

# WH<sup>the</sup>OLESALE

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*Customer experience is taken to a higher level and viewed in a new light at Ferguson. Remodeling to enhance the customer experience and to facilitate buying decisions, the company is updating its showrooms across the country to keep them fresh. Read how and why on page 64.*

## Everflow Opens New Distribution Center in Texas

**Forged by a strong family tradition** of integrity and quality manufactured products, Everflow continues to expand its footprint in the plumbing industry. Everflow Supplies, Inc., a leading supplier of PVF and specialty plumbing products, announced the opening of its newest distribution center, dedicated to supporting its valued customers in the South and West regions. The state-of-the-art facility is located outside Dallas in Arlington, Texas and will stock a complete line of PVF and plumbing specialty products; including copper press fittings, malleable fittings, PEX tubing and fittings, brass fittings and more. The new 280,000-square-foot facility is the third distribution center in North America for Everflow, which operates out of its headquarters in Carteret, New Jersey. The second distribution center, which opened last year in Chicago, serves to improve support and product accessibility to its customers in the Midwest.

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## Spring into a New Season of Fresh Trends for the Bathroom

*Make your bathroom the focus of this year's spring-cleaning.*

Spring is a season for renewal and refreshment – a time to shake off the doldrums of winter and spruce up the design space. This is especially true in the bathroom, where new spring looks and great new products are plentiful. Start with a good old-fashioned spring-cleaning, and maybe a fresh coat of paint. Then take a serious look to evaluate what improvements can be made in keeping with the latest trends. Is it space-challenged? Or maybe lacking a certain Zen-like atmosphere? Thanks to innovative leaders in the bath industry, there are easy solutions to these problems. We love the detail that goes into modern bathroom design – the careful consideration of color and scale, the little touches that add big impact. Here are a few trends for spring 2018 that will inspire your clients to create a chic bathroom that incorporates good looks, amazing products, and fashion-forward design.

### Focus on wellness

Creating a luxurious spa-inspired bath experience at home continues to be a rising trend. MTI Baths embraces the wellness aspect of this trend by adding a new sensory therapy to its repertoire of hydrotherapy options.

MicroBubbles use the powers of tiny bubbles to gently cleanse and exfoliate the skin. This innovative technology saturates the water with 50 percent more dissolved oxygen than regular water; turning the bath water a milky white and creating a relaxing soak. As millions of tiny bubbles pop, they release energy that helps to keep the bath water hot and the bather's body temperature warm. The oxygenated water gently polishes the skin and removes impurities from pores,



MTI Baths MicroBubbles



sinks are available in different sizes and include a unique hidden drain system to ensure a clean look. [www.lenovasinks.com](http://www.lenovasinks.com)

Grandeur Hardware celebrates the black-is-cool trend with two new knobs that combine classic silhouettes and a dramatic ebony hue for loads of glamour and sophistication. The new Coventry knob is made of lovely black porcelain and

leaving the body moisturized with skin that is soft and exceptionally smooth. This new therapy option is available on most of MTI Baths' drop-in tubs for both soakers and air baths. [www.mtibaths.com](http://www.mtibaths.com)

### Color blocking is black

You might think of soft pastels as the traditional colors of spring, but this year's color trend is all about bold color blocking patterns, and the leading color is black. Designers are moving away from white-on-white bathrooms in favor of a look that is more high-contrast. Black is a particularly sophisticated choice in the bathroom, and Lenova strikes just the right note with their fabulous black granite sinks. Available as an above counter round bowl or a rectangular sink paired with a chic stainless-steel stand; both options are visually stunning. The sinks are created from a solid block of



Lenova Black Granite Bath Sinks



has a classic rounded design that complements any décor. The Lyon knob is crafted from black Chambord, a high-quality pure glass that is exceptionally smooth and glossy. With unique octagonal edges, this

knob strikes a balance between vintage and contemporary vibes. Available in a variety of configurations, both knobs are assembled by hand and constructed to

Grandeur's high standards of excellence with solid forged brass plates and a lifetime mechanical warranty. [www.grandeurhardware.com](http://www.grandeurhardware.com)

### Simplify

Less is more when it comes to smart bathroom design. A minimalist space is easier to maintain and creates a serenity that is soothing to the body and spirit. ICERA's updated Palermo II toilet has a sleek, understated style that is modern and sophisticated. Its two-piece design features a compact-elongated bowl and is fully skirted for a contemporary silhouette. Crafted of vitreous china, the Palermo II offers a high-efficiency design with a gravity-fed flushing system that requires just 1.28 gallons per flush. This exceptional toilet is ADA compliant with



ICERA Palermo II Toilet



Grandeur Hardware Lyon and Coventry Knobs



BY LINDA JENNINGS  
Kitchen & bath specialist

thoughtful touches such as a Silent-Close quick-release seat and cover and a choice of five beautiful metal finishes on the tank lever and hardware. [www.icerausa.com](http://www.icerausa.com)



Atlas Homewares Oskar Collection

### It's all about details

No detail is too small when it comes to creating a fabulous on-trend bathroom. Atlas Homewares offers the new Oskar line, featuring a hint of playfulness with circular knobs and curved pulls that lend themselves to both retro and contemporary decors. The knobs are detailed with grooved borders for an extra touch of style, while the handles are appealing with their smooth lines and polished ends. This collection has a wonderful versatility and comes in a range of sizes finishes. [www.atlastothetrade.com](http://www.atlastothetrade.com)

Switch up the details in the bathroom with beautiful new Switch Plates from Nostalgic Warehouse.

