

# ZASIC

RTA CABINETRY DIRECT

2026

CABINET

COLOR TRENDS

Vietnam's New Era of American-Style Cabinetry

Our new Ho Chi Minh City facility spans approx. 602,778 sq ft with a capacity of 120×40'HQ per month. Full RTA and semi-custom production, equipped with Cefla finishing lines and a professional design team supporting diverse project needs.

Contact

Address: La Ba Industrial Park, Binh Duong, Ho Chi Minh City, Vietnam

Phone: +84 0703278483

Email: [info@zasicabinetry.com](mailto:info@zasicabinetry.com)

# INTRO

Crafted with Care.  
Compliant and  
Sustainable.







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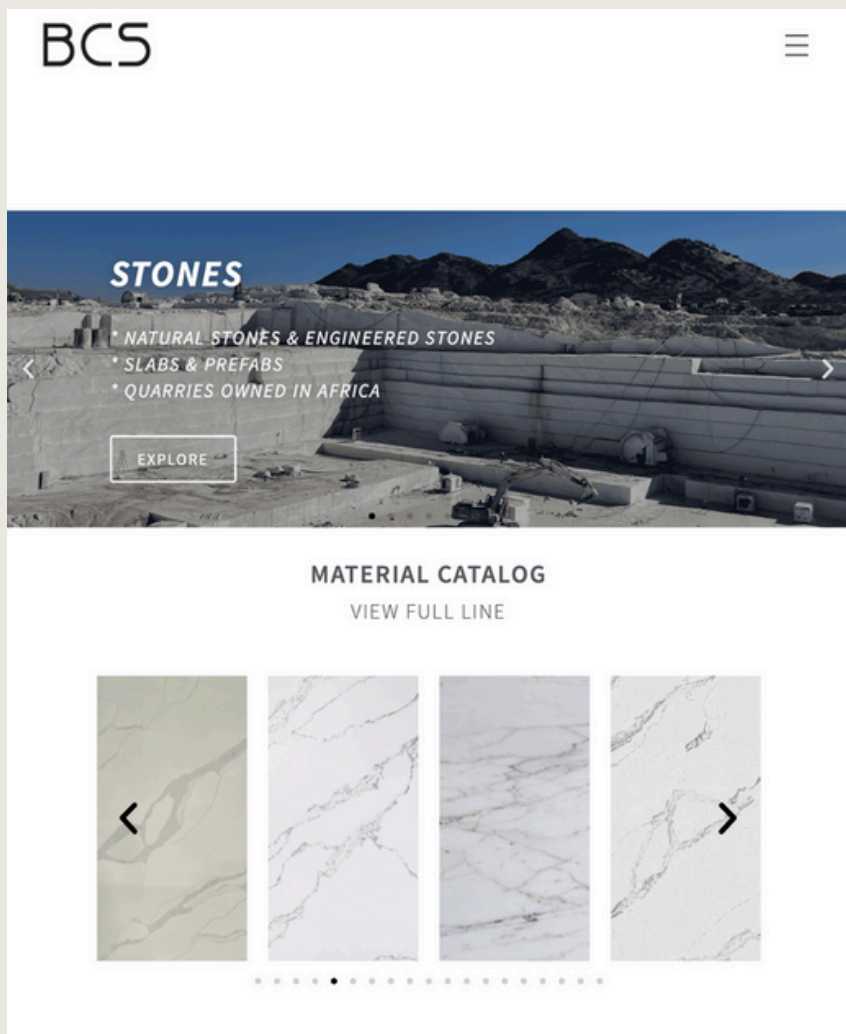
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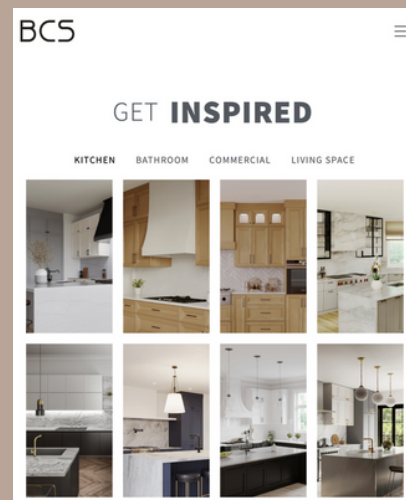
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# ABOUT US

