

8/11

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Hackensack, NJ — Eight corporate sponsors representing a sampling of the kitchen and bath industry's leading suppliers will lend their support next month to the latest in a series of educational programs being co-produced throughout 2011 by *Kitchen & Bath Design News*.

The seminar series, which resumes Sept. 22 in the Seattle suburb of Bellevue, WA, after a two-month summer hiatus, has already drawn record numbers of attendees to Minneapolis, Indianapolis, Philadelphia, Los Angeles and Ft. Myers/Naples.

The all-day programs have also drawn the support of a record number of corporate sponsors, including Best (Broan/NuTone), Cosentino, Delta Faucet, Dura Supreme, Elkay, GE, Geberit, Grabill, Jenn-Air, Medallion, Plain & Fancy, Rev-A-Shelf, Showplace Wood Products, VT Industries, Whirlpool Corp. and Your Other Warehouse.

The latest sponsor, Samsung Staron/Radianz Surfaces, will lend its support to the September session, *KBDN* publisher Eliot Sefrin said.

KBDN's 2011 educational initiative consists of two separate programs aimed at increasing the design skills, showroom savvy and business management acumen of kitchen/bath dealers and related trade professionals.

PROFITING BY DESIGN IN THE NEW ECONOMY,

led by well-known design authority Ellen Cheever, CMKBD, ASID, provides strategies for increasing profits by leveraging current and emerging design/product trends, and developing design, sales and marketing strategies aimed at capitalizing on changing consumer buying trends and "hot buttons."

In addition, **ROAD TO RECOVERY: BEST BUSINESS STRATEGIES FOR 2011** — co-produced by *KBDN* and the Chapel Hill, NC-based SEN Design Group — focuses on utilizing sound management strategies, as well as sales/marketing techniques and business tools, to improve the financial performance of kitchen and bath retail firms in today's business climate. It is led by educators Ken Peterson, CKD, and Tom Blau.

The remaining 2011 seminar schedule is as follows:

PROFITING BY DESIGN IN THE NEW ECONOMY

- Sept. 22, Bellevue, WA.
- Oct. 27, Garden City, NY.
- Nov. 29, Houston, TX.

ROAD TO RECOVERY: BEST BUSINESS STRATEGIES FOR 2011

- Oct. 26, Garden City, NY.

Call (800) 547-7377, ext. 6120 to register for **PROFITING BY DESIGN IN THE NEW ECONOMY**. Call (800) 991-1711 to register for **ROAD TO RECOVERY: BEST BUSINESS PRACTICES FOR 2011**.



Product Launch Held in New York

Jonathan Carter, marketing manager for Victoria + Albert Baths (left), is joined by *KBDN* editorial director and publisher, Eliot Sefrin, at the Blackman Manhattan Showroom during the launch of Victoria + Albert's Premium Bath Collection, Barcelona.

Leader's Conference Draws Industry Execs

Hackensack, NJ — Attendance, along with the interest of corporate executives, is steadily growing for the all-day conference aimed at providing kitchen/bath product manufacturers and marketers with insights into forecasts, trends and business opportunities now and in the future.

The second annual "Leaders Conference," sponsored by *Kitchen & Bath Design News*, is scheduled to take place Sept. 27, at the Hilton Rosemont/Chicago O'Hare.

The event is targeted at senior-level executives of kitchen

and bath manufacturing firms, distributors, importers, sales rep organizations and advertising agencies charged with corporate strategy, product development, marketing, sales, research and other key responsibilities.

The conference will include presentations on a variety of topics, including the outlook for housing, how to market to today's consumers, effective product pricing strategies and profiting in today's digital age.

For information, or to register, please visit www.kitchenbathdesign.com and click on the "Leaders Conference" banner.

Cheever Wins Award for Showroom Design

Wilmington, DE — Ellen Cheever, CMKBD, ASID, CAPS, has been honored by the Pennsylvania East Chapter of the American Society of Interior Designers (ASID) for her recent design of Tague Lumber's new showroom in Malvern, PA.

A regular contributor to *Kitchen & Bath Design News*, Cheever was honored at the ASID chapter's first annual Interior Design Awards (IDAs), recognizing design excellence in residential and commercial categories.

Cheever, of the Wilmington, DE-based Ellen Cheever & Associates, won First Place in the Commercial Retail Space category for the 10,000-sq.-ft. showroom that highlights the building products offered by the Tague organization.

Cheever partnered with Mitch Gilbert of Gilbert Designs Inc. in Bryn Mawr, PA and Mimi Johnson of Mimi Boston Johnson Design, LLC in Media, PA, in creating the award-winning space.

