acute ability to balance contemporary design with his clients' needs and expectations.

"I'm passionate about the design aspect of the business and making sure everything goes to plan," Mr Lawaetz says.

Darrell Waters, who has resided on the peninsula since his high

school days, came into the industry with a background in business management and a passion for renovation. One day, in the midst of a simple meal, Darrell realised he needed somewhere to store dishes near his dishwasher. After renovating his own kitchen, he couldn't help but think to himself, 'This is fun'. It was not long after that he began work in the kitchen industry.

He has proven himself as an exceptional designer, managing the sophisticated drawing and business software systems that keep Seabreeze Kitchens at the forefront of the industry. And he is always willing to share some of his extensive knowledge.

"People are looking for integrated appliances, that are high-end and blend into the room," adds Mr Waters. "The trend in splash backs is for a more textured look, replacing mirror and plain glass finishes. As for bench tops, ceramic is going to be the next big material."

Together Mr Lawaetz and Mr Waters have proven themselves to be a successful team, bringing a sophisticated approach to design and production. The two men believe a good kitchen is brought about through a combination of imagination, design and a sense of individuality.

Let's meet the team

Behind every successful business is... a great team! Anders and Darrell are fortunate to have a dedicated and highly skilled group of employees working for them. With longevity comes quality control. Cathy heads up production scheduling, ensuring that jobs come in on time and in budget. Having worked for Seabreeze Kitchens for 20 years, she knows the company inside and out. Then alongside Anders and Darrell in the design department are Nicki, Wendy, Claire and Ralph. Between the six designers there is more than 100 years' experience, effectively guaranteeing a dream design for every kitchen. There is also an abundance of experience in the workshop. Seabreeze's factory manager Peter, has been plying his trade for more than three decades and makes sure your kitchen is manufactured efficiently and with quality at the fore.

On site factory means quality control

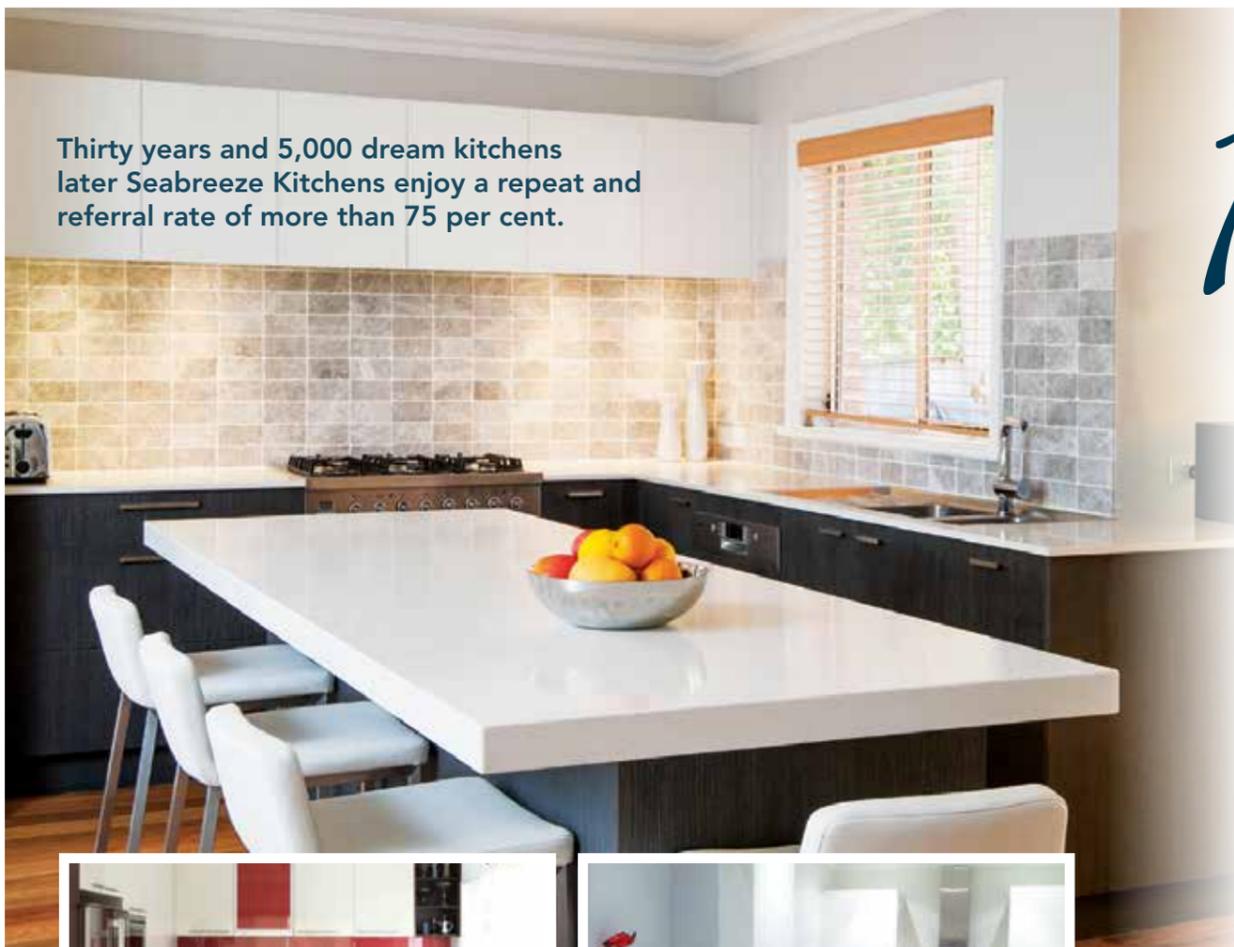
Seabreeze Kitchens manufacture from within its own factory, ensuring the best in detail and quality at the lowest cost. This in