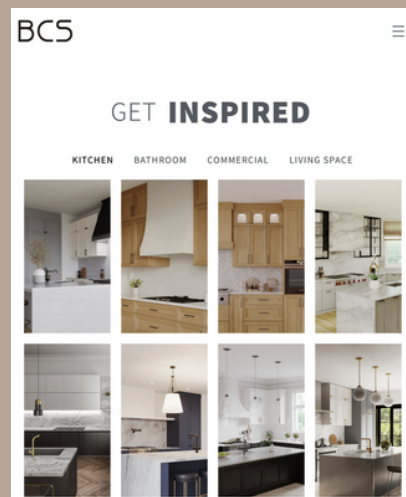


**Best Cheer Stone Group** is a leading stone supplier with multiple U.S. distribution centers and global manufacturing in China and Namibia. Beyond stone, BCS operates Kовille, a U.S.-based RTA cabinet brand with multiple showrooms and logistics hubs nationwide. To strengthen supply, BCS has also invested in Zasi Industry, a large-scale, professional cabinet manufacturing facility in Ho Chi Minh City, Vietnam, delivering high-capacity RTA and semi-custom solutions for the U.S. market.

<https://bestcheerstone.com>



Koville is a value-driven cabinet brand offering a wide range of RTA cabinet styles. With showrooms and logistics centers in the United States, it ensures local display support, efficient distribution, and reliable supply for residential and project markets.



Zasi Industry is a BCS-invested Vietnam manufacturing hub specializing in American-style kitchen cabinets, supplying RTA and semi-custom solutions to trusted U.S. partners with stable capacity and consistent quality.





# VALUES



## CUSTOMER-CENTRIC EXCELLENCE

— delivering high-quality stone and related products with meticulous attention to detail and craftsmanship built on decades of industry experience.



## INTEGRITY & ETHICAL OPERATIONS

— ethical business conduct, transparency, sustainability, and responsible practices in all markets.



## INNOVATION & CONTINUOUS IMPROVEMENT

— fostering innovation and learning to stay at the forefront of materials, production, and service.



## COMMITMENT TO PEOPLE

— prioritizing customer satisfaction and employee well-being, nurturing growth, collaboration, and a supportive culture.



## GLOBAL SERVICE & OPERATIONAL EXCELLENCE

— building extensive production, logistics, and distribution networks to reliably support projects of any scale.



## SUSTAINABILITY

Driving long-term growth through responsible sourcing, efficient operations, and environmental stewardship.

BUILT TO SCALE. CRAFTED WITH PRECISION.

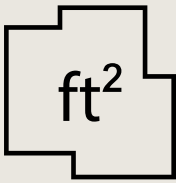
ZASI is a full-service cabinet manufacturing facility designed to meet the demands of the North American market.

With a maximum production capacity of 120 x 40'HQ containers, ZASI delivers consistent quality at scale, supported by an annual revenue exceeding USD 50 million.

Our manufacturing campus spans 602,778 square feet, integrating advanced machinery, streamlined workflows, and strict quality control systems to ensure reliability, efficiency, and long-term partnership value.



CAPACITY OF 120 X 40'HQ CONTAINERS PER MONTH



SITE AREA: 602,778 SQ FT



MORE THAN 600 EMPLOYEES

## PRODUCT PORTFOLIO

ZASI offers a comprehensive cabinet solution across multiple residential categories:

- Kitchen Cabinets
- Bathroom Vanities
- Closet Systems

Our collections are engineered to support RTA, Semi-Custom, and Project-Based programs, serving dealers, developers, and contract clients.





## QUALITY MATERIALS.

### RELIABLE SUPPLY.

ZASI sources high-quality North American hardwoods to ensure exceptional product quality and consistency across every project. Backed by a well-stocked inventory of panels, veneers, finishes, and hardware, we maintain a stable and efficient supply chain that supports smooth production and on-time delivery. Our comprehensive material readiness enables ZASI to respond quickly to project demands—minimizing lead times while upholding the highest standards of craftsmanship and reliability.



