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PRESS RELEASE
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LDF Launch: Joyn introduces Sintra, a colourful ash-fronted kitchen range

Launching at London Design Week this September, UK-made contemporary kitchen brand Joyn introduces: an ash-fronted kitchen finished in a palette of coloured satin wood oils by Linolie & Pigment. Sintra responds to a growing appetite for colourful stained timber, offering a curated, customisable colour system that celebrates the unique grain and texture of natural wood.

As more homeowners look for colour that works with the beauty of natural materials, rather than covering them up, Sintra takes a different approach. Using Linolie & Pigment's Satin Wood Oils, a linseed oil-based finish that colours while nourishing absorbent materials, the pigment sinks into the untreated ash, enhancing its natural grain and texture instead of hiding it. The outcome is a finish that feels warm, tactile and full of character, with the durability needed for everyday kitchen life.

Joyn's decision to present just four ranges at any one time is all about thoughtful choice. Instead of endless options, Joyn creates a focused collection where every kitchen has its own identity and purpose. This same approach shapes Sintra, with Joyn curating an edited palette of thirty Linolie & Pigment wood oils, ranging from vibrant, joyful hues and deep jewel tones to calming pastels and timeless neutrals.

The fronts are crafted from FSC-certified European ash veneer, selected for its soft, natural tone and ability to bring colour to life. Its open grain and distinctive growth rings create a beautifully textured surface, allowing each shade to feel unique. Fronts are cut from consecutive boards, letting the grain flow seamlessly across drawers and cabinetry, while twenty-five complementary carcass finishes give clients the freedom to create a kitchen that feels cohesive from every angle.

Sintra will be showcased at Joyn's Shoreditch showroom in a display that demonstrates the flexibility of its curated colour palette. Combining Linolie & Pigment wood oils in 'Dusseldorf', 'Toulouse' and a bespoke yellow tone, the kitchen embraces a layered, mix-and-match approach to colour. The display is arranged across three distinct zones: a bank of tall cabinetry with a built-in niche, a preparation area with integrated sink, and a freestanding island at its centre.

The island also marks the debut of a collaboration between Joyn and recycled surface manufacturer Plasticiet. Its worktop is crafted from Karlite, Plasticiet's fully recycled and recyclable material made from recoloured, cast automotive headlight plastic. Combining durability with a distinctive translucent finish,

Karlite is well suited to kitchen worktops and backsplashes alike. Reflecting Joyn's emphasis on personalisation, the material is available in seven standard colours: Chalk, Jade, Glacial, Chestnut, Sienna, Quartz and Pomegranate.

All Joyn kitchens are manufactured in the UK, with both carcasses and fronts produced under the same roof, allowing tight control over quality. The construction system is based on the separation of structure and surface, a process that ensures both durability and flexibility while keeping costs efficient.

Carcasses are built from a generous 19mm moisture-resistant laminated particleboard that has been engineered to endure, and the visible fronts, while also durable, are the bespoke element that responds to the client's style, the character of the home and the specifics of the space. The process has the design attentiveness of a bespoke studio at a price point more comparable to a high-street brand.

Each of Joyn's four kitchen ranges expresses the brand's contemporary, design-led approach through a distinct material and aesthetic. While Copenhagen, Osaka and Palermo each celebrate the inherent tonal qualities of oak, walnut and stainless steel respectively, Sintra introduces a more expressive use of colour without compromising the warmth, texture and authenticity of natural wood. Designed with the busy family home in mind, it brings personality and practicality together in a kitchen intended to be lived in every day.

Sintra will officially launch in September as part of London Design Festival. It will be available to be viewed online at www.joynkitchens.co.uk and on display at Joyn's showroom, 5 Hackney Road, London E2 7NX.

Luke Ellis, Founder, Joyn said:

"We're seeing a real shift towards more joy and more colour in the kitchen. While there has always been a genuine appetite for colour, how we bring it into our homes is changing. There's a growing attraction to the authenticity of material; clients now want something with life and a narrative. Rather than the opaque finish of paint, they want to see the texture and history of the wood grain beneath. Crucially, it isn't just about using bright, saturated shades; there is a real sophistication in the depth and nuance of these colours and how they interact when combined. Sintra is our answer to that, bringing a joyful, energetic spirit into the home in a way that still feels discerning, authentic, and long-lasting."

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NOTES TO EDITORS

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Images: to follow

About Joyn

Joyn is a UK-manufactured, made-to-order kitchen brand founded by designer and maker Luke Ellis. The brand presents four ranges at any one time — Copenhagen, Osaka, Palermo and Sintra — each built on the same carcass system and differentiated through front material, finish and detailing. Joinery ranges from £10,000 to £18,000 for a small model, and all four ranges are available to view at Joyn's showroom, 5 Hackney Road, London E2 7NX, open Monday–Saturday.

Website: joynkitchens.co.uk

Instagram: [@joynkitchens](https://www.instagram.com/joynkitchens)

Address: Joyn showroom, 5 Hackney Rd, London E2 7NX

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