



on the rise, yet designers must balance the demand for high-performance, custom showers and soaking tubs with water conservation concerns.

By Elizabeth Richards

espite ongoing economic challenges, the bath remains of key importance to consumers seeking refuge from the stresses of day-to-day life. And the water experience – often defined by the luxury shower – continues to be an important part of creating that spa-like haven.

At the same time, the growing interest in water conservation is impacting the shower and tub market. But while the two trends may seem at odds, new technology has made it possible to have a drenching water experience with less water, satisfying both performance needs and water conservation mandates. So say manufacturers interviewed by *KBDN*, who cite custom showers, technologically advanced showerheads and accessible tubs as hot trends.

BIGGER IS BETTER?

While overdone trophy baths may be out of vogue, neither do consumers want to skimp on their personal bath space. The bathroom is an



2 | The new Clean tub, shower and wall enclosures from American Standard feature EverClean antimicrobial technology. The four products in the line — the Clean tub and wall surround, as well as the Clean shower and wall set enclosure, all feature the stain-resistant surface.

Circle No. 152 on Product Card



3 | The 1603BFSD roll-in shower from Aquatic Industries features a pre-leveled base, gelcoat surface and smooth wall. Optional features include grab bars, fold-up seat, hand-held shower assembly with slide bar and pressure-balancing mixing valve.

Circle No. 153 on Product Card



4 | Artos custom shower systems feature a sleek, modern design. The systems include fully customizable thermostats, volume controls, diverters, body jets, waterfall heads and slide bars. Hundreds of preconfigured options are also available.

Circle No. 154 on Product Card



5 The freestanding Essencia Bath from BainUltra features an oval shape that reflects simplicity and purity of design. The ThermoMasseur tub is ergonomically designed and features a dual row of air jets, foot rest, armrests, inverted V backrest and integrated headrest.

Circle No. 155 on Prodcut Card

Product Trend Report



6 | Barclay Products' solid surface resintubs are now available with a stylish overflow slot to help protect against water damage caused by overfilling. The overflow slot empties into a drain channel that is built into the tub wall and flows into a flexible hose connected to the tub drain.

Circle No. 156 on Product Card



7 | Roda by Basco Shower Enclosures is a line of luxury shower enclosures that includes eight collections. Ranging in style from traditional to modern, each collection offers a number of different styles, configurations and accessory options. Shown is the Dresden shower enclosure.

Circle No. 157 on Product Card



8 Villeroy & Boch has added two freestanding bathtub color options to its La Belle collection: graphite noir and a brilliant shade of framboise. The colors accentuate the soft lines of the tub, which is made of the company's Quaryl material. The tub is now available in Alpin (white).

Circle No. 158 on Product Card



9 Danze has added showerheads, handheld showers, slide bar options and other components and valve technology to its shower offering. Single-function, three-function and five-function showerheads in a range of styles are included, as are a handshower and 30" Versa Slide Bar.

Circle No. 159 on Product Card

10 | The StyleTherm thermostatic shower system from California Faucets allows the user to dial in exact temperatures. It requires no diverter valve to toggle between shower applications, with each application operated via a dedicated volume control. Anti-scald temperature protection is also featured. StyleTherm is available in a range of handle styles, finishes and faceplates.

Circle No. 160 on Product Card



tub or shower is where they go to relax. For that reason, showers and tubs that reflect the spa trend remain in high demand.

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extension of the living space, and for many, the

"People have a love affair with their showers and want to be as generous and luxurious as space permits," says Diana Schrage, CAPS, CAASH, senior interior designer for the Kohler Design Center, based in Kohler, WI.

Rob Larson, director of business development for Woodbridge, IL-based Danze, agrees: "A good shower is considered by many to be a necessity, not a luxury. We expect showers to remain personal sanctuaries for years to come."

Even as homes are being downsized, many manufacturers claim bathrooms are often growing larger. Paul Flowers, senior v.p. of design for Grohe America in Bloomingdale, IL, says, "Well being and relaxation remain important grounding factors for individuals, and a premium bathroom environment and water experience can allow for this release."

Flowers notes that freestanding tubs typically can accommodate two individuals, and even showers that are not 'car wash' style are often incorporating at least a showerhead and handshower with a built-in bench.