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## READY-TO-ASSEMBLE (RTA) INVENTORY PROGRAM

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### FASTER SUPPLY.

### SMARTER INVENTORY.

The Koville RTA product line maintains a standing inventory of 130 × 40' HQ containers at our Vietnam warehouse. Inventory levels can be flexibly adjusted based on each dealer's sales plan, ensuring supply readiness aligned with real market demand.

By stocking inventory in Vietnam, we are able to reduce lead time by up to 45 days, eliminating the need for production wait periods.

At the same time, our customers benefit from significant savings on U.S. warehouse rental costs, as inventory is strategically held closer to production rather than at destination ports.

This model delivers a powerful advantage: faster fulfillment, lower overhead, and a more efficient supply chain built for scale.



## ENGINEERED FOR PRECISION

Invests in advanced five-axis CNC systems, high-precision shapers, and fully automated sanding lines. This precision-driven equipment ensures consistent production, refined detailing, and a superior quality finish across every cabinet.

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## STATE-OF-THE-ART EQUIPMENT, EXACTING CRAFTSMANSHIP.

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## PEOPLE BEHIND THE QUALITY

Our people take ownership of their work — not just as a job, but as a reflection of who we are as a brand. This sense of pride is what elevates our quality and fuels our commitment to deliver cabinets that meet North America's highest expectations.

At ZASI, exceptional quality begins with an exceptional team.



## FINISH CAPABILITIES

ZASI provides a full spectrum of premium surface finishes to match diverse design languages:

- Paint Finishes — smooth, durable, and color-consistent
- Stain Finishes — natural wood grain expression with depth and warmth

All finishes are produced under strictly controlled conditions to ensure exceptional color accuracy, consistency, and long-term performance.

To further elevate quality, 100% of our paint finishes utilize Sherwin-Williams coatings, delivering outstanding yellowing resistance, stain resistance, and scratch resistance, ensuring surfaces maintain their original beauty and performance over time.



PRECISION. CONSISTENCY. EXCELLENCE.

ZASI factory is equipped with advanced Cefla finishing systems, delivering industry-leading color performance for both painted and stained cabinetry.

- For paint finishes, our fully automated primer and top coat spray line ensures uniform film build, smooth surfaces, and long-lasting durability.
- For stain finishes, a high-efficiency 360-degree coverage system provides shadow-free penetration, enhancing natural wood grain with precise tonal control.

To ensure superior color consistency, each customer is assigned a dedicated CI64 Spectrophotometer, enabling accurate color calibration and stable results across every batch and order.



## QUALITY CONTROL & MANUFACTURING EXCELLENCE

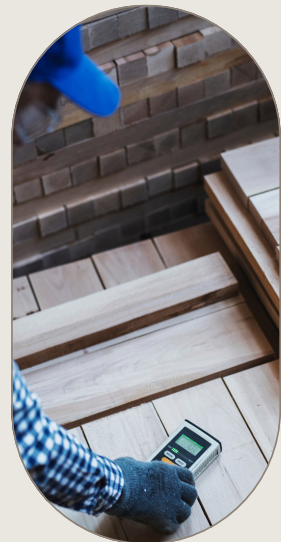
At ZASI, exceptional quality is the result of clear management, disciplined execution, and uncompromising standards at every stage of production.

Our quality assurance system is built on a structured operational framework and comprehensive SOPs, including detailed work instructions and quality control manuals. This ensures consistency, accountability, and stable results from raw material intake to final inspection.

We place strong emphasis on wood moisture balance control to guarantee cabinet durability and long-term performance, particularly for North American climates. All wood materials are carefully conditioned and monitored to maintain dimensional stability.

ZASI uses only premium materials, including Sherwin-Williams paints, North America-sourced hardwoods, and high-quality hardware from trusted partners such as Blum and DTC. All imported materials fully comply with international trade regulations, with complete documentation and traceability in place.

