

5/11

The leading business, design  
and product resource for  
the kitchen & bath trade

www.kitchenbathdesign.com

# Kitchen & Bath design news

## Design for All Ages

Four distinct generations are impacting today's design trends, each with their own unique 'hot buttons'

**COVER STORY:**  
Firm Gets Creative  
Commercial Style

Storage Ideas  
Address Today's  
Space Challenges

Bath Faucets &  
Sinks Showcase  
Variety of Trends

# Inspired KITCHEN AND BATH Trends

**WELLNESS. SUSTAINABILITY. INNOVATION.**

**Quest for Wellness** BainUltra introduces the Akasa Universal Massage Table - a complementary product to help make your quest for wellness a reality. BainUltra's Inspire Bathroom is about creating a private sanctuary in the comfort of home - a space devoted to overall wellness. Visit [bainultra.com](http://bainultra.com). **1**

**Add an Exotic Natural Flair to the Kitchen** Lenova has brought a welcomed sense of eco-friendly style to the kitchen with its new Bamboo Kitchen Sink that is surprisingly durable and made to withstand the rigors of daily use. Lenova also offers bamboo sink styles for the bath. See their entire collection at [lenovasinks.com](http://lenovasinks.com) **2**

**Create a Conversation Piece with Illuminated Glass** ThinkGlass offers glass kitchen and bath countertops, backsplashes and raised bars with LED lighting that create inspired spaces. Virtually maintenance-free and extremely durable they offer a remarkable blend of function and art. To see the artistic creations visit [thinkglass.com](http://thinkglass.com). **3**

**Permanently Seal in the Beauty of Natural Stone Tiles** Questech presents a wide range of natural stone, cast stone and cast metal decorative tiles for the kitchen and bath - a fresh take on timeless craftsmanship. All protected by Q-Seal®, a revolutionary permanent sealer that makes care simple and protects your new look for a lifetime. Go to [questech.com](http://questech.com). **4**

**Fashion-Inspired Accessories for the Home** Atlas Homewares sets the trend with a striking new line of fashion-inspired hardware. Add a little glam with the Eclipse Knob from the Dream Glass Collection or make it sparkle with the Crystal Collection in beautiful matte black. Get inspired at [atlashomewares.com](http://atlashomewares.com) **5**

**European Charm with Automatic Temperature Control** Reminiscent of fine European hotels and design, Sunrise Specialty's new #633 Tub Filler with Handshower features the added safety of automatic temperature control. Simple yet elegant, the new tub filler faucet is the perfect complement to any style of tub. Visit [sunrisespecialty.com](http://sunrisespecialty.com). **6**

**Classically Crafted Modern Bath Furniture** Known for traditional models and bench-made quality, The Furniture Guild shows its contemporary side with the NUVO Bath Furniture Collection in high-gloss acrylic and textured surfaces. The NUVO line is available in 24 different sizes and configurations. See more at [thefurnitureguild.com](http://thefurnitureguild.com). **7**

**A Stylish Approach to Water Conservation** Sozo - which means "to save" - is Diamond Spas answer to water conservation. Designed with tapered inside walls to minimize the amount of water consumed. The bather is comfortably supported in full reclined position allowing for a lower overall depth of the bath. Visit [diamondspas.com](http://diamondspas.com). **8**

**A Compact Basin Adds Sculpture-Like Drama to Any Bathroom** Beautifully proportioned with a compact footprint less than two feet long and made from ENGLISHCAST®, the ios basin from Victoria + Albert allows customers to make the most of restricted space without compromising on design. Visit [vandabaths.com](http://vandabaths.com). **9**



1



2



3



4



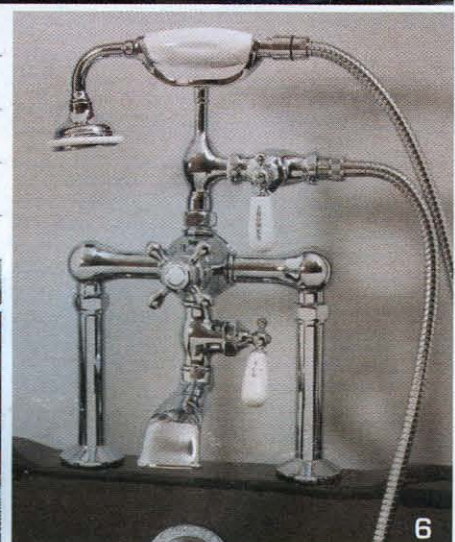
5



9



8



6



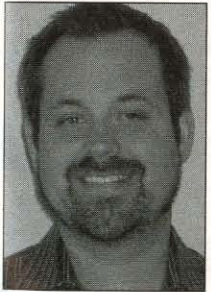
**Teragren**, based in Bainbridge Island, WA, has named **Mike Boshart** president.

HILLARD



Costa Mesa, CA-based **Dacor** has named **Bill Ferrante** CFO, **Mike Laiman** senior v.p. and general manager, and **Karol Becker** as senior v.p./sales.