Product Trend Report



16 | Christiana Cabinetry offers custom-built vanities in contemporary or traditional styles, with over 100 door styles, finishes, pullouts, warming drawers and hampers available. The vanity shown features his and hers radius sinks and individual storage.
Circle No. 166 on Product Card



17 | One of two new vanities from Hardware Resources, the Philadelphia Classic offers tapered cabriole legs and rolled edged details for a more feminine feel. The transitional-styled vanity is available with two full-working drawers and open-bottom shelves.
Circle No. 167 on Product Card



18 | The Aquagrande Collection by Lacava features vanities holding to a minimal design. The cantilevered cabinetry features routed fingerpulls on sliding panel doors blending with the face of the slab doors, while open cubbies provide additional storage.
Circle No. 168 on Product Card



19 | The SOMA premium bath vanity collections from Foremost Groups feature solid wood construction and solid wood drawer boxes with dovetail construction. Sixteen collections, including the Shiloh Vanity, shown, are offered.
Circle No. 169 on Product Card



20 | Mid Continent offers vanities in a variety of styles, sizes, woods and finishes. Shown is one of the company's vanity configurations, featuring the Adams door style in cherry with an espresso finish.
Circle No. 170 on Product Card

"Unique veneers are also gaining popularity," explains Ptacek, citing such exotic veneers such as "bamboo, rosewood or versions of other species like burlled or birds eye maple."

As far as color and finish trends, darker stains and painted finishes are gaining ground in the bathroom, according to Scott Korsten, marketing director for Showplace Wood Products in Harrisburg, SD. He adds, "A nice change is the increased use of furniture-quality, vintage-type finishes in the bath. Even though they carry a higher price tag, the increased cost is more palatable in a smaller-scale project. These finishes help homeowners personalize the space..."

O'Neill notes, "Colors from light to dark with a brown undertone have become increasingly popular, emerging from the previous trend of red undertones," adding that there is also an increase in glazing.

Ptacek also cites "dark warm tones" as being hot right now, explaining that they create a tranquil environment.

James Lin, president, bath division for Fairmont Designs in Buena Park, CA also believes that dark finishes are the leaders right now, though he points out that medium natural tones are also in demand.

Although Wilcox finds there are exceptions to the latest trends, he maintains that when it comes to finishes, there is a clear path. "There seems to be a trending away from the extremes and more toward the middle. Practically, this means that there is less drama in finishing criteria such as less extremes in finish color, physical and finish distressing effects, grain, glazes and gloss effects. We are seeing

success in medium brown stains, medium blond stain colors on the lighter end, and off-white painted finish colors. However, the finishes are still highlighted by subtle hand-detailing or glaze effects. But the effects are less dramatic than perhaps several years ago."

Ptacek also cites an ongoing trend toward larger baths with his-and-hers vanities, as well as a greater demand for "clean, wide stile, flat-panel doors."

Mei-Ling Wang, general manager of Ronbow Corp. in Newark, CA, has seen similar trends but adds some specifics with regard to geographic preferences. On the West Coast, explains Wang, transitional designs rule with an increase in demand for bath furniture and a decline in demand for vitreous pedestals. On the East Coast, however, Wang says compact vanities with maximum storage space are in high demand.

Wang adds that contemporary design is "coming on strong with the Gen X" market and predicts that "we'll see an increase in demand for this styling during the next decade."

ON TOP OF THINGS

While the look of the vanity box can have a dramatic impact on the aesthetics of the bath space, the design of the top is equally important. Fortunately, a slew of material and design options are available to help consumers make a personal statement in that very personal space.

To that end, flexibility is key. Wilcox explains that flexible vanity top heights, unique design choices, and quality are important concepts to every consumer.

"The emphasis here is again meeting the needs of the consumer lifestyle and the cabinet design," he explains.

21 | The Porcher Solutions Collection is a group of modular fixtures and furnishings for the bath that can be configured and combined in a variety of ways. The floor-standing and wall-mounted cabinets and vanities feature hardwood construction, selected veneers, cast-metal pulls and seven-step hand-applied finishes.
Circle No. 171 on Product Card



22 | SalonCenter, a self-contained pulled out system by Armstrong Cabinets, allows for the organization of essential bath items and other vanity items. The SalonCenter is shown here in a vanity with the Waverly door style in Vanilla Cream finish.
Circle No. 172 on Product Card



23 | Canyon Creek Cabinet Co.'s Closets Plus offers pre-designed modules with baskets, drawers, adjustable shelves and angled shoe shelves. The program features maple and cherry in five shades, as well as eight thermofoil colors.
Circle No. 173 on Product Card



24 | The Nuvo Bath Furniture Collection from The Furniture Guild/Vanity Flair Collection features contemporary styles in high-gloss acrylic and textured surfaces. Available in both wall-hung and free-standing models, the new models include Tempo (shown) and Revo.
Circle No. 174 on Product Card



25 | Custom vanities from Habersham can be created using any of the sizes and details the company offers. Habersham's selection includes a spectrum of tones within its finish family, as well as over 4,400 colors from the paint palettes of Benjamin Moore and Sherwin-Williams.
Circle No. 175 on Product Card