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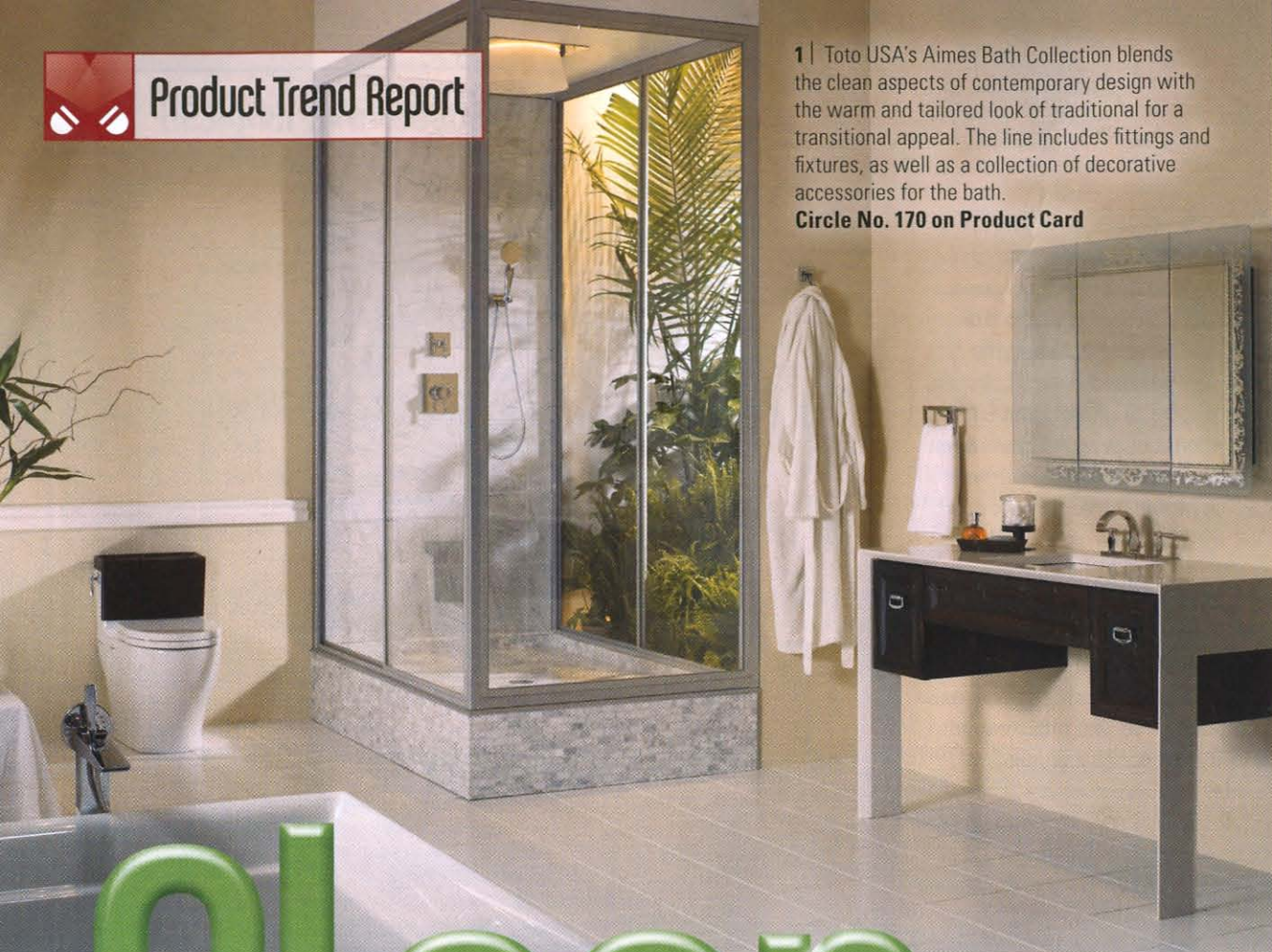


# Kitchen & Bath design news



# Directory & Buyers' GUIDE ISSUE

A Year-Round Guide To Products & Suppliers



1 | Toto USA's Aimes Bath Collection blends the clean aspects of contemporary design with the warm and tailored look of traditional for a transitional appeal. The line includes fittings and fixtures, as well as a collection of decorative accessories for the bath.