Through disciplined processes and responsible sourcing, ZASI delivers cabinetry defined by precision, consistency, and lasting value.





## GLOBAL LOGISTICS SUPPORT

ZASI'S EXTENSIVE U.S. EXPORT EXPERIENCE AND ROBUST LOGISTICS NETWORK SIMPLIFY INTERNATIONAL SHIPPING. WE HANDLE DOCUMENTATION, COMPLIANCE, AND COORDINATION, ENSURING FAST, RELIABLE DELIVERY WHILE SAVING CLIENTS TIME AND EFFORT.



## U.S. MARKET CERTIFICATIONS



### PROTECTING YOUR BRAND, AS WE BUILD OURS

ZASI IS COMMITTED TO BUILDING A RESPONSIBLE BRAND AND PROTECTING THE BRANDS OF OUR PARTNERS AND CLIENTS.

WE RECOGNIZE THAT COMPLIANCE IS ESSENTIAL TO TRUST AND LONG-TERM SUCCESS IN THE U.S. MARKET. TO SUPPORT NORTH AMERICAN RESIDENTIAL AND MULTI-FAMILY PROJECTS, ZASI ALIGNS WITH KEY U.S. COMPLIANCE FRAMEWORKS AND REFERENCE STANDARDS, INCLUDING:

CARB PHASE 2 / EPA TSCA TITLE VI, KCMA REFERENCE STANDARDS, ISO 9001, ISO 14001, AND FSC®.

IN 2026, ZASI WILL LAUNCH ITS CERTIFICATION APPLICATION PROGRAM, WITH AUDITS AND CERTIFICATES TARGETED FOR COMPLETION BY YEAR-END.

THESE EFFORTS REFLECT OUR COMMITMENT TO QUALITY, ENVIRONMENTAL RESPONSIBILITY, AND REGULATORY ALIGNMENT IN THE U.S. MARKET.

**David Li**

Vice President of  
Sales

**Joe Zhou**

Vice President of  
Product Development



**Jason Li**  
Executive Vice  
President (EVP)



**Xiaoming Yu**  
Purchasing Manager

## EXECUTIVE MANAGEMENT TEAM

From production and quality control to supply chain and engineering, each department is led by professionals with deep industry expertise and hands-on execution capability.



**James Zhang**  
Quality Assurance  
Manager



**Songtao Li**  
Finishing  
Department  
Supervisor



**Zhenhua Zhao**  
Woodworking  
Supervisor



**Dinh Thi Ven**  
Packaging  
Supervisor



**JOIN NOW >**



[andre.c@zasicabinetry.com.vn](mailto:andre.c@zasicabinetry.com.vn)



0703278483

# PRODUCT CATALOG

## Ready-to-Ship RTA Cabinets – Stocked in Vietnam

ZASI's key advantage lies in our extensive RTA inventory in Vietnam. Our finished goods warehouse maintains 100×40'HQ units of ready stock, covering 17 trending RTA styles, including Shaker, Slim Shaker, Miter Joint Doors, and more.

This inventory is reserved for Kenville's North America distributors, ensuring you never worry about stock shortages. We also offer flexible return, exchange, and discontinued product buyback services, making partnership hassle-free.

For cooperation details, please contact Kenville North America Sales Department.



# KINGSTONE COLLECTION



# SLIM SHAKER COLLECTION



MADISON HILLCREST WHITE

# TUSCAN COLLECTION



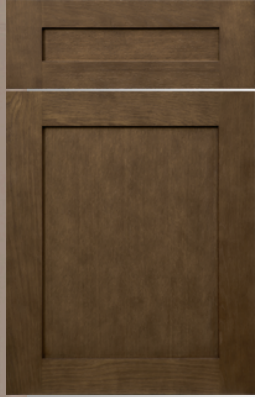
LANCASTER ANTIQUE WHITE

STOCK AND READY TO SHIP!  
A





BARLEY OAK



HEIRLOOM BROWN



HEIRLOOM BROWN (NEW)



