



DRIVING SALES

APR Supply hosted its 11th Annual APR Selling Show this summer in Hershey, Pa. It gave 1,200 trade pros from 650 contracting firms across Pennsylvania, Delaware, New Jersey and Maryland the opportunity to buy inventory at best-of-

year incentives from this 29-branch regional wholesaler. Shown at B.J. Terroni Co.'s booth are (from left) Anthony Reikow of B.J. Terroni; APR's Chairman Randy Tice and EVP John Tice; and John White III of B.J. Terroni. See feature on page 48.

MSC Holdings, Inc. acquires Farnsworth Wholesale Company

FORT WORTH, TEXAS — MSC Holdings, Inc., parent company to Morrison Supply Company — a leading wholesale distributor of plumbing, HVAC and builder products in the Southwest, and Express Pipe & Supply, a leading wholesale distributor of plumbing and builder products in

Southern California — has acquired the assets of Mesa, Ariz.-based Farnsworth Wholesale Company. As one of the largest plumbing supply businesses in the Arizona market, Farnsworth Wholesale Company has five locations and focuses on the Plumbing, HVAC and Waterworks markets. Farnsworth Wholesale will continue to operate under its existing brand name.

Chip Hornsby, Chief Executive Officer of MSC Holdings commented on the acquisi-

tion: "With the addition of Arizona to our business, we have become a formidable supplier from Texas over to Southern California, giving us the opportunity to be a predominant supplier in the Southwest. Our focus will continue to be on servicing our customers at the local level. We look forward to working with Farnsworth Wholesale Company's leadership team to achieve their goals in the Arizona market. The performance of each location is what creates our success today and in the future."

(Turn to Morrison ... page 91)



FIND US
twitter.com/wholesalemag
facebook.com/wholesalemag

INSPIRED DESIGN

Victoria + Albert has captured the attention of the architecture and design community lately with multiple wins of some of the industry's most prestigious awards. They won a coveted Metropolis Likes award for their elegant Drayton tub during the 2013 International Contemporary Furniture Fair, followed by two Platinum ADEX Awards for their exotic Cabrits tub and coordinating basin. These achievements, while certainly an exciting honor, serve as a reflection of the company's lofty standards of excellence and their trend-inspiring designs.

Throughout their 16+ years as a high-end manufacturer of freestanding bathtubs, basins and lavatory faucets Victoria + Albert has been the recipient of many awards for their exceptional product designs. They have built an international reputation based on the fashion-forward sophistication of their freestanding tubs and an uncanny ability to capture the newest trends. Their mastery of the aesthetic side of design is only part of the

and basin. A composite crafted of finely ground volcanic limestone mixed with resin, ENGLISHCAST® is a beautiful and practical alternative to both cast iron and acrylic. Its high stone content gives ENGLISHCAST® inherent insulation properties, allowing it to absorb and retain the heat of warm water, thus creating a blissfully long soaking experience for the bather. With a naturally white, high gloss finish, ENGLISHCAST® is beautiful to look at and impressively durable with a seamless one-piece

Inspired designs, outstanding service and dedication to dealers

construction. It's resistant to stains, easy to clean, and has a hand-finished interior with an exterior that can be painted or personalized. The company so believes in the value of ENGLISHCAST® that they back every tub with an impressive 25-year warranty. This unique material is something that truly sets their product line apart in

ity and can therefore design truly with the bather in mind."

Sometimes the inspiration for new ideas involves re-visiting the past. Victoria + Albert recently unveiled their "new traditional" design theme which captures the time-honored elegance of the Victorian era and infuses it with a modern edge. One example is the aforementioned Drayton tub, which pays homage to the traditional slipper bath but adds a gracefully flowing rim and streamlined feet. On



BY LINDA JENNINGS
Decorative Trends Specialist

brief was straight-forward but daunting – maximize the bathing experience for people of different shapes and sizes by providing supreme comfort and exquisite styling. In short, revolutionize the freestanding tub.