Circle No. 170 on Product Card



2 | The Aluminum Series Mirror by Sonia eliminates the need for a separate magnifying mirror. A magnet is placed on a pendulum behind the plate glass mirror that attracts the magnet that is concealed into the mini Magnifying Mirror, allowing users to slide the small mirror anywhere on the large mirror as they perform daily rituals.

Circle No. 171 on Product Card



3 | The Saybrook Classic collection from Amerock is reminiscent of an era inspired by chic vintage designs accentuated with soft arabesques and feminine features. It is offered in oil rubbed bronze.

Circle No. 172 on Product Card

# Clean & Simple

Elegant yet highly functional simplicity defines the latest in bath accessories and hardware.

By Steven Shaw

In today's market, many consumers are looking to personalize their homes without having to invest in a major renovation. And, since the bathroom is generally the smallest room in the house – yet a space where luxury touches are most sought after – this makes it the ideal place for adding accessories to give the space a more upscale and updated look and feel.

Perhaps because of its smaller square footage, the bath is one room where the details are absolutely essential. That means whether it's a multi-tier heated towel warmer or a single tiny robe hook, both form and function will be carefully reviewed to make sure they

add the polish, style and ease of use that clients require.

Towel bars, toilet paper holders, robe hooks, shelves and towel warmers are some of the most popular bathroom accessories being given a style update. But it doesn't stop there.

"Matching toilet levers and soap/lotion dispensers are two of the more popular, newer accessories that have entered the scene," says Ed Detgen, v.p. of marketing for Danze in Woodridge, IL.

There has also been an increased demand for specialized shower renovation fixtures to create a "spa-like" experience inside the shower by utilizing the existing showerhead outlets. "Adding finishing details in all the right places, such as fittings and accessories, decorative angle stops, supply valves/tubes, grab bars



4 | Jaclo's decorative round trap, which is code approved, provides an elegant solution to exposed plumbing situations. The trap is available in the company's 18 standard finishes, as well as custom finishes such as powder coating.

Circle No. 173 on Product Card



5 | The Edwardian collection of bath accessories from Top Knobs features

traditional styling reminiscent of turn-of-the-century architecture. The collection includes six interchangeable back plates: Plain, Rope, Beaded, Ribbon & Reed, Hex and Oval. The line is available in nine finishes.

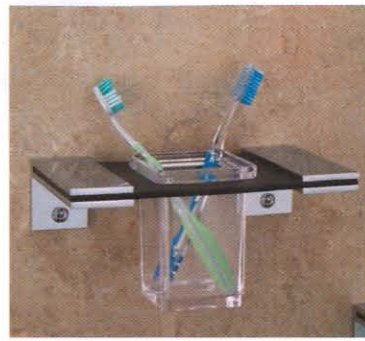
Circle No. 174 on Product Card



**6** | The Quadro Model Q-2054 towel warmer from Amba Products is lightweight, soundless and heats evenly. The patented Italian system uses no liquid. The Quadro is available in four different models and three finishes.  
**Circle No. 175 on Product Card**



**7** | The Mountain Ash Pull from Notting Hill Decorative Hardware is available in Brilliant Pewter (shown), Antique Brass, Antique Pewter and Antique Copper. A matching knob is available.  
**Circle No. 176 on Product Card**



**8** | The CPH6 collection of bath accessories from Doug Mockett & Co. combines cool metallic finishes with leather for an elegant, modern take. Shown is the CPH6 Cup Holder, part of a full line of accessories.  
**Circle No. 177 on Product Card**



**9** | MirrorMate gives bare plate glass bathroom mirrors a finished look by adding custom-cut frames. The collection includes over 40 styles and finishes, including woods, ornate designs and metallic tones, as well as frames made from recycled wood.  
**Circle No. 178 on Product Card**

and P-traps can make a big difference in the look and feel of the space," says Larry Brodey, CEO of Jaclo Industries in Cranford, NJ.

