



Dov Matz Earns 2018 PVF Hall of Fame Award

Each year, *The Wholesaler* magazine bestows the PVF Hall of Fame Award to an individual who has vision, focus, passion, and is an outstanding leader in the field. This year, we selected Dov Matz, Matco-Norca, who personifies excellence in both business and his personal life. Read the full story on page 24.

MORSCO Launches HVAC Supply Brand

Developed to enhance the focus on HVAC operations once under the Morrison Supply umbrella, MORSCO announced the launch of MORSCO HVAC Supply.



The new MORSCO HVAC Supply brand will open its first branch in the Houston area at 12315 Parc Crest Drive, Bldg. 2, Ste. 190, Stafford, Texas, on April 23.

MORSCO's HVAC operations have been primarily based in the Morrison Supply branches, but with the launch of the new brand, MORSCO HVAC Supply will offer

HVAC customers enhanced service, more locations and more local expertise.

"We're better concentrating our efforts on growing our HVAC business by launching a focused MORSCO HVAC Supply brand," said Jim Mishler, president, MORSCO HVAC Supply. "Our goal is to get customers the HVAC inventory they need when they need it by building a network of branches with local, dedicated experts who can offer a superior level of support and expertise."

MORSCO HVAC Supply will open several additional branches across Texas and the Western U.S. in 2018.

"We brought in Jim Mishler at the end of 2017 specifically to grow MORSCO's HVAC operations," said Chip Hornsby, MORSCO CEO. "Jim's expertise and leadership is already guiding MORSCO HVAC Supply to become a significant player in the U.S. market. We are committed to this expansion and are eager to offer our local HVAC customers unmatched levels of support and service."

Joining Mishler in leading the MORSCO HVAC Supply expansion will be:

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A Tantalizing Preview of ICFF 2018

Famed design fair mecca celebrates a 30-year milestone.



BY LINDA JENNINGS
Kitchen & bath specialist

Springtime in New York City can only mean one thing — the International Contemporary Furniture Fair (ICFF)! This year marks the 30th anniversary of the iconic design showcase, which means the excitement is bubbling even higher than usual. Slated for May 20-23 at the Javits Convention Center, ICFF 2018 will host more than 900 fabulous exhibitors from around the world, all gathered to display the latest in contemporary furniture, flooring, lighting, wall coverings, accessories, textiles, and kitchen and bath interiors. The show represents a remarkable opportunity to mix and mingle with top design professionals, experience the most celebrated brands in the industry, and admire the newest and most avant-garde innovations the design world has to offer. There is no better venue for trend-seekers and design fans — a once-a-year treat that is not to be missed! Here is a sneak-peek of a few of the design glories in store at ICFF 2018.

Victoria + Albert puts a new twist on traditional washstands, imbuing them with modern lines and a minimalist motif that is fresh and very on-trend with today's hottest looks. Constructed of solid brass and finished in a gleaming polished chrome, this new collection is the result of a collaboration with Italian design house Meneghello Paoletti Associati, which is known for refining classic designs to work well in urban or conventional environments.

The Candella washstand brings a touch of hotel chic to the bathroom with its elegantly sculpted legs, while the Metallo washstand sports right angle tee joints that look equally at home in a historic period bathroom or in an industrial-inspired theme. Both designs are available in two sizes and include a towel bar and a storage shelf in toughened glass to meet the demands of daily living. The washstands are topped with a basin crafted from ENGLISHCAST, the company's signature composite of volcanic limestone and high-



Victoria + Albert Metallo 100

performance resins: extremely durable and easy to maintain. With their stylish silhouettes and open designs, Victoria + Albert Baths washstands offer a chic alternative to traditional bathroom vanities and are sure to catch a lot of attention. (vandabaths.com)

The new Serie 250 by Isenberg introduces custom surface finishes on the faucet handles for an ultra-chic industrial look. It's perfect for an upscale urban loft or any fashion-forward space with a minimalist vibe. Isenberg is known for its complete collections, and they don't disappoint here with Serie 250 configurations to outfit tubs, showers and basins, as well as complimentary accessories for a finished look. The company is a favorite of professional designers who appreciate their sophisticated aesthetic and their extensive mix-and-match capability that makes it easy to pull together a bath ensemble to fit any project or budget. (isenbergfaucets.com)



Candella 100



Serie 250 by Isenberg

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.

PLUMBING & SHOWROOMS



Blu Bathworks INOX tapware collection



*The Furniture Guild
Avento freestanding vanity*

Blu Bathworks shows off its modern sensibility with its sleek INOX tapware collection. The simplicity of design makes these faucets stand out — elegant and timeless, bold and geometric. With four handle styles to choose from, each design offers a singular look and feel, along with a cohesion that includes showers, tubs and basins for a neatly coordinated bathroom space. The Italian-made INOX Collection is available in a variety of metallic-inspired finishes including British Gold, Gun Metal, Copper Bronze, Satin Steel, and Polished Steel. Crafted from 304 stainless steel to ensure longevity, the collection reflects the Blu Bathworks passion for sustainability and is designed to minimize energy and water consumption without compromising on luxury. (blubathworks.com)

Banish boring bathroom vanities in favor of the stunning works of art produced by the artisans at The Furniture Guild. Its new Avento freestanding vanity is simply spectacular when paired with the Fenix Countersink in matte black. This sophisticated duo will be the centerpiece of the even most luxurious bathrooms, bringing a modern sensibility and clean simplicity to any décor. Like other Furniture Guild designs, the Avento is available in multiple configurations and sizes, including drawer rows and open shelves, six different metal finishes and more than 50 panel finishes. The fully integrated Fenix Countersink crafted from revolutionary nano-tech

materials that can actually heal itself from micro scratches when exposed to low heat. The material resists fingerprints, mold and bacteria, making the sink a smart choice for today's busy bathrooms. The Fenix comes in a variety of sizes and edge thickness, as well as seven shapes including four troughs. (thefurnitureguild.com)

ICFF will last just four wonderful, design-filled days and will open to the public on the final day. It's a wonderful opportunity to see the best of the global design industry up close and definitely a source for future inspiration. Here's to a successful 2018 fair and to the next 30 years! 🌐

TO SEE THESE
PRODUCTS AT ICFF
VISIT BOOTHS #:

Blu Bathworks: #1471

Isenberg Faucets: #1032

The Furniture Guild: #1063

Victoria + Albert: #1557