CHARCOAL BLACK



NAVY BLUE



# KINGSTONE COLLECTION







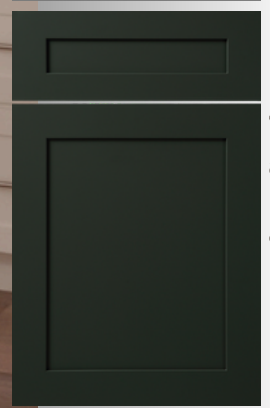
BARLEY OAK



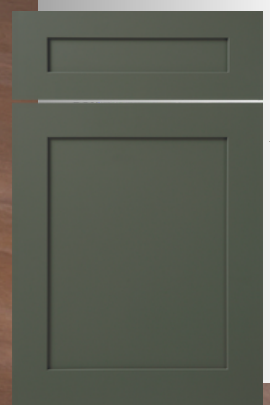
HEIRLOOM BROWN



HEIRLOOM BROWN (NEW)



FOREST GREEN



NAVY BLUE

SLIM WHITE SHAKER

SLIM BLACK SHAKER

SLIM OAK SHAKER



# SLIM SHAKER COLLECTION









NATURAL WOOD



ELEGANT TRUFFLE



# TUSCAN COLLECTION











MADISON HILL CREST WHITE





# CUSTOM CABINET SOLUTIONS

Designed for Scale. Crafted for Distinction.



## Multi-Family Project Workflow

Fast, Accurate, and Seamlessly Integrated

From the first point of contact, the ZASI Design Team works as an extension of your project team.

All multi-family projects are developed directly in 2020 Design software, ensuring full alignment on layouts, specifications, and construction details.

Our streamlined workflow allows ZASI to deliver design drawings and preliminary pricing within 24 hours, helping developers and contractors move forward with confidence, speed, and cost clarity.

## Key Advantages

- 2020 Design-based planning for accuracy and efficiency
- Rapid turnaround for layouts and quotations
- Consistent specifications across large-scale developments
- Dedicated project coordination from concept to production



## High-End Custom Cabinetry

### Tailored Design, Without Compromise

For premium residential and bespoke projects, ZASI offers a fully equipped Selection Center experience.

Our design team collaborates closely with clients and designers to create a complete, cohesive cabinetry solution—refined down to the smallest detail.

### Comprehensive Custom Options Include

- Cabinet colors and custom finishes
- Door profiles and construction styles
- Wood species and material selections
- Hardware systems and functional accessories

### Specialty Custom Features

- Pocket doors
- Hidden doors
- Sliding door systems

Every element is thoughtfully engineered to meet aesthetic goals, functional requirements, and long-term durability—true custom cabinetry, built to American standards.





## CUSTOM MATERIAL SELECTION

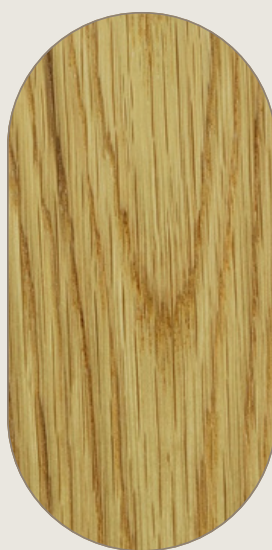
ZASI offers an extensive range of custom material options, carefully selected to meet the highest standards of quality, stability, and aesthetics.

Our cabinetry is available in both solid wood and premium wood veneer, allowing designers and clients to achieve the perfect balance between natural beauty and structural performance.

Our curated wood selections include:

- White Oak
- Red Oak
- Black Walnut
- Birch
- Hard Maple
- Cherry
- and other specialty hardwoods upon request

Each material is meticulously processed and finished to highlight its natural grain, color depth, and character—ensuring timeless elegance and long-lasting durability in every custom cabinet we create.