While the attention to these small details adds to the atmosphere, Fred Salati, director, Amba Products in Atlanta, GA, says the emphasis for bathrooms today is on functional simplicity. "Innovative, functional, yet relaxing seem to be the key elements associated with bathroom accessories and hardware," he says.

He also notes an interest in multi-functional accessories, such as Amba's Quadro Collection of dual-purpose towel warmers that not only function as a towel warmer, but also act as a space heater, "bringing continuous heat to the bathroom," according to Salati.

Erin Mitmoen, marketing communications coordinator for Warmly Yours in Lake Zurich, IL, agrees, citing interesting in the company's new Infinity Towel Warmer. "I'm sure the increase in the sales of smaller ticket items is a side effect of the economy," she notes.

"Products growing in popularity are those that offer functionality and can help save money, while maintaining a style that can fit a certain taste or mood," Salati offers.

And those tastes seem to be leaning toward clean and simple lines. "Rather than standing out on their own, hardware pieces should be subtle and fit into the design to enhance the overall aesthetic," explains Billy Peele, spokesperson for Doug Mockett & Co. in Manhattan Beach, CA. "The biggest influence on the move back to basics is getting away from the excess of the last five or six years. Hardware in recent years incorporated a lot of

wild and loud designs that shouted, 'Look at me!' and we have since moved toward a more traditional style."

Homeowners are looking for ways to incorporate accessories that provide that added element of luxury, notes Michael Kornowa, director of marketing, MTI Whirlpools in Sugar Hill, GA. "Adding wood accents to the bath has become an emerging design trend, as wood adds warmth and creates a spa-like feel," he reports. MTI Whirlpools features a line of teak accessory products that introduce an organic element to the bath.

Traditional may still be strong, but indications are that transitional styling is on the move. According to recent market research conducted by Toto USA, transitional design continues to flourish and will accelerate as homeowners update their traditional residences with design elements that have clean, simple, elegant lines.

Rohl has seen a renewed interest in what it calls the Transitional/American Moderné style. "Homeowners are looking for bath hardware and accessories that offer a timeless, lasting look," says Lou Rohl, COO/managing partner for Rohl in Irvine, CA. "As a blend of traditional and contemporary styles, transitional rooms feature elegant, enduring design."

### THE FINISH LINE

With regard to finishes in the bath, the move back to basics is translating into a return to the familiar.

"The 'newest' finishes are actually traditional ones," comments David Tyler, v.p. of marketing for Top Knobs in Hillsborough, NJ.

**10** | Rohl's 18" Decorative Grab Bar (Product #1252) is crafted in Northern Italy. The bar is ADA compliant and available in six finishes: polished chrome, polished nickel, satin nickel, Tuscan Brass, Inca Brass and Antico Brass.

**Circle No. 179 on Product Card**

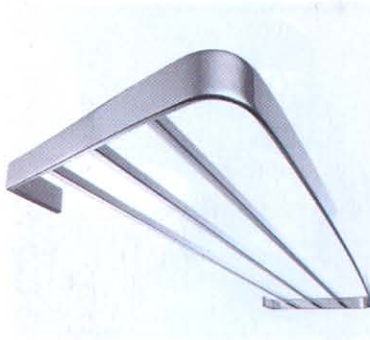


**11** | The StyleDrain from California Faucets features sleek styling and a patent-pending design with no visible screws and flush grill plate for foot comfort. The two debuting StyleDrain designs are square shaped and feature patterns that blend with a range of designs. The drains are available in 30 different finishes.