But not everyone is on the "bigger is better" bandwagon. Lars Christensten, director of product development at Hansgrohe's U.S. headquarters in Alpharetta, GA, sees many consumers moving away from all the shower bells and whistles to more pared-down systems. "Over the last few years, 'modern' and 'simple' have been the buzzwords in bathroom design," he says. "[As a result], many consumers are opting for either a

large showerhead or a showerhead/handshower combo."

Christensten also believes the size of shower areas has decreased over the last few years, and he has seen soaking tubs replaced by 3'x4' shower spaces that have glass doors and walls that make the rooms more open and bright.

DUAL TRENDS

Luxurious, water-drenching showers provide a refuge that many consumers desire, and Larson notes, "Many designers and homeowners want to create that retreat-type feeling in their bathroom [by] mixing/matching an overhead showerhead, handheld shower and body sprays."

These can also provide flexibility, according to Larry Jacobs, president, Ashley Harris Marketing, marketing agency for Strom Plumbing by Sign of the Crab in Rancho Cordova, CA. He explains: "These [multiple sprays/ showerheads] are still very much in demand, primarily because the bathing area is a multi-functional room: showers, baths, infant baths, even dog bathing."

At the same time, Larson says, "The second trend is the emergence of water-saving showerheads." However, he notes, "We're firm believers that having a water-saving showerhead in your bathroom does *not* have to mean a lack of performance."

Judd Lord, director of industrial design for Delta Faucet Company in Indianapolis, IN, asserts, "Consumers want to be green without feeling like they are sacrificing their experience with water. Increased industry participation in the Environmental Protection Agency's (EPA) WaterSense program, paired with increased awareness among consumers about the importance of water conservation, has led to greater demand for water-efficient fixtures that meet WaterSense standards."



11 | Inspired by the study of waterfalls and their surroundings, Brizo's Siderna collection sports ribbon spout architecture teamed with glass accents. Included in the collection are wall and ceiling mount raincan showerheads, Medium Flow TempAssure shower trims and Sensori High Flow Thermostatic shower trims. The showerheads are available in both a 6" square raincan and a 10" rectangular raincan.

Circle No. 161 on Product Card



12 The In2ition showerhead from Delta Faucet features a detachable handshower that can run separately or simultaneously. A lever on the side of the showerhead lets the user set the shower to one of three options: showerhead and handshower, showerhead only and handshower only.

Circle No. 162 on Product Card



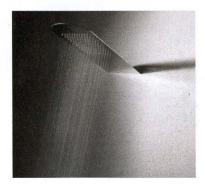
13 The Sozo Bath from Diamond Spas is a bathing vessel designed with tapered inside walls to minimize the amount of water used. The Sozo tub measures 96"x30"x22" and uses 60 gallons for the average person. It is available in stainless steel and copper.

Circle No. 163 on Product Card



14 Duravit's Blue Moon Pool features a circular water pool in a square body. The pool reaches a depth of 20-1/8", allowing users to completely immerse themselves in water illuminated by soft lights that are under the water's surface.

Circle No. 164 on Product Card



15 Gessi's Collection Tremillimetri 3mm showerheads measure about 1/10", and are available in wall-mount versions with rounded or square profiles. Extending from 21-5/8" to 24-7/16" from the wall, the showerheads come with cascade waterfall and regular shower modes.

Circle No. 165 on Product Card

Product Trend Report



26 Sava showerheads from Niagara Conservation are low-flow and feature a patented, non-removable pressure compensating device in the showerhead that maintains a constant flow of water regardless of water pressure or psi. Sava is available in a white or chrome finish.

Circle No. 176 on Product Card



27 The Aspen tub from Native Trails features a simple oval design that fits with most designs – from Asian to Traditional. It can be used as a freestanding tub or tucked into a corner, and can also be used as an outdoor soaking tub.

Circle No. 177 on Product Card



28 The minimalist Oval Bathtub from Stone Forest is carved from a single block of granite. According to the company, the Oval Bathtub features crisp lines and showcases a natural stone exterior with a high-gloss polished interior.

Circle No. 178 on Product Card



29 Durable Lithocast solid surface has been used to fashion three new freestanding baths from Kohler: the Abrazo, Aliento and Askew. Lithocast has a matte finish that resembles stone, but feels warm and is easy to clean, the firm says. Each bath is available in Honed White.

