

# perspective

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# New Products, Updates and

million cost was easily recovered by improving customer experience that has increased sales.

Ford changed the way it designs cars. Instead of asking engineers to draw up new plans, the first step in the design process is asking customers what they would like to experience when they drive a car. How much meaning does cruise control have to a Washington, DC commuter who has to navigate the Beltway during rush hour twice a day?

Here's the lesson for kitchen and bath showrooms and manufacturers: More is not better. Better is better. You can't continue to believe that your customers come to you because you have added shiny new products, and the cutting-edge features and benefits. Instead, they come to the showroom because they have been overwhelmed by the amount of information that is available to them. They come to showrooms because they want to use all five senses to experience firsthand the products that they want to put in their homes. They come to showrooms to have their fears allayed and to be reassured that the products that they select are best suited for their unique needs.

## Mountain Re-Vive™ Showerhead Collection

Mountain Plumbing Products has introduced the Re-Vive™ Collection of shower products. The Re-Vive™ Collection allows you to revive your shower, the soul of your bathroom. Most recently introduced are the Re-Vive™ Shower Heads. Contemporary and minimalist in styling, these shower heads are ultra slim, less than 3mm thick.



The showerheads are seamlessly constructed of stainless steel...perfect for outdoor showers as well! The showerheads have clog free silicone nozzles for easy cleaning. They come standard with a 1.6 GPM flow restrictor to meet Cal Green Certification, and a 2.5 GPM restrictor is included in the box that can be easily replaced for areas that do not require the 1.6 GPM flow rate. Pairing the stylish showerheads with our quality array of shower arms allows the Re-Vive™ Collection to rejuvenate your style.

Mountain Plumbing's dedication to customer service is unparalleled within the kitchen and bath industry. Mountain is setting the standard for service and support through their dedicated customer service team that is accessible and responsive to your needs. In addition to these offerings, Mountain Plumbing offers Same Day Shipping and has No Minimum Order requirements. The hallmark of Mountain Plumbing's success: combining quality with innovative products that add beauty and value to your home. To learn more about Mountain Plumbing, visit the all new website [www.mountainplumbing.com](http://www.mountainplumbing.com)

## Rev-A-Shelf Partners with Homes for Our Troops

Rev-A-Shelf recently announced a three-year national partnership with the nonprofit organization, Homes for Our Troops, which builds specially adapted, mortgage-free homes nationwide for the most severely injured Veterans of Post 9/11, to enable them to rebuild their lives.

Rev-A-Shelf will work with Homes for Our Troops' Veterans and general contractors to furnish all homes with cabinet storage and organization accessories, providing optimal accessibility for Veteran home recipients.

"We are honored to participate in this important program that supports our nation's brave Service Members," said David Noe, General Manager of Rev-A-Shelf, LLC. "Homes for Our Troops is doing an excellent service for America's injured Veterans, and we are proud to help this wonderful organization grow."



# and Preferred Vendor News

## Atlas Introduces Angled U-Turn Knob and Pull Collection

With strong lines and a clean silhouette, the Angled U-Turn Collection has a modern flair that is bold and daring. Atlas designers threw in a touch of the unexpected with a slight downward curve that adds a whole new dimension of singular style. The "angle" element is both visually appealing and inherently practical making it easy to grasp and open doors and drawers. The hardware is slightly oversized, which adds to its overall impact and makes the Angled U-Turn a smart choice for urban environments where being on-trend is key. The Angled U-Turn Collection is available in four distinctive finishes - brushed nickel, polished chrome, polished nickel and French gold. The knob measures just under an inch, while the pulls come in a range of sizes from 3 inches to 11 and 5/16th inches. Retail prices range from \$6.95 to \$20.90. [www.atlastothetrade.com](http://www.atlastothetrade.com).



## Amerock Adds Two New Finishes

Amerock has added two new finish extensions to several existing collections: Gunmetal, an industrial look with a dark and sultry metallic finish; and Polished Nickel (shown below), a vibrant silver that offers the mellow luster of sterling silver without the maintenance.

The two finish options will be offered in several collections including Blackrock, Candler, Revitalize, Mulholland and Bar Pulls.



## Dacor's New Discovery Range

Dacor's new Discovery Range features SoftShut™ hinges and exclusive extra wide continuous platform grates that provide one of the largest usable cooking surfaces and allow extra large pots and pans to be moved effortlessly from burner to burner. The iQ Controller is an integrated, wirelessly connected tablet that features the Dacor iQ Cooking App for a rich and engaging experience. This range can be configured in designer colors.



## Wellborn Cabinet moves to Frameless Cabinetry at KBIS 2016

Wellborn Cabinet Inc. announced it will offer its first frameless line, with production set to begin the first quarter of 2017. Named Aspire Cabinetry,

the full access frameless line will be offered in a range of door styles including wood, textured melamine and metal. The frameless cabinets will be constructed of 3/4-inch thick thermofused melamine end panels, shelves, tops and cabinet bottoms. All doors will have fully concealed Euro cup hinges with a six-way adjustability and self-closing integrated soft close features. Two drawer options will be available: a 5/8 solid wood dovetail drawer with natural finish and a double-sided metal drawer with powder coated steel in silver color. Both drawer guide systems feature full extension and soft close system. Aspire will be offered in colors common to Wellborn's face-frame lineup, making it easy for dealers and customers to coordinate the two lines.