**Circle No. 180 on Product Card**



**12** | The Bottom Mount Pull-Out Hamper with Rev-A-Motion Slides from Rev-A-Shelf features gas spring assisted Soft-Open for smooth opening and Soft-Close for quiet closing. A 1.75 Bushel Hamper comes with the unit, which is designed for 15" base cabinets.  
**Circle No. 181 on Product Card**



**13** | The Vision Collection from Cool Lines USA is a line of spare and streamlined accessories fashioned of stainless steel. The collection is available in polished and satin stainless finishes.  
**Circle No. 182 on Product Card**



**14** | MTI Whirlpools' teak shower seat, Model TK-Sseat2215, mounts to a wall, inside or outside the shower. The seat folds into a raised position against the wall when not in use.  
**Circle No. 183 on Product Card**



**15** | In keeping with the trend of combining functionality with high style, Danze has added toilet brush holders to its bath accessories offering. Shown is the Sirius toilet brush.  
**Circle No. 184 on Product Card**

## Product Trend Report



**16** | The PuraVida line from Duravit and Hansgrohe features the combination of lacquered white surfaces with chrome. A wide assortment of accessories includes towel bars, soap dish and dispenser, robe hook, tumbler and toilet paper holder is offered.  
**Circle No. 185 on Product Card**



**17** | The 90° collection of bath accessories from Moen features a minimalist design with geometric, 90-degree-angled lines. The accessories line includes a tank lever, robe hook, pivoting paper holder, towel bars and towel ring, all in chrome.  
**Circle No. 186 on Product Card**



**18** | Part of Atlas Homewares' new Legacy Collection, the line of Austen Oval knobs and pulls features fluid lines. The collection is available in polished nickel, brushed nickel and Venetian bronze finishes.  
**Circle No. 187 on Product Card**



**19** | Elkay's liquid soap or hand lotion dispensers feature deluxe plungers and a concealed 1/2 liter plastic container that can be refilled from the top. The dispensers are available in a range of styles and finishes.  
**Circle No. 188 on Product Card**



**20** | The Mossi Collection from THG is comprised of a faucet and coordinating accessories. The modern, linear design is sprinkled with crystal spheres from Lalique in two versions – Mossi Cristal Clair in clear crystal and Mossi Cristal Soleil in sun crystal. Finish choices include polished chrome or luxbrass.  
**Circle No. 189 on Product Card**

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**Circle No. 189 on Product Card**



**21** | The aromatherapy towel warmer from Mr.Steam offers the release of aromatherapy oils. The towel warmer comes standard in the company's 200 Series Collection.  
**Circle No. 190 on Product Card**

Traditional finishes have emerged as top sellers in bathroom hardware, concurs Peele. "Polished chrome and satin nickel are examples of popular metallic finishes that can be used to coincide with any fixtures."

Peele notes that these finishes can also easily be incorporated with a variety of leather options, such as Doug Mockett's CPH6 Cup Holder. The mixing of materials – such as metal with leather, glass or crystal – is a significant trend in decorative hardware that is being carried over to accessories.

While the classic finishes such as chrome, nickel and satin nickel are still very popular, dark finishes such as oil-rubbed bronze are getting increasingly popular as well, according to Charles Fishman at Cool Lines USA in East Rockaway, NY.

Brodey also acknowledges the "revival of antiqued, rubbed or oiled bronze, as well as gold finishes that set a traditional tone."

While it's no surprise that gold tones remain popular (they have been trending up for the past two seasons, according to Parrish), the emergence of brass is a different story.

"We are seeing a trend to polished brass – much to the shock of some designers who thought we were beyond that," says Tyler.

"Brass and bronze living finishes are making a comeback for homeowners with a conservative and classic eye," notes Adrienne Morea, president of Atlas Homewares in Los Angeles, CA. "Still, stainless is the sustainable material of choice."

Satin stainless steel offers a quietly sophisticated

look for any bathroom, according to Peele. "With a clean and sophisticated look in mind, a streamlined satin stainless theme can go a long way in terms of style."

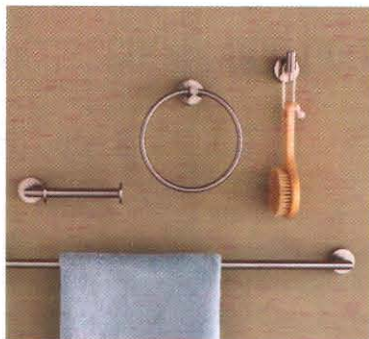
In addition to satin stainless, designers are also reaching for brushed nickel. And, according to Lenora Campos, Ph.D., at Toto USA in Morrow, GA, "Polished nickel is enjoying a resurgence. Homeowners appreciate the clean look and easy maintenance of polished chrome, but are looking to move away from polished chrome itself."

