

News

Second Annual Industry Leaders Conference Scheduled for September in Chicago

A compelling range of program topics and a lineup of top-notch speakers is scheduled for a major industry conference aimed at providing kitchen/bath product manufacturers and marketers with insights into forecasts, market forces, trends and business opportunities now and in the future. The program for the one-day conference, unique to the kitchen and bath market, was announced this month by Eliot Sefrin, editorial director and publisher of *Kitchen & Bath Design News*, sponsor of the event.

The event, being billed as the 2011 "Industry Leaders Conference," is scheduled for Tuesday, Sept. 27, at the Hilton Rosemont/Chicago O'Hare, in Rosemont, Ill.

According to Sefrin, the 2011 Leaders Conference will be targeted specifically at senior-level executives of kitchen/bath manufacturing firms, distributors, importers, sales rep organizations and advertising agencies charged with corporate strategy, product development, marketing, sales, research and other key responsibilities.

For more information, including the schedule of events, visit www.kitchenbathdesign.com.

Victoria + Albert Napoli Bathtub Honored with 2010 GOOD DESIGN Award, Joins ASID as Industry Partner



Victoria + Albert recently received the 2010 GOOD DESIGN™ Award for its Napoli bathtub, which was selected from more than 500 products for its design distinction. The GOOD DESIGN™ program is given by The Chicago Athenaeum: Museum of Architecture and Design and The European Centre for Architecture Art Design and Urban Studies. Victoria + Albert also announced its professional membership in the American Society of Interior Designers (ASID) as Industry Partner. The company will play an active role in supporting the ASID community through regional and national events and developing continuing education programs.

Duravit Shown on DIY Network's 'Bath Crashers'



Duravit was displayed on the DIY Network's show "Bath Crashers" in March. The episode was titled "Contemporary Metal Spa" and featured Duravit's elongated D-Code toilet in a young couple's newly upgraded master bath retreat. Duravit is no stranger to the "Bath Crashers" series, having contributed twice before with a full suite of Duravit Vero and Fogo products, which were featured on an episode last November ("Clean and Green"), and a Happy D toilet was shown in October 2010 ("Cooking Up a Cool Bathroom").

GRAFF® Works with Local Design School to Help Shape the Future



GRAFF has strengthened its philanthropic mission with a newly formed collaboration with an art and design school in Madison, Wis. GRAFF donated price books, catalogs and faucets to the Madison Area Technical College (MATC) in an effort to give students firsthand experience and an in-depth education in the plumbing products manufacturing process. The students will also have the opportunity to learn directly from a GRAFF employee. Director of Sales Paul Greenspan will teach a session on "Designing and Specifying Shower Systems," which is an AIA accredited course that he teaches to NKBA members and architects around the country. The students may also be given a tour of GRAFF's factory.

People

BLANCO Welcomes New Sales Representatives

BLANCO recently welcomed the following new sales representatives: Rakieten Sales, Inc., dba Water Design Group, for North and South Dakota, Minnesota and part of Wisconsin; Alliance Manufacturer Representatives, a current BLANCO representative in Houston, Texas, now with additional territory responsibility in Texas; and R&R Associates, an agency that will cover Oregon, Washington, California, Idaho, Colorado, Wyoming, Montana, Nevada, Utah, Arizona and New Mexico.

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