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Thirty years and 5,000 dream kitchens later Seabreeze Kitchens enjoy a repeat and referral rate of more than 75 per cent.



10 Stunning Kitchens

Their stunning new showroom is designed to inspire and delight – displaying the latest kitchen trends from Europe and the best in Australian kitchen design. With ten innovative kitchens on display, you'll be inspired by the elegant, smooth bench tops in Caesarstone, Quantum Quartz, SileStone, SmartStone, Neolith and Corian Interiors. You can also see what a difference beautifully crafted doors, and panels made from laminate, polyurethane, timber, veneer and other exotic materials will make to your kitchen. Imagine your new DecoGlaze® splashback, traditional or the Impression Series incorporating beautifully-rendered images and patterns in varying hues of toughened glass.

When you do imagine your dream kitchen, you imagine every detail: the cabinetry, the bench tops, the appliances, where your favourite things will go and how you will use the space. You need to know that it's going to work and that it's going to be a joy to use for many years to come.

On visiting the showroom Seabreeze Kitchens' designers will start the conversation around your needs and functionality – looking at everything from how many pans you have, to where your children sit to do their homework or where you read the morning paper. They work with you to make sure their design fits around how you live. Their relationship with each of their customers is at the very heart of their philosophy and is confirmed with Seabreeze Kitchens enjoying a repeat and referral rate of more than 75 per cent.

"We design kitchens to create truly beautiful rooms that make for wonderful family living. Thoughtful design costs no more – yet it creates something very special," smiles Mr Lawaetz.

Because of Seabreeze Kitchens' reputation for excellence, and the fact they've installed more than 5,000 kitchens, the business is frequently approached by home-owners, architects and designers to achieve the seemingly impossible in kitchen design. They have regularly been featured in Trends and Home Beautiful magazines.

Seabreeze Kitchens is the natural choice to help you plan and create your beautiful and functional living environment. Visit their showroom to view the ten stunning Seabreeze kitchens, and be inspired.



"The trend in splash backs is for a more textured look, replacing mirror and plain glass finishes."



turn enables cost savings to be passed on to their clients. Their factory is conveniently located behind the showroom. This is the engine room of the company where the cabinetry is cut and assembled to the exact specifications of the agreed design. The factory houses the latest Australian-built Multicam CNC routing machine, which cuts, routs and drills with precision.

"We have recently invested almost \$40,000 updating our design software so that it seamlessly integrates with the machinery in the factory," enthuses Mr Lawaetz. "This technology makes it

possible for us to design and build custom-made features, and ensures a client's dream kitchen reflects their individuality and style."

All trades, one professional design team

Most kitchen renovations will require a joiner, plumber, electrician, tiler, painter and plasterer – and coordinating this can be hard for many people. Having one company responsible for all trades will eliminate potential stress, reduce time and limit costly mistakes. Seabreeze Kitchens

is one of just a few companies on the Northern Beaches that is fully licensed to provide customers with all of these tradespeople. Their team of tradespeople work hand in hand with the design team to provide the best experience and most innovative ideas to meet all client needs.

"By allowing Seabreeze to run the project from start to finish, this ensures better control and less opportunity for things to go wrong. This means your kitchen will be installed according to schedule, and allows you to continue with life's other priorities," nods Mr Waters.



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