Silver, bronze and black are also in demand for mirror frames, according to Lisa Hunting, president of MirrorMate in Matthews, NC. The company's new Cherokee brushed silver frame provides a brushed stainless look that is "extremely simple and selling well," she notes. Hunting adds that both the burnished brown and black are hot right now. "People seem to be increasingly comfortable with bolder style," she notes.

Parrish is also seeing a heightened interest in black – especially matte black – as well as white when it comes to hardware and accessories. "These finishes can be used to make a high-contrast statement, or to complement other fixtures in the composition of the room," she states.

From sinks to tile, Amerock has also seen optimistic pops of color in small amounts "to create visual interest in the space. They usually become the visual focal point of the room," reports Claire Parrish, product manager, new product development, for the Huntersville, NC-based company.

"High-gloss poly resin materials, especially whites



**22** | The Wicker Park bathroom suite from Gerber Plumbing Fixtures includes a range of accessories for the bath. The accessories line includes a towel bar, towel ring, paper holder and robe hook, all in a brushed nickel finish.  
**Circle No. 191 on Product Card**



**23** | The Ryton is the latest addition to the Artos line of towel warmers from Westover Co.. Available in genuine plated finishes, the fluid-filled towel warmer is UL electric approved.  
**Circle No. 192 on Product Card**



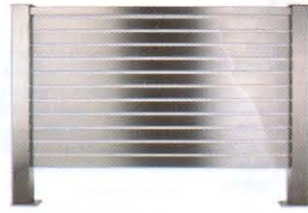
**24** | The Invisia Collection from HealthCraft Products includes a Toilet Roll Holder with Integrated Support Rail. Corian shelves provide storage space, while the handrail has a 350-lb. weight capacity. It is available in Magnolia White and Bright Polished Chrome.  
**Circle No. 193 on Product Card**



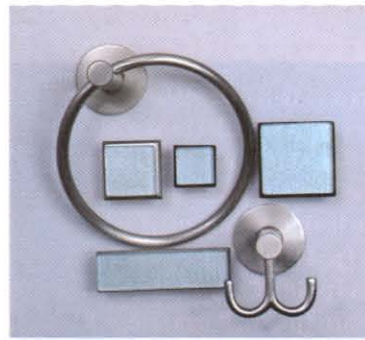
**25** | In addition to fittings for the bath, the Jeton Collection from Kallista includes accessories such as sconce, towel bar, robe hook, towel ring and paper holder. The new Black Nickel finish has a black-to-silver mirrored effect.  
**Circle No. 194 on Product Card**



**26** | A contemporary interpretation of an Art Deco design, Harper from Phylrich is a collection of bath accessories that includes a paper holder, towel ring, wall-mounted glass soap dish, glass shelf, robe hooks and three towel bar options. It is available in 15 finish options.  
**Circle No. 195 on Product Card**



**27** | Myson's brushed Stainless Steel Hydronic Towel Warmer Collection features three models, each available in a range of sizes. NENE, shown, uses flat panel tubes to deliver heat output from 2,225 to 2,903 BTU per hour. It is available in two sizes – 23" and 31".  
**Circle No. 196 on Product Card**



**28** | Nifty Nob has partnered with world-class glass producers to create bath hardware. The base metal is solid brass, and is available in a selection of six finishes. Shown is the Artic Ice series.  
**Circle No. 197 on Product Card**



**29** | The MirrorMax wardrobe mirror from Sidelines provides dual function. While its front provides a large image reflection, a spin on its pivot reveals the back, with two adjustable-height wire baskets and a rack of hooks for storage.  
**Circle No. 198 on Product Card**

and dramatic colors like orange and turquoise...mixed with polished chrome for a rich finish, will be all the rage coming up in hardware," according to Morea. "This exciting and very fashionable choice will be complementary to gloss-colored faucets and tiles, which are already available in European interiors," she states.