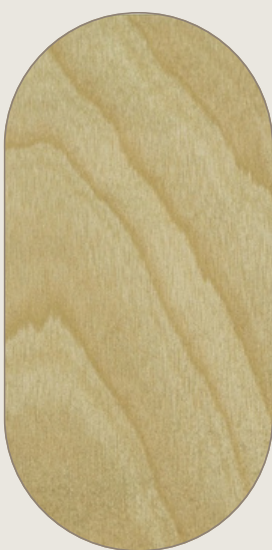
AMERICAN WHITE OAK



AMERICAN RED OAK



AMERICAN BLACK WALNUT



SIBERIAN BIRCH



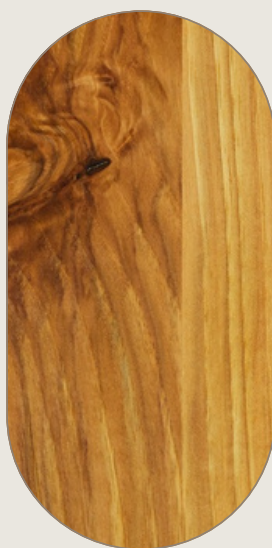
### DIVERSE WOOD SELECTIONS



AMERICAN HARD MAPLE



AMERICAN CHERRY



AMERICAN HICKORY



INDOCHINE MIDI



FRAMELESS CABINET



ENGLISH INSET



CLOSET





FRAMELESS  
EUROPEAN DESIGN









INSET  
ENGLISH STYLE





# COLOR PALETTE

## 2026



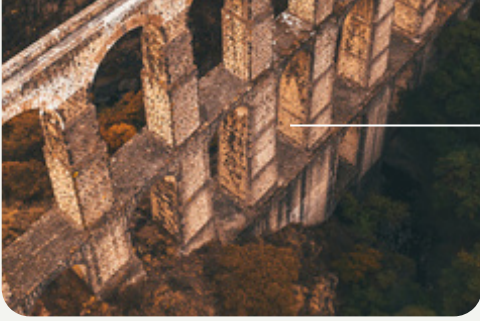
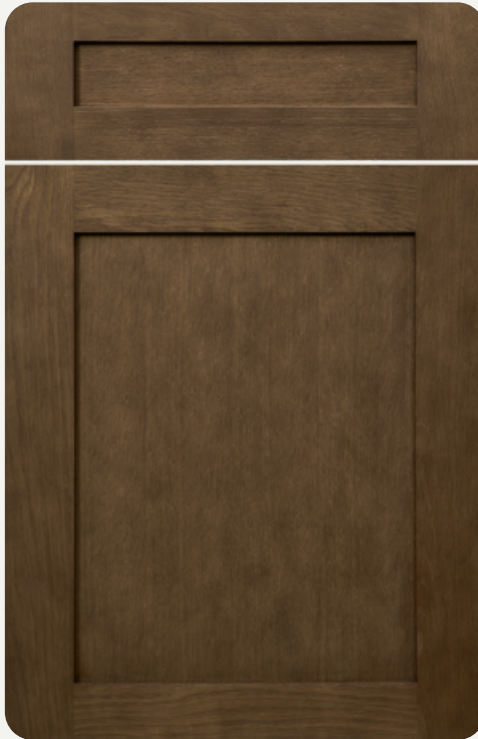


# BROWN OAK

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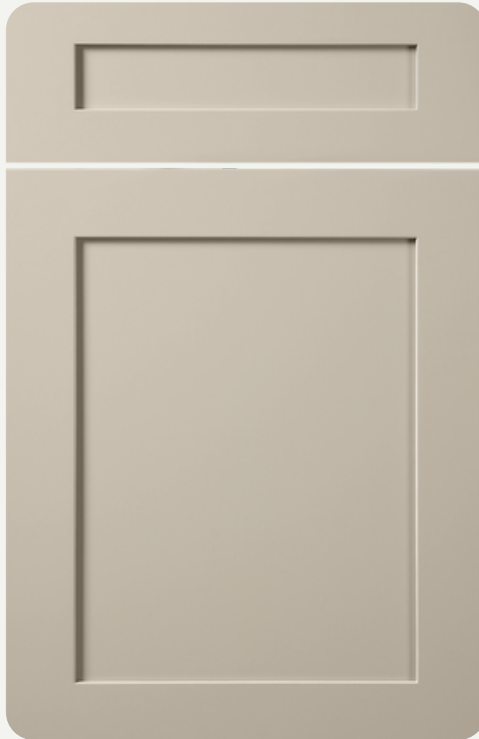
Hex Value: #5d4731

WARM EARTH  
WHISPERED IN  
EVERY GRAIN.





