

WHOLESALE

News of Plumbing • Heating • Cooling • Industrial Piping Distribution



This month, Lyon Conklin celebrates 150 years in business. The HVAC distributor has strong roots in the Mid-Atlantic. Since its acquisition by Ferguson in 1995, Lyon Conklin has grown from five to 24 locations. According to general manager David Brown, Lyon Conklin is a one-stop shop for contractors when it comes to HVAC equipment, supplies, tools, parts and sheet metal. See feature on page 110.

14 additional acres of stock

GSS launches new subsidiary, expands pipeyard

HOUSTON — Global Pipe Supply (GPS), the carbon seamless pipe master distributor and the newest subsidiary under Global Stainless Sup-

ply's umbrella, broke ground last month on their new 14-acre pipe yard. The new yard is located directly across the street from Global Stainless Supply and Forgings, Flanges & Fittings' new 250,000-square-foot, state-of-the-industry Houston facility.

Industry veterans Paul Brahier (formerly of Dixie Pipe and Texas Pipe) and Mike Chambers

(Turn to Global... page 32.)

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APR Supply to acquire YC Supply

LEBANON, PA. — Scott Weaver, president of APR Supply, announced plans to acquire the plumbing, heating and air conditioning distribution business of YC Supply, based in York, Pa. The acquisition is expected to close this month.

"We've been respectful competitors in the same market for many years." (Turn to 'Respectful... page 32.)

Blackman buys Ridgewood Corp.

BAYPORT, N.Y. — Blackman Plumbing Supply, a distributor of plumbing, heating and cooling supplies since 1921, has acquired Ridgewood Corporation, a supplier of similar products, based in Ridgewood, N.J.

"The acquisition of Ridgewood will allow Blackman to effectively expand our operations throughout New Jersey, from the suburbs of Philadelphia to the lower Hudson Valley." (Turn to N.J. distributor, page 32.)

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Italian inspiration creates modern marvels

BY LINDA JENNINGS
Special to THE WHOLESALER

Novellini is used to garnering more than its fair share of attention. With its fashion-forward baths and ultra-chic shower systems, the Italian-born company is accustomed to standing out in a crowd.

Export manager Antonio Isotta



Marco Novellini, president (left), and Antonio Isotta, export manager.

knows how to get the attention of his network of showroom dealers as well.

"I tell them that Novellini offers a product that has no competition," he said. Novellini is perfect for dealers who want to expand horizontally in revenue by adding product line but cannot expand vertically in growth."

Novellini is known for its standardized "custom" products that come in a wide range of sizes and configurations, thus allowing consumers to achieve a singular, custom look without the accompanying high price tag. This represents an opportunity for dealers to grab a larger percentage of the total sale.

"The trend in the U.S. with high-end homes is to have a custom-made shower door or enclosure," explained



The Innovative Sparkle LED Shower Screen, which employs embedded LED blue lights for a distinctive appearance, is a fully functional shower and a striking work of art or room divider.

Isotta. "In the past, dealers sell all the components for a luxury bathroom but refer their customers to a local glass manufacturer for the shower enclosure. That is giving away a signif-

icant portion of revenue. Novellini allows them to capture that revenue and increase their total sales volume."

Novellini started out in the 1970s (Turn to Novellini... page 74.)



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Novellini makes ultra-chic bath & shower statement

(Continued from page 72.)

as a humble Italian artisan company, specializing in wrought-iron and aluminum doors and window frames. Today the company employs 1,200 people with plants in Italy and

France, branch offices throughout Europe, and sales offices around the world. Novellini brings its product line to the U.S. through its exclusive U.S. distribution partner – UK Sales LLC, based in Coconut Creek, Fla.

Dealers place their orders through UK Sales, which ships and bills dealers and maintains a network of independent sales reps. Installation work is handled through a partnership with PlusOne, a national company that directs everything from pre-order measurements to post-installation service work. PlusOne allows dealers to sell a “shower door in a box” and enables consumers to work directly with an installer, thus making the sales process easier for dealers.

Inspired design

First and foremost, Novellini is known for the cutting-edge design and modern aesthetic that are so much a part of its Italian heritage.

“Novellini has a European-inspired design that is unlike anything else in the American showrooms,” said Army Cohen, president of UK Sales. “We have a modern look that will suit any bathroom. Our strength is our ability to offer a customized product without the need for custom work.”



The Free Shower Enclosures' glass panels and sliding shower doors allow consumers to configure their shower system according to their needs or desires.