There are a variety of styles to suit any design theme, from Victorian to Art Deco. All are exquisitely detailed and add the perfect finishing touch to homes where details and luxury are valued. Each Nostalgic Switch Plate is crafted from hot-forged brass for exceptional durability and finished by hand in a selection of lovely finishes, such as Antique Brass, Satin Nickel, and Timeless Bronze. They are available in a variety of sizes and





Nostalgic Warehouse Switchplates

configurations, including toggle and rocker switches and duplex outlet covers. [www.nostalgicwarehouse.com](http://www.nostalgicwarehouse.com)

### Living large

Making spaces seem larger than they are is always a good thing, whether that is achieved through smart engineering or with visual elements that create an illusion of roominess. MTI Baths succeeds on both counts with their redesigned Alissa freestanding tub. Offered in response to frequent requests for a tub that will fit in a 66-inch alcove, this beautiful oval bath is notable for its integral pedestal and sleek lines. The Alissa measures a compact 64-5/8-inch long x 33-1/2-inch wide, yet with MTI's single-wall SculptureStone construction, the bathing well is surprisingly spacious. Offered in white or biscuit, matte or gloss finish, the tub can be ordered as a soaking tub or as a therapeutic air bath. [www.mtibaths.com](http://www.mtibaths.com)



MTI Baths Alissa model 231

Victoria + Albert offers a smart solution for bathrooms with limited storage in the form of an elegant wall-mounted cabinet ideal for neatly storing away linens, shampoos, and lotions. Known as the Lavello 40 Armadio, this oh-so-practical cabinet is crafted from the finest beech timbers and features two adjustable shelves. Install a single cabinet for extra storage or pair them on either



Victoria + Albert Lavello 40 Armadio wall-mounted cabinet

side of a vanity for a cohesive look. The wall-hung design makes the bathroom appear larger by keeping the floor space beneath open. Designed by Meneghello Paoletti Associati, this cabinet is available in Gloss Black, Anthracite or Gloss white and measures 15-5/8-inch wide by 11-5/8-inch deep x 32-5/8-inch tall. [www.vandabaths.com](http://www.vandabaths.com)

Now is the time to let "spring fever" prompt you to make some changes in your showroom space with beautiful modern designs and new products geared to make life a little more comfortable and enjoyable. We hope you find inspiration here and look forward to discovering new trends and design ideas in the months ahead. ●

**Linda Jennings** is President of Jennings & Company, a public relations agency specializing in the decorative plumbing and luxury hardware industry. For more than 20 years, she has worked with significant editors and journalists in the consumer home market, identifying trends and providing newsworthy products. Jennings can be reached at [linda@jenningsandcompany.com](mailto:linda@jenningsandcompany.com).

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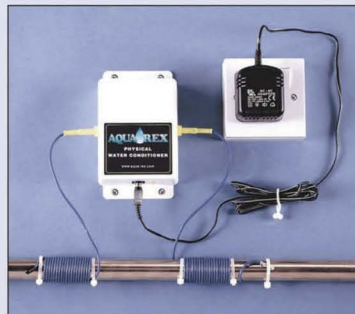
# AQUA-REX PERFORMANCE CERTIFIED BY IAPMO R&T LABS

Aqua-Rex, the technology leading softener alternative, has published the results of performance tests carried out by IAPMO R & T Labs under the new test protocol IGC 335-2018 known as the Rapid Scaling Test. IAPMO reports Aqua-Rex reduced scaling by 83% in Las Vegas water heated to 180°F for 23 hours. IGC 335 is the first US accepted test standard for Physical Water Conditioners (PWC's).

Wholesalers see vendors offering all kinds of PWC's, softener alternatives, but until now have had no way of differentiating between the good, the bad and the indifferent. The new IAPMO standard is a benchmark performance test that will bolster confidence for plumbers and contractors resulting in fewer complaints and returns. There is an obvious need for de-scaling devices, especially for tankless heaters so a reliable, long lasting product such as Aqua-Rex with a US performance certification is an obvious choice for stocking and promotion.

Tankless heaters apart, the big market for Aqua-Rex is the commercial sector, Multi family, Condos and hospitality where dosing "filters" are not a viable solution. Aqua-Rex has proven itself as a huge cost saving alternative to traditional softeners, in one case saving \$500,000 over three years for an investment of \$55,000. Vendors of traditional water treatment see Aqua-Rex as a major threat to their business which is why our chosen route to market is exclusively through Plumbing Wholesalers. Aqua-Rex supports the wholesaler and the wholesaler has an open window to exploit a new sector of the water treatment market.

Further information from [www.aqua-rex.com](http://www.aqua-rex.com) or call 702-304-2170.



Aqua-Rex WK1 for pipe sizes up to 1 inch.



Aqua-Rex WK5 suitable for pipe sizes up to 6 inches.