POSPICK



Monroe, WA-based **Canyon Creek Cabinet Co.** has appointed **Dan Hillard** and **Mark Jamison** to its sales team.

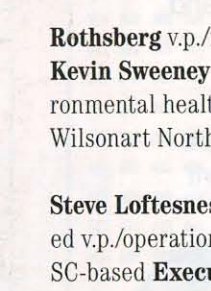
BROWN



Richardson, TX-based **Vent-A-Hood** has named **Elizabeth Pospick** CFO.

**Chris Brown** has been named western regional sales associate for Torrance, CA-based **Stone & Pewter Accents**.

ROTHSBERG



**Wilsonart International**, based in Temple, TX, has named **Sue Rothsberg** v.p./manufacturing and **Kevin Sweeney** director of environmental health and safety for Wilsonart North America.

**Steve Loftesnes** has been appointed v.p./operations for Simpsonville, SC-based **Executive Cabinetry**.

Louisville, KY-based **Rev-A-Shelf** has added **Jeff Blair**, co-founder and former president of StorAway Solutions, to its sales team as Eastern Closet Business Manager.

**Scott Carr** has been appointed to the south central region sales team for Racine, WI-based **InSinkErator**.

**ThermaSol**, based in Simi Valley, CA, has named San Gabriel Valley, CA-based **DeLux Design + Sales + Marketing** as its exclusive representative for southern California.

Milwaukee, WI-based **Graff** has named Hailey, ID-based **JNR Enterprises** sales representative in Idaho, Utah and Wyoming.

Mount Pleasant, SC-based **Victoria & Albert** has appointed Eric Phelps

to the position of **national specification and training manager**.

Corona, CA-based **Tasman Sinkware North America** has announced **The Bridge Agency** as the exclusive distributor for Oliveri

sinks for Georgia, South Carolina and North Carolina.

Sterling, VA-based **Fulgor Milano** has announced a distribution partnership with Pennsauken, NJ-based **Robert Ellsworth LLC**.

**GOING BY THE NUMBERS YOUR BUSINESS CAN GROW HEALTHY.**

▶ We grew from 12 to 23 employees. We don't just want to grow, we want to grow healthy. I met with my broker and she cleared up a lot of questions. The conversation led to UnitedHealthcare. They use data and information to help individuals make more informed decisions that may lead to better health. I like that. I also like the way they work. Like "yes," I can provide my people with benefits. I understand numbers. In particular ones that may improve my bottom line.

Call 1.866.470.8293 or contact your broker.

HAVE A CONVERSATION. GET ANSWERS. REQUEST A QUOTE. [UHCTOGETHER.COM/GROWHEALTHY](http://UHCTOGETHER.COM/GROWHEALTHY)

UnitedHealthcare Insurance Company



©2011 United HealthCare Services, Inc. Insurance coverage provided by or through UnitedHealthcare Insurance Company or its affiliates. Administrative services provided by United HealthCare Services, Inc. or their affiliates. Health plan coverage provided by or through a UnitedHealthcare company. UHCEW522033-000

Circle No. 20 on Product Card

1 | Lenova's Bronze Oyster Sink, inspired by the Seven Seas, is individually hand-cast and hand-finished so no two are alike. The sink, which measures 27"x17"x4", provides an ample basin.  
**Circle No. 170 on Product Card**



# Turn on the Variety

**Personalization, water savings, ease-of-use features and technology are all impacting the bath sink and faucet market.**

By Denise D. Vermeulen

**V**ariety is the spice of life, and that's evident in the array of bathroom sink and faucet offerings available on the market today. Internet savvy consumers come to designers expecting to have a wide array of choices, and they get input from myriad sources: designers, showrooms, magazines, home shows...they can even ask several hundred of their "friends" for their thoughts using social media.

Likewise, flexible work schedules and family configurations and a diversity of lifestyle trends are impacting how the bathroom is used, which impacts sink and faucet trends. The economy, too, plays a significant role in product selections.

So, it's not surprising that manufacturers are creating an ever-widening array of products to meet diverse needs and desires over a variety of price points.

However, certain key trends still emerge, including a desire for personalized products in the bath, an interest in water conservation and a move toward choices that are easy to use, durable and low maintenance.

**PERSONALIZATION & STYLE TRENDS**

"Personalization still rules," says Kevin McJoynt, v.p. of brand management at Danze in Woodbridge, IL.

"Homeowners want to put their fingerprint on the decor of their homes, so it's all about personal style," he says.

Although most manufacturers agree that traditional styles continue to dominate the market, "traditional" has a broader than ever range of definitions – more evidence of the growing personalization trend. Additionally, transitional styling remains a strong counter trend, and there's some demand for contemporary styles, as well.

But whether the style is traditional, transitional or contemporary, McJoynt maintains, "Choices will be key for homeowners...the trend will be on variety."