All of the Novellini collections share the distinctive hallmarks of the company's signature style – clean, clear and contemporary. One of its most notable products is the Cristal Tub – an eye-catching futuristic design that caused quite a stir during its appearance at the 2010 K/BIS in Chicago. A part of the premium Elysium Collection, the tub is made entirely of clear safety glass panels and is complemented by an integrated chrome-finished floor-mounted faucet. The long side panels run straight, while the ends curve outward to create a soothing backrest for a relaxing soak. The look is daring, to say the least, with a definite nod toward minimalist design and a sophisticated glamour.

Also in the Elysium Collection is a selection of more traditional tubs, although all have a distinctive urban edge. From freestanding tubs to built-ins, Novellini rolls out all the options. The Sense tub is one of the newest models from this line and has been well received by consumers and designers. With a sculpted interior and built-in head rests, the tub can be built for one or two bathers. When fully loaded, it includes 16 air jet nozzles, eight whirlpool nozzles, chromotherapy lights, a disinfectant system and a radio with MP3 plug and touch screen remote control.

Novellini is particularly renowned for its collection of remarkable shower systems. From shower columns and trays to fully equipped enclosures, the company offers a style and size of shower to suit any situation. Some of the highlights include:

- The new WALK system combines precision manufacturing and the latest technology to create a therapeutic retreat. Curved glass walls house a customizable array of shower sprays and accessories, including a full-body hydro shower tower/massage system, a rain shower head, a thermostatic mixer, hand shower and a wood accented shower tray.

- The Free shower enclosure series is evidence of Novellini's outstanding versatility. This collection of glass panels and sliding shower doors allows consumers to configure a shower system to fit their needs. Open to the right or left, with a shower tray or without, recessed into the wall or mounted – the options are nearly endless.

- The extraordinary Sparkle system is unlike any other. As a stand-alone shower screen embedded LED blue lights, Sparkle is a fully functional shower and a stunning work of art or room divider.

- Novellini goes a step beyond traditional showers with its multi-functional cubicle systems that are like a

(Turn to Italian... page 76.)

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Italian manufacturer makes a splash in bath/shower market

(Continued from page 74.)

mini-spa experience. The Ares cubicle offers an overhead steam unit, aromatherapy dispenser, vertical hydro massage and foot hydro massage, a thermostatic mixer with diverter, FM panel radio, stainless steel trimmings and a fold-down seat.

Unseen details

All Novellini designs look fantastic, but they are all the more remarkable for the unseen details that add



Novellini began in the 1970s making wrought-iron and aluminum doors and window frames. Today the company employs 1,200 with plants in Italy and France, and a worldwide presence.

value and enhance safety, such as tempered safety glass and water-tight magnetic closing doors. All glass surfaces are treated with an anti-drop treatment to promote easy cleaning and reduce the build-up of scale deposits. All painted surfaces are enriched through a zero-emission process called profile finishing designed to produce a lasting shine while combating surface bacteria.

Because Novellini has a state-of-the-art internal manufacturing process, it is able to maintain total control over quality. The company maintains strict standards for both products and processes, including a 100% inspection of all incoming materials. From the raw materials to the finished product, the Novellini team oversees every detail and process to ensure the finest possible craftsmanship. All products are designed to

meet the latest governmental standards for safety and quality, and regular tests are conducted to ensure that maximum levels of quality are maintained.

Beyond green

Novellini has an extensive record of using eco-friendly practices, from corrugated cardboard packaging materials to lead-free paints. Because the company controls its own integrated manufacturing process, it is able to recycle nearly all of the materials used in its factories. Employees take pride in using the purest ingredients and using chrome-free, no-rinse products that allow processed water to be recirculated during manufacturing. Even the raw glass mate-



Novellini's Walk shower enclosure system with panel features curved glass walls that house a customizable array of shower sprays and accessories, including a full-body hydro shower tower/massage system, a rain shower head, a thermostatic mixer, hand shower and a wood accented shower tray.

rials are made in Italy by a zero-impact emission plant.

"This is a continuous, ongoing issue for us," said Isotta. "We are always looking in the technology department and working towards new procedures that leave zero impact with zero emissions. It is an important part of our corporate culture."

Gaining ground

Although the Novellini brand is well known in Europe, the name is not as familiar among American consumers. To help spread the word, Novellini is actively seeking new dealers across the country.

They also made a significant showing at the 2010 K/BIS and co-sponsored an exclusive pre-show event attended by industry leaders, architects, designers, manufacturers and national press. The company has earned positive reviews from the American media, having received mention from notable industry publications such as *Boutique Design*, *Builder*, *Custom Home*, and *Better Homes & Gardens*.

"We may have limited product knowledge in the U.S. market, but I see that as a great opportunity to grow sales," said Cohen. "People are more sophisticated in their design choices these days, and the Novellini look appeals to that. People appreciate our craftsmanship and our clean lines. I see a great potential for Novellini to grow and succeed here in the United States." ■



Linda Jennings
Guest writer

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