### SOCIALLY SUSTAINABLE

Interest in sustainability has continued to emerge as a hot trend. "People are using sustainable materials when they can find them, as long as they can maintain the overall planned aesthetic of the space," says Parrish. "More and more manufacturers are developing products to give consumers value-added products in this area, and that will only continue in the future."

Brodey adds that collections with products developed using sustainable materials in a variety of designs and finishes will be important in keeping up with consumer demand, and in line with the evolving "green" movement.

Consumer demand is so great now that Fishman says the use of recyclable materials is getting him jobs. "I've been told that 'all things being equal' our products, being made of recyclable stainless steel, were the deciding factor in getting chosen for some projects."

Toto's market research backs this fact. "Socially sustainable design [the confluence of green and Universal designs] is gaining dominance," says Campos. "There is heightened interest from homeowners in materials that are recycled and easily renewed, and that offer a low carbon footprint."

With more people thinking about conserving energy,

environmentally friendly products such as towel warmers, which keep towels warm and dry, cutting the need for constant washing and drying, are growing in popularity.

### AN AGE OLD PROBLEM

With the Baby Boomer generation remaining active in the marketplace, the idea of "aging with dignity" has become increasingly important. The preference is not to visibly make concessions to getting older with specialized fixtures and settings; it has become more of an integrated approach to create beautiful spaces that still work as the client continues to age. "Whether it's decorative grab bars in designs and finishes that coordinate to other accessories and fixtures in the bathroom, or adjusting heights of sinks and showers to accommodate new needs, designers are adjusting as their client base generates a new set of needs and wants," says Parrish.

Manufacturers have realized that product design and technologies need to serve the broadest range of people. "Products that are safe, stylish and non-institutional are popular with an older population, and it is important for the bathroom hardware and accessories manufacturer to keep this relevant market in mind," declares Brodey.

Another "Aging in Place" adjustment comes in innovative storage within the cabinets such as pull-out organizers, hampers and waste bins, according to Shari McPeck, marketing manager, Rev-A-Shelf in Louisville, KY. "This not only frees up floor space for walkers, wheelchairs, etc., it creates a clean 'spa like' and more spacious room," she concludes.  
**KBDN**



**30** | Towel warmers from Runtal North America not only provide towel warming capabilities, but also act as heaters for the bathroom. They are available in both hot water and electric models in a selection of designs and finishes.  
**Circle No. 199 on Product Card**

**31** | The Signature line of grab bars from Great Grabz is made of aluminum and available in polished brass, polished chrome, matte oil rubbed bronze and satin nickel. The Wave grab bar is available in 24" and 36", and the Horizon is available in 10", 18", 24", 36" and 42".  
**Circle No. 200 on Product Card**



## New Technology Set to Improve Bath Accessory Installations

**Boulder, CO** — For bath design professionals looking to find an easier way to install bath accessories, there may be a new technology to hang on to – literally.

So says Susan Zimmerman, owner/founder of Nifty Nob, based here, who has designed a patented towel bar mounting system designed to simplify and speed up installation. The system is based on a threading that allows mounting plates to be permanently affixed to any wall, she explains.

"The plate lines up and the threads are cut so that you have it perpendicular to the support

bracket. All you have to do is screw it until it hits the wall. Once you jam it into the wall it doesn't move again – ever. It also has a forgiving quality that gives you a flush finish, even if your wall isn't perfect," she says.

Conceived as part of Nifty Nob's Convertible Bath Accessories collection, the system has also opened up accessory possibilities in the kitchen for customers looking for clean-looking towel bars to hold their dish towels.

The company is currently looking at licensing opportunities, Zimmerman reports. "We want to work with and partner with as

many companies as possible to bring this to the consumer in as many ways as possible. It could be out of different materials and be from different companies, it could be the Nifty Nob label and it could also be adapted to someone's existing line where it is just the mechanism," she explains.

"I truly think this system could change how towel bars are fixed to walls throughout the industry," she stresses. "Now, remodelers and builders can go to their customer's house and install a toilet paper holder or a towel bar inside of five minutes."