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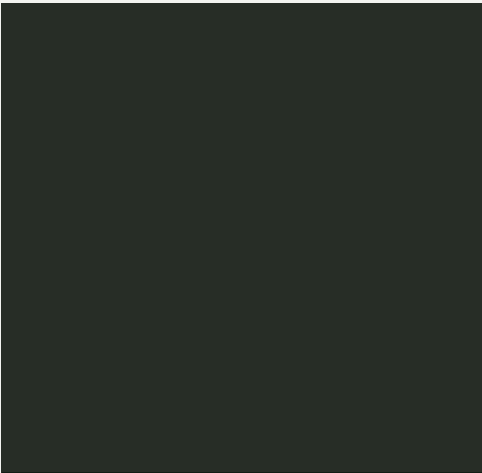
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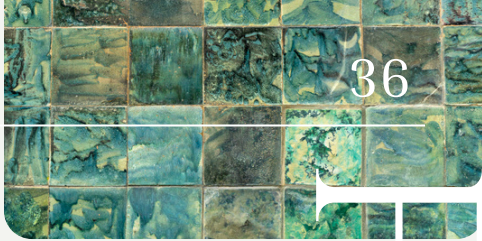


WHISPERING  
CALM  
BENEATH THE  
EVERGREENS.



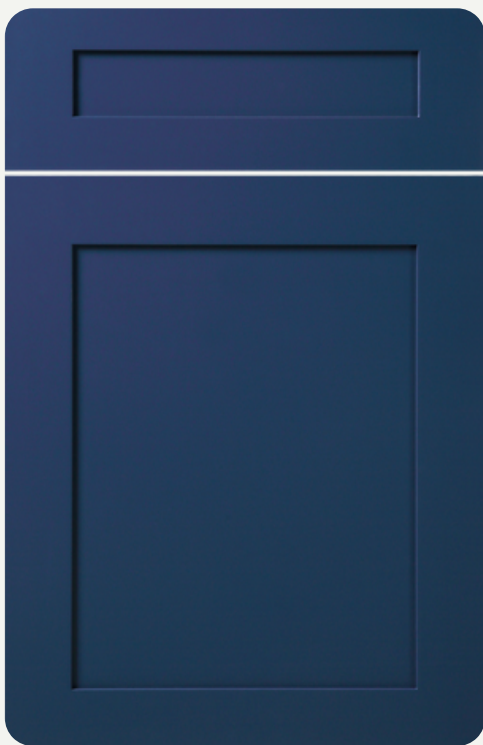
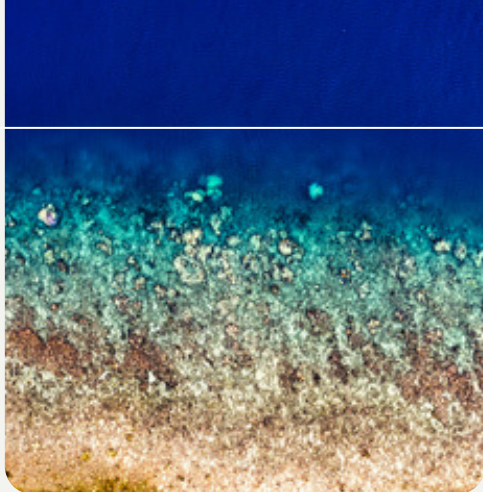
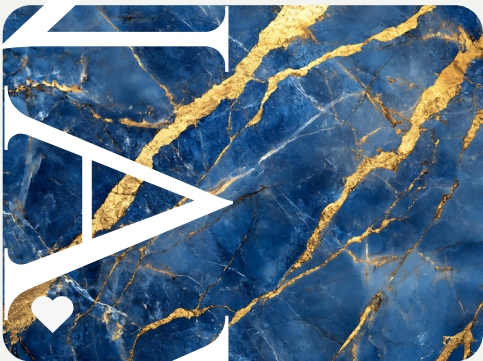
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DEEP CALM  
BORN OF  
MIDNIGHT  
SEAS.