Circle No. 179 on Product Card



30 Strom Plumbing By Sign of the Crab offers a wide variety of state-of-the-art Thermostatic Shower System Components in a variety of finishes. The many Thermostatic Control Valves are available with a round or rectangular back plate as well as different handle

options. Volume controls can be added to regulate added hand showers, body sprays, showerheads or tub spouts.

Circle No. 180 on Product Card

31 | The Rohl
EcoModern
Showerhead
incorporates five
different spray patterns,
including classic spray,
concentrated spray, mist,
classic/concentrated and classic/
mist. The showerhead features a
1.75 gpm water restrictor and exceeds
EPA standards of 2.5 gpm. EcoModern
is available in polished chrome, polished
nickel and satin nickel.

Circle No. 181 on Product Card

"People want a home that will allow them to live comfortably at different stages of their life, but they don't want to give up attractive design," says Lord. "Applying Universal Design principles transforms the bathroom into a multi-generational living space and offers the user support and independence, regardless of age."

Schrage, too, has seen a rise in demand for products that complement designs for aging in place. The firm's Elevance tub is a unique solution to the walk-in tub; rather than having a door swing, this tub has a rising wall, and fits into the same space as a typical 5' tub. The user sits in at chair height, and the door pulls up and latches with less than five pounds of pressure, allowing for a deep soaking experience.

Bathtubs are also being customized from a style standpoint, and Jonathan Carter, marketing manager of London based Victoria + Albert, which has North America offices in Mount Pleasant, SC, notes a growing interest in personalizing the look of the tub with paint on the outside in a range of colors and metallics.

Of course, tubs aren't just being customized on the outside. They are also being outfitted with freestanding tub fillers and hand showers for a custom interior look.

Carter notes that freestanding baths are on the rise in general, often replacing the demand for jetted tubs.

SIMPLY STYLISH

With style trends, a variety of textures, colors and finishes all play into the equation.

Lord finds that the tendency to mix and match materials, textures or colors from different design categories is becoming popular among homeowners looking to turn their space into an extension of themselves. "By selecting the same finish, modern shower fixtures can be juxtaposed with traditional bathroom faucets to create a space that feels personal but is still cohesive," he says.

There are also many color and finish options on the market.

"We are again noticing an interest in adding a bit of color, or even patterns, to bathrooms," says Carter.

Flowers agrees. "In the bathroom, we're seeing designers moving away from the timeless mix of white sink ceramics with chrome fixtures. Black and white are leading the way, and while white remains a bathroom classic, an increasing number of manufacturers are now adding black to their color palettes."

Carter also sees a move toward organic shapes, wood and plants in the bathroom space. There is also a desire for composite materials, he adds, noting the popularity of the company's volcanic limestone content, which he believes adds to the simplicity and natural feel of the bath.

Jacobs says, "Consumers have a real choice in the myriad of styles [and finish options] available to them. Oilrubbed bronze continues with its popularity, with chrome making a big comeback."

For Hansgohe, chrome has always been what people want to see on display when looking for fixtures, says Christensten. "The second most popular to chrome are the steel optik and light brushed finishes. The third most popular finish is the rubbed bronze and oil-rubbed bronze. Overall, in the industry, finishes like polished nickel and polished brass are very rarely used today," he adds.

Schrage concludes: "The bathroom is a respite, and the serenity we get from organic materials and colors [with] clear, neutral, calming effects soothes us."

KBDN



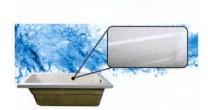
32 Sunrise Specialty's Copper Leaf Piedmont freestanding bath is crafted from copper leaf applied to a steel skirt. The tub's design was inspired by the antique copper wash tubs of the Old West. The interior is comprised of nonporous vitreous china.

Circle No. 182 on Product Card



33 TOTO's Legato Shower System features a contemporary squared showerhead, handshower and controls. The Overhead Rain Shower with EcoPower Lighting System includes an LED lighting system that is powered by the flowing water.

Circle No. 183 on Product Card



34 Evolution Total Body Massage (TBM) from Trajet Bath Products is a total sanitary system that delivers water, water-air and air-only combinations to the massage tub. Trajet has patented its 100% cleanable, jetless hydrotherapy system.

Circle No. 184 on Product Card



35 | The Barcelona Collection from Victoria + Albert includes a contemporary, pebble-shaped bath that features a rimless, double-ended design that is big enough for two. Crafted of Englishcast, it is cast in one seamless piece that won't creak or flex.

Circle No. 185 on Product Card