novalina.
live. cook. belong.
German Design, American Rhythm.

Why Novalina?

For more than **60 years,** Schüller Möbelwerk GmbH has shaped kitchens in Germany and internationally that feel tailor-made for the people who gather in them. Novalina is the exclusive Schueller brand for the U.S. market, bringing German craftsmanship to American homes. Each order leaves our German facility with its own digital fingerprint, enabling full traceability of every hinge, shelf, and finish for the life of the kitchen. Independent audits under ISO 9001 uphold world-class process discipline, while the coveted *Golden M* and GS safety marks confirm that our furniture exceeds Germany's strict standards for quality, health, and durability.

Facts that build trust

- **More than 2,000 craftspeople** bring human skill to automated precision every day.
- Company- and product-level carbon-neutral certifications reflect a commitment to tomorrow as much as today.
- Drawers, doors, and surfaces undergo exhaustive load, endurance, and scratch tests in our in-house lab before they ever meet yours.

Beyond the data lies feeling: the quiet closure of a perfectly aligned door, colors that stay true for repeat orders years down the road, and a harmonized palette of 28 curated satin paint tones that turns decision-making into delight. We build kitchens meant to live with—confident, comfortable, and unmistakably yours.

Made for America

Crossing the Atlantic meant more than printing new brochures—it meant re-engineering the collection around American life. Cabinets embrace professional-grade ranges, islands conceal charging docks, and inclusive heights come standard. From our North Carolina hub, core configurations ship in as little as **ten to twelve weeks,** while urgent replacement parts arrive nationwide **within two to three days.**

Dealers and design studios stay one step ahead with marketing support and on-demand training. Certified installation courses—available online, on-site, or at our Herrieden campus—ensure every Novalina kitchen looks and performs exactly as designed.

The result: German precision, delivered on American timelines.

German Heritage

What began in a modest Franconian joinery in 1965 now unfolds on a single, purpose-built campus spanning more than **45 acres** of production space and framed by **57 acres** of ecological compensation land. Still family-owned and owner-managed, the company invests continuously in state-of-the-art robotics while preserving human craft—every new hire spends their first week assembling a cabinet entirely by hand before touching automation.

Sustainability is woven into every square foot. Rooftop solar arrays, a biomass system that turns scrap wood into heat, and ISO 50001 energy management keep our operations lean on energy and rich in responsibility. The entire enterprise—and every product that leaves it—is certified carbon-neutral, reflecting the belief that ecology and economy are partners, not rivals.

Heritage, for us, is not nostalgia—it’s a promise that the courage, trust, and respect that built Novalina continue to guide every kitchen we craft today.

Innovation That Matters

At Novalina, innovation is less about gadgets and more about grace—the small refinements that make a kitchen feel effortlessly clever. Continuous investment in next-generation production lines empowers us to introduce forward-thinking concepts such as grid-based ergonomics, intuitive handle-free architectures, and color-coordinated interiors that adapt as life evolves.

Our ideas don’t live on slides—they earn accolades like the German Design Award and, more importantly, the daily approval of families, chefs, and designers who count on them. Our in-house quality lab runs exhaustive endurance and material tests to ensure every hinge, finish, and panel is ready for decades of service before it ever reaches your home or showroom.

In short, true innovation disappears into daily life—revealed only in the confidence you feel long after the ribbon-cutting.

Lifestyle Collections

Five curated looks, endless expressions. Pick the persona that resonates, then riff on color, texture and layout until it sings your own tune.

Midnight City Escape

Silky-matte lava-black fronts pair with brushed-metal accents to create an urban refuge that puts ambition first and maintenance last. Fingerprint-resistant Smartglas keeps surfaces photo-ready from 6 a.m. espresso shots to 11 p.m. take-out, while back-lit niche shelves frame art, spices, and awards in equal style.

A bar-height island doubles as a stand-up desk on WFH days and a champagne bar when the deal closes. Hidden charging docks and a built-in wine cooler prove that good taste is equal parts efficiency and indulgence.