RGB: 209 / 199 / 184

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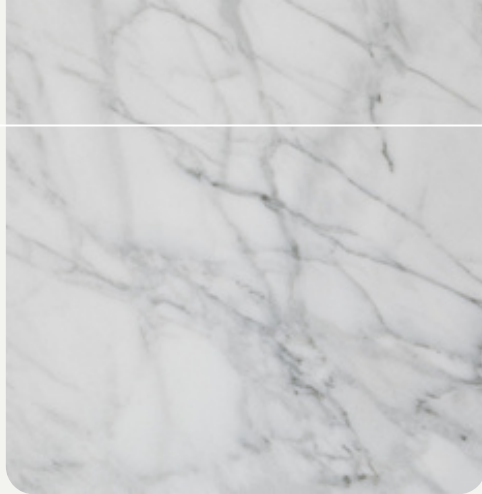




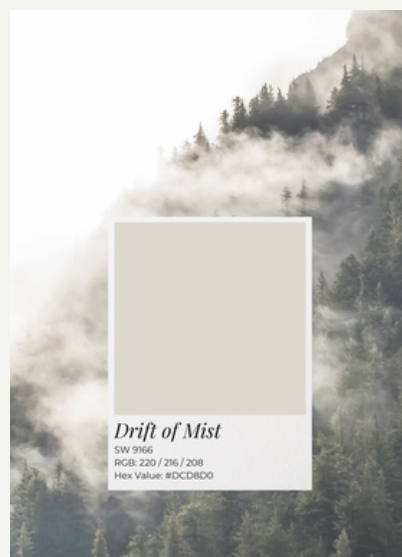


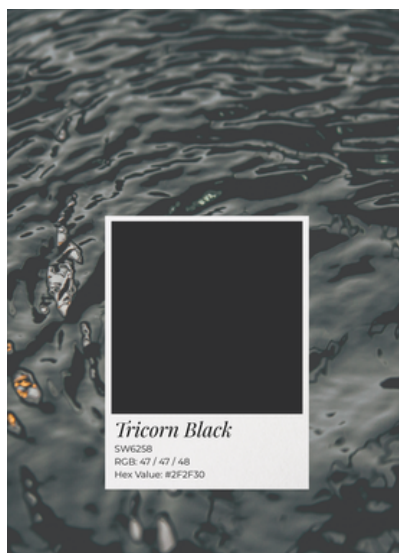
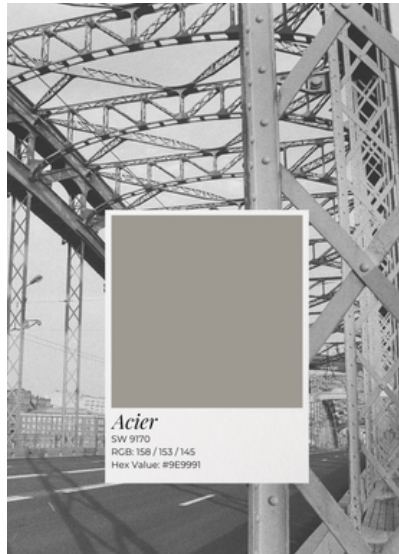
RGB: 52 / 59 / 54

Hex Value: #939393









## CONTACT US

ZASI Design Team – Product Info & Quotes

Project Sales Contact: Andre Chi

Email: [andre.c@zasivn.com](mailto:andre.c@zasivn.com)

Phone: +84 0703278483

Factory Address: Lot G1-G2, Zone B2, D9 St, Rach Bap IP, Binh Duong, Vietnam

Koville RTA – Authorized Distributor Contact

Project Sales Contact: David Li

Email: [lidw@bestcheer.com](mailto:lidw@bestcheer.com)

Phone: (714) 249-6937

Warehouse Address: 3190 E. Miraloma Ave. Anaheim, CA 92806