The dilemma boiled down to the lack

Victoria + Albert Baths building a global brand

story, however. Their creative team also understands the science behind the design – the precise engineering of the slope of each backrest, the strategic placement of every drain, the way a human body fits the contours of a tub. The company also appreciates sound business practices – the fundamentals of providing prompt service and good support, of targeting the right message to the right audience. It's this singular combination of art, science and busi-

ness that sets Victoria + Albert apart as a brand worthy of the high honors it so often wins.

Victoria + Albert has built an international reputation for the quality, high-end bath fixtures manufactured at its factory in South Africa.



ness that sets Victoria + Albert apart as a brand worthy of the high honors it so often wins.

One word: ENGLISHCAST®

Other bath companies may offer pretty designs, but no other company can boast of the ENGLISHCAST® material that is a trademark of every Victoria + Albert tub

Exceptional design

The mission at Victoria + Albert is clear: create inspired design. The British-based company has never been content to produce ho-hum products that mirror current

trends. They have always been about the next idea, the new look, the concept that no one has thought of yet.

"At Victoria + Albert, we are incredibly proud of our unique designs," said Javier Korneluk, President of Sales for the Americas. "By controlling the complete end-to-end manufacturing process in-house, we have huge amounts of flexibil-

a similar note, the double-ended Radford bath has the classic symmetry of vintage design enhanced with contemporary detailing. Designed to complement the new traditional baths, the Drayton 40 and Radford 51 offer compact traditional styled basins that feature the signature rim detailing. By incorpor-

ating elements from the past and present, the company combines the best of both into a spectacular collection of luxury

baths that are equally at home in traditional or modern décors.

Victoria + Albert is also committed to offering consumers plenty of choices. Their design options range from sit tubs with nearly upright backrests, such as the ios and Edge – perfect for those who like to sit in a bath and read a book – to lounging tubs like the Amalfi that support the head and neck while allowing bathers to recline and



The Radford 51 basin and Staffordshire faucet is just a small part of a large product range for customers to choose.

of support that smaller bathers experience when their feet don't reach the end of the tub, yet still needing to provide enough space for tall bathers to stretch out. Victoria + Albert solved the problem with a solution of beautiful simplicity – the development of a raised central bathing well that is curved to form a connection between the bather and the bath regardless of feet position. This allows the bather's legs to extend over the raised midpoint and relax in stable comfort. It's worth noting that the end result was visually stunning as well, with a curvy silhouette that makes the tub a true stand-out. With two low ends and two drains, the Cabrits has a sleek profile that reveals more of the surrounding wall and floor, making it a popular choice among designers.

In addition to tubs and basins, the company also offers two distinctive styles of high performance faucets - the new traditional line Staffordshire and a more contemporary line Tubo. Consisting of a tub filler and lavatory vessel faucets, these collections reflect the same quality English-made craftsmanship and elegant designs

relax. All the models share one common element – incredible comfort. This is where the scientific aspects of design come into play as engineers use ergonomic principles and the latest technology to ensure that every tub provides a supremely comfortable bathing experience.

The Cabrits bathtub is a recent example of this process at work. The initial design

INSPIRED DESIGN

(Continued from page 76.)
the company is known for.

What a customer wants

A big part of success in any business is anticipating and understanding consumer demand. Victoria + Albert seems to have an inherent sense of this. They have watched carefully as consumers trended away from noisy whirlpool tubs and air jet systems, noting their dissatisfaction with cleaning and malfunction. They have observed with interest as the demand for oversized showers has diminished and people are once again clamoring for more



The award-winning Cabrits bathtub revolutionized the freestanding tub by maximize the bathing experience for people of different shapes and sizes, providing supreme comfort and exquisite styling.

intimate spaces and spa-inspired tubs. They have taken note of a rising appreciation for eco-friendly products. All of these things are carefully factored into the company's product development processes.

