

What color is your kitchen?

Why do we settle for mere shades of brown or white in kitchen cabinetry?

We brighten our homes with colorful walls and tiled floors; fill our rooms with splashes of color from draperies, rugs and accents; and insist on openness with grand windows to bring the outdoors inside; so why don't we also enliven our cabinetry?

Why not enhance our kitchens with fashion as well as improved function?

Jim Bridges, chairman of Jebco Ventures, Inc., a leading real estate developer in Sarasota, asked himself those very questions. Now, some may just love brown or white, but for most the answer is of course, that the industry standard permeates the choices found in the average showroom. It requires imagination to overcome this inertia.

Being intimately involved with designing and building upscale projects, Jim's vision was to find a way to bring life into his kitchens. His product's competitive edge would be innovation, not price. Driven by a desire to create kitchens to make one's visitors gasp in awe, he sought out high-end products that would add flair and appeal to discriminating homeowners who want something more exciting and unique than the builder's normal offerings.

In 2002, he established Italian Cabinetry Design, a refreshingly different showroom for carefully selected high quality cabinetry and kitchen accessories, all imaginatively matched to each customer's taste by a certified kitchen design and installation team.



Jim Bridges, chairman of Jebco Ventures, Inc., a real estate development company founded in 1975, specializes in developing shopping centers and high-end residential projects. Jim expanded into Sarasota development in 2000. He is the founding director of First America Bank of Sarasota and Integrity Bank of Atlanta, and owner of Lube of Sarasota.

The huge variety of models with unique functional features and modern styling, and the unusually fast manufacturing capability offered by the leading Italian manufacturer of cabinetry, Cucine Lube, make this the product that customers' overwhelming choose once they see it. After deciding to make a sole commitment to the crafter of such superb cabinetry in return for product guarantees and preferential treatment, in 2005 Jim renamed the company Lube of Sarasota.

The combination of style and color options, enhanced by gentle customer service and masterful installations, proved so compelling that the adventure has been a total success. More and more homeowners, designers and builders have been alerted to Lube of Sarasota by referral from satisfied customers. Now the secret is out.

For those considering renovating or building a new home in the area, there is no longer any need to follow the crowd to brown. It is now easy to add a bright new exciting look, and to be a kitchen trendsetter, with one of the many fashionable options that can be custom built to fit any floor plan.



Stunningly designed, impeccably crafted, colorful kitchens can be viewed by appointment simply by calling the Lube of Sarasota showroom at **941 921 8480**, or by visiting lubeofsarasota.com.

