

WHOLESALE

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LEGACY MOVING FORWARD

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Founded in 1951 by Vernon R. Bitzer, manufacturer's representative Vernon Bitzer Associates now employs 13, operates out of a 12,000 square-foot warehouse and serves the eastern Pennsylvania, southern New Jersey and northern Delaware territories. Pictured outside the company's Warminster, Pa. offices are (l-r) principals Steve Krumm, Patrick Daly, Rich Tarr, and David Steele. Read the entire Vernon Bitzer Associates story beginning on page 34.

Porter Pipe and Supply joins Delta Distributors

ADDISON, ILL. — National PVF buying group Delta Distributors recently announced that Porter Pipe & Supply, Addison, Ill., joined the group effective July 1. Phil Knipper, Delta's president, states that Porter Pipe is an ideal member for its group since they stock a large product line of PVF industrial and mechanical products. Jim Porter, CEO, said that Porter will not only fit Delta's PVF product line requirements, but more importantly their business culture will synchronize with current Delta members. Bud Porter, president, said Delta's approach to vendor relationships is as important as Porter's approach to customer relationships.

"We look to really partner with our vendors," Bud added, "and know that the best

business performance comes from true partnerships."

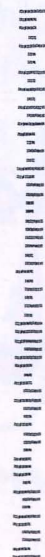
Delta Distributors is the only exclusive national PVF buying group that concentrates on PVF products throughout America. A Delta board executive, states that Porter Pipe brings great value to Delta since the privately held Porter Pipe led by family partners, have a long-standing PVF heritage.

Ralph Porter, a hydronic engineer and father of eight, decided to risk everything in the face of national 1976 economic struggles, and invest in the dream of starting his own company at the age of 50.

(Turn to Porter Pipe... page 34)



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Trend Alert: living large in small spaces

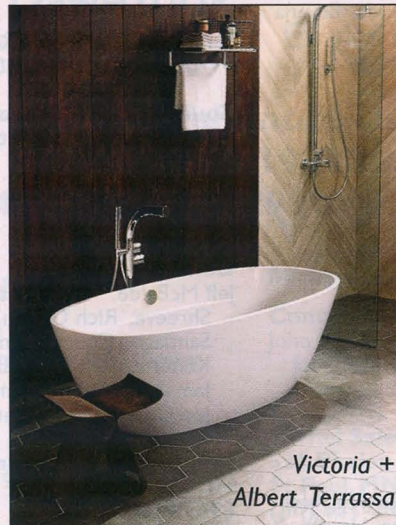
New products and designers bring sophistication to small living spaces.

Small houses are all the rage right now as consumers and designers alike fall in love with the ease and elegance of cozy living quarters. From exquisitely appointed urban apartments to vintage-inspired beach bungalows, the rising trend in today's home design is to take a small space and make it live large. Even celebrities have seen the light, turning away from mega homes and instead discovering the charm of outfitting smaller spaces in their own personal style. The hit HGTV series "Tiny House, Big Living" is popular with viewers of all ages and serves as further proof that today's trends are all about being creative and making the best use of space.

While the square footage of homes may be shrinking, product designs are bigger than ever when it comes to style and sophistication. Industry leaders have become quite savvy about creating simplified designs that maximize space – both in terms of square footage and all-important visual space. Homeowners love the idea of living in luxury in a small space. The secret to pulling this off is a well thought-out design plan and innovative products that make smart use of every inch. U.S. designers are leading the way, with new product lines that help consumers maximize their living areas. In Europe, where living space is always at a premium, designers continue to fine-tune their space-saving techniques. Well-known Italian brands and new designers from Switzerland, the Netherlands, and Austria are bringing their products to market and showcasing exciting new levels of creativity.

Let's take a closer look at some of our favorite products that we see bringing thoughtful, sophisticated designs to even the most compact of spaces.