A global presence for Victoria + Albert

"Consumers do have certain requirements and often these are conflicting, such as wanting a large impressive bathtub suitable for two people, but only having a small space to fit it in," says Korneluk. "This is when having the personal interaction between dealers and customers become important, as the dealer often has to help determine the best tub through careful questioning. Sometimes



The Award-winning Drayton bathtub and Drayton 40 basin along with the Staffordshire faucets.

consumers fall in love with a particular tub on a visual basis without considering whether the shape really meets their bathing needs and available space. In order to best help bathroom specifiers achieve this, we offer 2-D and 3-D files for every model in a number of popular formats."

A world-wide reach

Victoria + Albert is truly a global company with operations on five continents, more than 200 employees worldwide, and a sales organization of over 100 company and independent reps and 1,700 displaying showrooms. With their headquarters in the United Kingdom and manufacturing facilities in South Africa, their products are readily available around the world due to an extensive distribution system that includes strategically located warehouses that hold a four- to six-month supply of inventory and offer a 24-hour dispatch option. Company executives recognize that each market is notably different in

terms of product demand and marketing messages. As a result, they have a dedicated marketing team that works across each region to ensure cohesion while reflecting regional diversity. The company also

works directly with public relations firms in the USA, UK, France, Italy, Germany, Australia and, most recently, Asia.

Sales & service strategies

Victoria + Albert may be an international powerhouse, but they have a hands-on management style and customer service strategy that emphasizes personal interaction and quick response times. Two U.S. sales teams on the East and West coasts manage 50 representative agencies, which in turn provide support to independent dealers. Architects and designers are attended to directly by a designated sales team with specialized training.

A corporate policy of no internet sales may seem counterproductive in today's digital age, but it is meant to protect both the brand and their dealer network. They hope to discourage consumers "showrooming" and pro-

vide direct interaction with dealers who can offer the best possible service, product knowledge and the opportunity to touch and feel the product.

Victoria + Albert has a dedicated customer service team based in North Charleston, S.C., that works with both dealers and customers. Major problems are rare, but in the event that something does happen, the company has excellent stock inventory and a helpful customer service team at the ready. Their commitment to quality after-care has been recognized by the Forte buying group, who voted Victoria + Albert the 2012 Vendor of the Year for "outstanding service and continued support of the Forte dealers."

Target markets

Victoria + Albert has made great strides in its outreach to the design community in recent years. They expanded their ASID membership to 15 chapters across the country and have developed a series of Continuing Education Courses covering such topics as minimal space design and

'By controlling the complete end-to-end manufacturing process in-house we have huge amounts of flexibility and can therefore design truly with the bather in mind.'

understanding the green consumer. They have also increased their participation in industry showcases around the world, including Sleep London, IDS Toronto, and Salone del Mobile Milan. A redesigned website, which was launched in 2012, features an Architects & Designers section where professionals can download technical specifications and CAD images, register for a quarterly newsletter, and view hotel case studies to see examples of Victoria + Albert tubs in real-life situations.

The story continues

All things considered, it's amazing to realize that Victoria + Albert has achieved such success in a relatively brief period of time. Originally, the company was a small



Left to right: Eric Phelps and Jonathan Carter of the Victoria + Albert Sales and Marketing team.

manufacturer selling in and around Cape Town, South Africa. Today, the company is one of the largest freestanding bath specialists in the world. The turning point came in 1996 when a small group of British investors recognized the potential of ENGLISHCAST®. It was this fusion of world class material and classic British style that led to the rapid success of the company. They began shipping product directly to the UK, where consumers loved the new material of the baths compared to the heavy mass and chippable enamel of cast



The Amalfi lounging bathtub supports the head and neck while allowing bathers to recline and relax.

iron. Sales grew as quickly as their reputation for quality. By 2001, Victoria + Albert expanded into Europe and turned to the US in 2004. The company's status as a visionary designer was cemented with the introduction of rimless tubs, followed by compact minimalist designs and the new contemporary slipper bath. As the company looks to the future, they are not resting on past successes but actively working on new product launches and planning a busy schedule of exhibition appearances in 2014 and beyond. 🌟