

A top-down photograph of a wooden rolling pin resting on a dark, weathered wooden cutting board. The board and the surrounding surface are dusted with white flour. The rolling pin is made of light-colored wood with a textured, ribbed handle. The background is a dark wooden surface, also dusted with flour.

KitchenAid®

2025 Launch



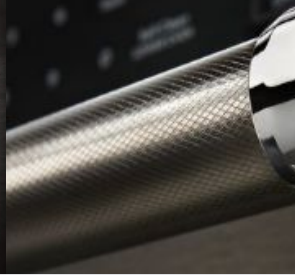
from
decoration



to
integration

Familiar Elements, Refined Craftsmanship

2015
Familiar
Elements



Handle End Cap

Detail symbolizes KitchenAid quality

Multi-Finish Geometric Knob Design

Consistent with commercial-style ranges

Signature Imprint

Branding transitions to integrated "signature" imprint

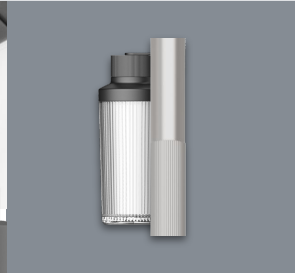
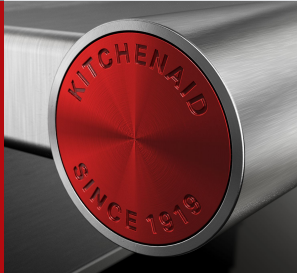
Linear Texture

Texture evolves into linear texture across multiple touchpoints

Window Trim & Trimband

More integrated to denote attention to detail evolved into premium, integrated elements

2025
Refined
Craftsmanship





Printshield™ Stainless Steel
Core Color



Black Ore
Elevated Neutral



Juniper
Elevated Neutral

**built to
explore**

We've built our brand on the ability to evolve with your passions through our portfolio of products—designing them specifically to be a blank canvas that encourages personalization.

Printshield™ Stainless Steel

Industry Standard

A classic brushed stainless with print shield protection to fit into any home.



Black Ore

*A Softened Approach to Black
Stainless Steel*

Black Ore offers a premium finish that blends in with wood tones and cabinet finishes, complete with a sleek metallic look.



Juniper

The New Neutral in the Home

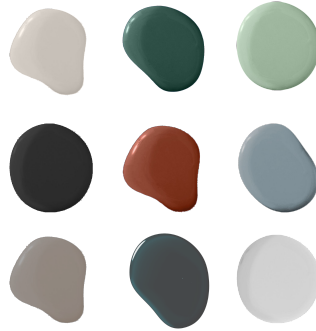
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Shifting between blue and green, Juniper easily integrates into the kitchen and thrives against textures and natural tones.



aligned to kitchen color and material trends



Wood Tones



Interior Paint
Colors



Countertops

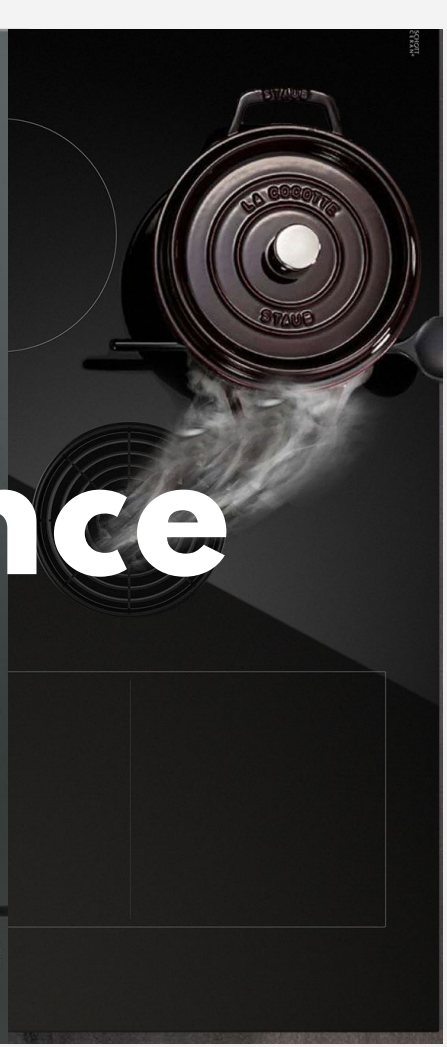


MADE FOR
MAKING

...s are a...g but...s—...s and
storage needs unange with... passions...er projects.

this is more
than skin deep

new performance





new innovations



new design