Mixing and matching designs is one way that designers are helping their clients make a personal style statement in the bathroom. Paul Flowers, senior v.p. of design for the Bloomingdale, IL-based Grohe says, "Surface textures throughout the bathroom are being mixed to emphasize sink and faucet finishes – the rough with the smooth, high-gloss with matte – highlighting the variety of tones."

However, Flowers also explains that some consumers are coordinating designs, finishes and accessories to polish off the look. "And those looking to make a statement are also choosing alternative materials or unusually shaped sinks to bring focus to the sink area."



2 | The Console Sink from Strom Plumbing by Sign of the Crab is cast of white porcelain with decorative rounded corners, a mini backsplash and porcelain legs. The top is drilled for an 8" center widespread lavatory faucet and has room for accessories.  
**Circle No. 171 on Product Card**

3 | The Veris bath faucet from Grohe reflects the company's design concept of Sensual Minimalism. The ribbon-style



spout, set at seven degrees, blends into a cylindrical body that teams with a lozenge-shaped lever. The faucet is available as a single-lever or two-handle style in Grohe's StarLight chrome finish.  
**Circle No. 172 on Product Card**



4 | Wetstyle has added to its Cube collection line of lavatories with the introduction of the Cube Collection Metro Series, designed for smaller spaces. The lavatories are available in an 18" front-to-back depth and 18" to 36" length options. The sinks are also available in 2" height semi-recessed or 4" height versions.  
**Circle No. 173 on Product Card**



5 | The rounded edges and corners of the Upton faucet from TOTO USA provide a softer interpretation of the contemporary bath faucet. The single-handle, high-efficiency faucets have an aerated flow of 1.5 gpm and are available in standard height and tall models.  
**Circle No. 174 on Product Card**



**Massage Table Complements Bathtubs**

BainUltra introduces the Akasa Universal Massage Table, part of the company's wellness-focused Inspire Bathroom. By placing the table over any freestanding BainUltra bath, the user can turn the bath into a massage table. It can also be set on the floor.

[www.bainultra.com](http://www.bainultra.com)  
**Circle No. 230 on Product Card**

**Touch Drawer System Offers Soft-Closing Action**

The Sensomatic electronically assisted drawer system from Grass America combines one-touch opening with a smooth soft-closing action. With a tap anywhere on the drawer front, the Sensomatic moves drawers regardless of the weight distribution inside. Sensomatic is available for Nova Pro, DWD XP, and Dynapro drawer systems.

[www.grassusa.com](http://www.grassusa.com)  
**Circle No. 215 on Product Card**



**Tile Offering Includes Blue Marble**

Artistic Tile has introduced Palisandro Bluette, an Italian marble with swirling blue tones. The cross cut veining features tiny metallic flecks on its surface. A polished stone, it is available in 18"x18"x3/4".

[www.artistictile.com](http://www.artistictile.com)  
**Circle No. 216 on Product Card**



**Tub Filler Shines in Variety of Finishes**

The Savina Tub Filler from Jado, part of the Savina Collection of bath fixtures, is based on opulent 19th century designs. Available in several signature finishes including Polished Chrome, Brushed Nickel, Platinum Nickel and Old Bronze, among others, the tub filler has a maximum flow rate of 1.5 gallons per minute.

[www.jadousa.com](http://www.jadousa.com)  
**Circle No. 218 on Product Card**



**Showerhead Offers Easy Spray Change**

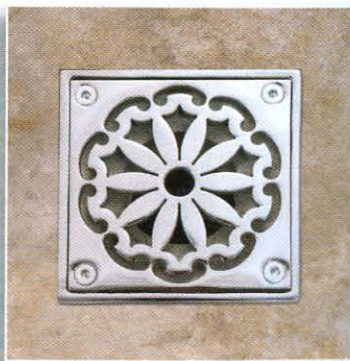
The Caroma Flow high efficiency showerhead with a nominal flow rate of 1.5 gallons per minute includes a precision-engineered nozzle that pressurizes water to produce a uniform spray of water. Incorporated is an easy-slide adjustment that switches the spray between a wide coverage bath spray and a concentrated rinse flow.

[www.caromausa.com](http://www.caromausa.com)  
**Circle No. 217 on Product Card**

**Drain Features Floral Pattern**

Sigma Designer Faucetry has added shower drains to its line of products. The Fleur shower drain, featuring a floral pattern adapted from French architectural motifs, is laser-cut with a solid brass top. It is available in any of the company's 30 finishes, including Chrome and Satin Nickel.

[www.sigmafaucet.com](http://www.sigmafaucet.com)  
**Circle No. 219 on Product Card**



**Jewelry Inspires Tile Design**



The Carissa Collection from Orchid Ceramics is part of the company's Expressions decorative tile series. Handcrafted and composed of glass and porcelain, the collection is

meant to evoke artisan-made jewelry. Variations available include Black Pearl (shown), Golden Rod, Moon Stone, Smokey Topaz and Tumbleweed.

[www.orchidceramics.com](http://www.orchidceramics.com)  
**Circle No. 220 on Product Card**