- Anti-Fingerprint finish
- Ceiling-high storage
- Panel system with integrated knife block

Fino Matt & Smartglas

Lava black matte & Taupe metallique matte

Boston & Modena

Victoria walnut effect + Blue grey satin

Connected Luxury Lab

When code, caffeine, and creativity collide, this kitchen keeps pace. Seamless blue-grey lacquer fronts glide open with a tap, revealing natural oak interiors wired for espresso, tech, and tomorrow. A pocket door conceals a daylight-bright coffee station; Orga-Wall tracks tame chargers, utensils, and tablets, so counters stay clear for the next prototype tasting.

Flex-Box organizers reconfigure in seconds, and a robot-vac garage keeps the floor clear for hoverboard demos. Subtle smart conveniences keep everything on track—quietly, reliably, and out of sight.

- Handle-free push-to-open fronts
- Floor-to-ceiling storage
- Integrated pantry pass-through

Endless Summer Sanctuary

Escape is easier when everything has its place. Soft white shaker fronts capture coastal light, while deep drawers and full-height pantries make bulk shopping a breeze before you head south—and just as effortless when you return.

Push-lift wall units eliminate overhead strain, and LED shelf halos greet you after months away, as dust-free as the day you locked up. With hardware tested to 80,000 cycles, the only seasonal maintenance you'll need is choosing which wine pairs with sunset on the deck.

- Soft-close pull-outs
- Integrated oak crate storage
- Adjustable pantry shelving

Newport

White satin + Deep blue satin

Bari & Smartglas

Aurora oak effect & Taupe metallique matte

Smart Family Hub

Breakfast, homework, birthday cupcakes, midnight snacks—the family rhythm demands a kitchen that flexes without fuss. Fingerprint-defying Smartglas fronts shrug off jelly fingers, while warm Aurora-oak accents wrap the room in calm.

A generous island anchors the action with seating on three sides, hiding a recycling center and a 90-pound-capacity drawer below. Inside the perimeter, Le Mans swing-outs pull pots into view, and Flex-Box organizers let every family member claim a drawer without starting a turf war.

- Anti-Fingerprint Smartglas fronts
- Le Mans pull-out
- Flex-Box drawer organizers
- Niche panel system

Graceful Living Kitchen

Downsize the stress, not the style. Gentle sage green shaker doors evoke garden strolls, while raised appliances and pull-out oak crates reduce bending and lifting. Illuminated glass cabinets showcase heirloom china; motion-activated plinth lighting guides late-night tea without waking the house.

Wide, handle-free drawers open with a touch, and an ergonomic plate rack keeps dinnerware at chest height, ensuring comfort and independence for years to come.

- Tall broom cupboard
- Apothecary pull-out
- Ergonomic plate rack

Why it’s better to work with us

Whether you’re remodeling your own kitchen, specifying a project for a client, or scouting a premium line for your showroom, Novalina makes partnership easy.

Built for the U.S. market

- A product line adapted specifically for American projects—“Done for America.”
- U.S.-based support in your time zone for fast, clear communication.

Predictable, dealer-friendly economics

- All transactions in U.S. dollars.
- Pricing for predictable landed costs without separate duty bills or customs admin.
- Transparent freight pricing based on cube, destination ZIP, and service level.

Logistics handled end-to-end

- Operational distribution center in North Carolina.
- Delivery options to fit your workflow: dock-to-dock, curbside, or final mile.
- We manage importation and ocean freight—no extra paperwork on your side.

Service, parts & quality assurance

- U.S. repair/replacement parts shop in North Carolina.
- Skilled NC craftspeople with ongoing training from German experts.
- Dedicated technical support and installer training to ensure a smooth first install.

Marketing that moves product

- Dealer-ready image library, PR materials, and co-brandable assets for launches and promotions.

Learn how to become a Novalina dealer at novalina.com

Distribution & support: North Carolina | Service in the U.S. | Made in Germany by Schüller Möbelwerk GmbH

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Connect Today:

Schueller Furniture North America Inc.
7850 NW 32nd St., Unit A & B
Doral, FL 33122
Novalina.com

Media Contact:

Mirjam Lippuner
Get Ink DIY
mirjam@getinkdiy.com