

THE RETAIL observer

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AN EYE ON THE INDUSTRY SINCE 1970




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THE ZOE BATH COLLECTION'S EXCEPTIONAL FEATURES INCLUDE:

- **Swivel spout:** Unlike most bath faucets, KWC ZOE Bath features a spout that rotates 45 degrees in either direction from its center point. This makes it easier to rinse soap, toothpaste and the like from the basin without splashing the countertop and its surroundings.
- **Easy to keep clean:** Fewer interfaces and joints, as well as smooth transitions that create the faucet's various shapes, make the faucet easier to clean.
- **Simple lever design:** The pin lever near the base of the spout moves in three different directions to control flow with touchControl and temperature with hotControl. The latter is modulated by pulling the lever forward for colder water, or pushing it back for hot. These common-sense feature protect users—especially young children—from coming into contact with excessively hot water.
- **Neoperl spray:** The Neoperl aerator sprays a water-saving flow rate of 1.5 gallons per minute. KWC expects the faucets to earn the coveted WaterSense label without sacrificing performance or quality.

“KWC ZOE has a makes a contemporary yet comfortable statement that will integrate smoothly into a wide variety of bathroom décors,” says KWC America President Gary Langbo. “We’ve already seen designers place the KWC ZOE Kitchen Faucet in traditional as well as modern kitchen environments, and always to excellent effect.”

The KWC Zoe Bath Collection, in both chrome and splendure™ stainless steel, is now available exclusively at KWC showrooms across the country and for a Manufacturer’s Suggested Retail Price (MSRP) between \$400 - \$1,100 (depending on size, style and finish).

For more information on the series, visit www.kwc.us.com.

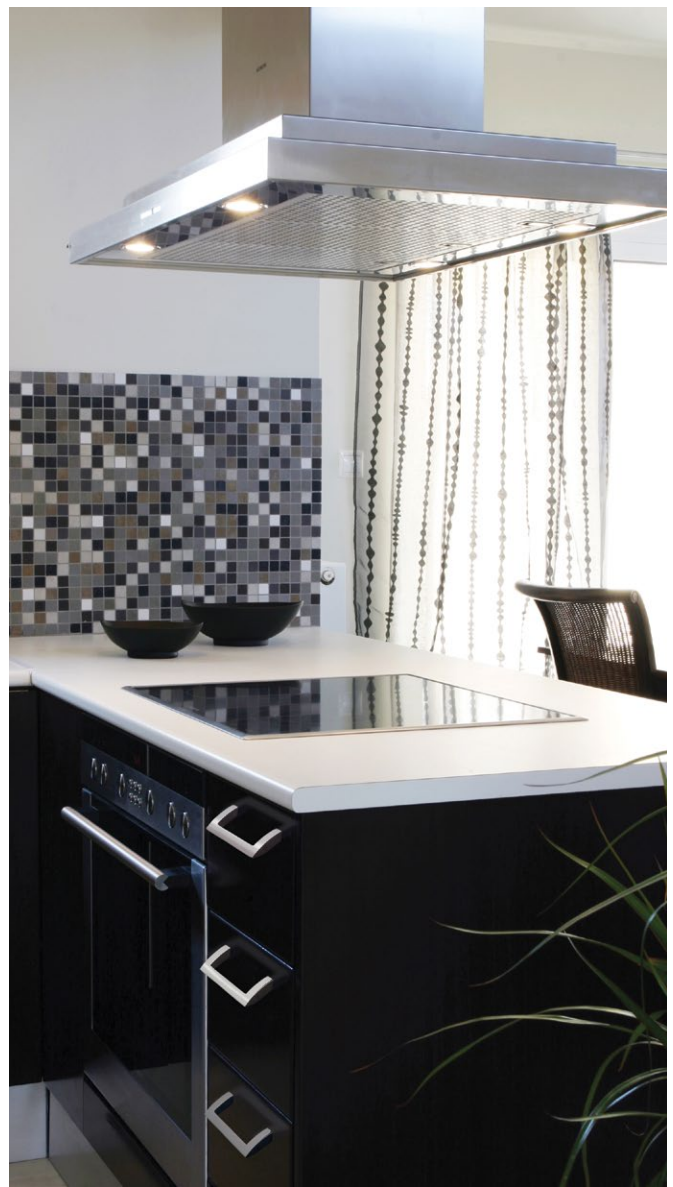


A NEW ANGLE ON HARDWARE

Atlas homewares brings on the drama with their new angled u-turn knob and pull collection

There's something fun and different about the new Angled U-Turn Collection of contemporary knobs and pulls from Atlas Homewares. Leave it to this fashion-forward company to re-imagine geometric design from a new perspective and turn it into an exciting line-up of inspired hardware.

continued on page 54



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 over-all 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 5/16 inches. Retail prices range from \$6.95 to \$20.90.

For more information about the Angled Drop Collection, visit www.atlastothetrade.com.



FRANKE

FRANKE UNVEILS NEW “CHEF CENTER” AT 2016 KITCHEN & BATH INDUSTRY SHOW: INTEGRATED SINK SYSTEM REDEFINES FUN AND FUNCTION IN THE KITCHEN

Thoughtfully-engineered compartments and accessories create a multi-purpose kitchen environment that enhances entertaining, simplifies cleanup, minimizes noise; available in Spring 2016

Franke unveiled its Chef Center at the 2016 Kitchen & Bath Industry Show (KBIS) in Las Vegas, introducing to the American market an entirely new sink system concept that transforms the traditional sink into a hub for operating and entertaining in the heart of the home. It will be available to consumers in Spring 2016.

The Chef Center system features two versatile, anti-microbial compartments that can serve as a composter, wine bucket, storage bin, or any other purpose imaginable. Adding to its all-in-one appeal, the Chef Center also comes with an array of custom accessories, including a cutting board, colander, grid, mobile drainer board, push button remote controlled operated strainer basket and Franke’s exclusive Roller Mat.

DURAVIT

DURAVIT ADDS TO PAIOVA 5 WITH CUSTOMIZABLE FEATURES

Paiova 5 continues to enhance bathtub luxury

An ingenious transformation in tub design, Paiova 5 by EOOS has fused volume with inclined contouring to create a luxurious and relaxing bathing experience. Originally released by Duravit in 2012, the popular Paiova 5 line has been streamlined to fit any bathroom space. The meticulously designed tub line is no longer limited to corner spaces and is available in two sizes: a sculptural design, which expands into the room, or a built-in version for customized installation.

“A 22.8 inch height, slightly lower than the standard 23.6 inches, allows for the symbiosis of a corner bathtub and a freestanding design,” says Duravit USA President, Tim Schroeder. “Pairing dynamic geometric forms with innovative bluetooth and LED technology, Paiova 5 offers a modern bathing experience for our customers.”

Luxury extends to Paiova 5’s customizable details; backrests can be equipped with a Combi-L whirl system featuring flat swivel jets to create a massaging effect, while variations in rim size offer shelving possibilities – all adding to the personalized experience Paiova 5 achieves. With two different backrest slopes, Paiova 5 offers the choice between an ergonomic sitting position and a flat reclining position, allowing bathers to share the bathtub or relax alone.

For more information on Duravit or to find a local distributor, visit www.duravit.us or call 888-DURAVIT.