The double-ended *Terrassa* tub from **Victoria + Albert** offers a deep and roomy interior that easily accommodates two bathers, yet at just 67 inches long, it is sized to fit compact spaces. A freestanding bath is a smart choice for little bathrooms, as it has a smaller footprint than a garden tub and is



Victoria + Albert *Terrassa*

visually lighter. The beautiful *Terrassa* is notable for the sculpted swage detailing on the interior and its iconic rimless design that complements any décor from transitional to modern. www.vandabaths.com

Cinaton makes use of cutting-edge technology to create a clean, uncluttered look with its hands-free *2201 Pull-Down Faucet*. An ab-



Cinaton *2201 Pull-Down Faucet*

sence of levers and handles lends an understated style to this contemporary faucet, but consumers love it even more for the convenience and ease of its touch-free controls. Five strategic sensors allow users to direct water flow and control temperature without touching the faucet. Perfect for busy kitchens as well as hospitality and medical settings, this water-saving faucet is eco-friendly and ADA compliant with built-in safety controls. www.cinaton.com

As one of the hardest working areas of the home, the laundry room is a place where practicality really matters. This may explain why the *Jentle Jet* laundry sink from **MTI Baths** has been such a hit. This compact sink fits neatly into a laundry room and does double-duty as a utility sink. Per-

fect for pre-treating laundry and other functional chores, the *Jentle Jet* can also care for your fine



MTI Baths *Jentle Jet*

washables. With three micro-jets and a three-speed control knob, this surprising sink uses whirlpool action to thoroughly but gently wash your most delicate garments. It's a great way to get extra efficiency from a room without space to spare. www.mtibaths.com

ICERA solves the dilemma of allocating space for a bidet in the American bathroom by introducing the *iWash S-10 Bidet Seat* that converts an existing toilet into a bidet — as well as adding



ICERA *iWash S-10 Bidet Seat*

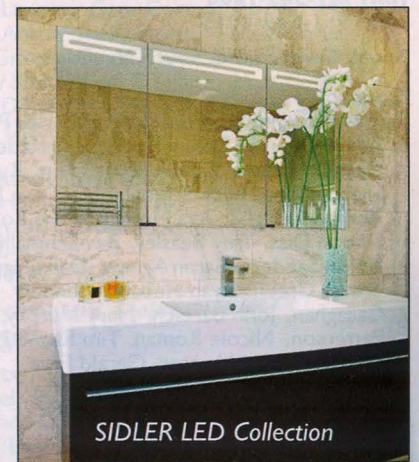
a few other luxurious features. The *iWash* system has an elegant design, but its true beauty is its instant water heating system. For the price of a competitor's tanked models, the *iWash* offers limitless warm water, a heated seat, warm air dryer and LED nightlight. This innovative system allows homeowners to add another layer of luxury to their bath without sacrificing valuable floor space. www.icerusa.com

We particularly love the **SIDLER LED Collection** of mirrored medicine cabinets. They evoke sophisticated luxury and are perfect for getting pampered and prepared. Imbued with Swiss perfection, the new LED mirror cabinet is crafted from anodized aluminum and features an original



BY LINDA JENNINGS
Kitchen & bath specialist

light design, refined in both its execution and technology. Opening the cabinet door reveals a mirrored cabinet back with plenty



SIDLER LED Collection

of room for toiletries. Energy efficient and seamless, the **SIDLER LED** provides 50,000 hours of light. The LED mirror also features soft-close doors, patented shelf adjustment system, built-in outlets, a magnifying mirror and a cosmetic box. www.sidler-international.com

Bain Ultra has redesigned two air jets tubs from its most popular therapeutic bath collections to complement smaller bathrooms.

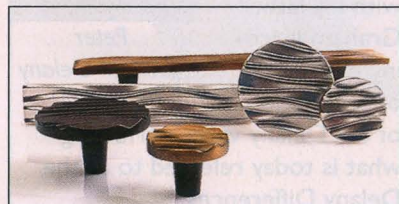


Bain Ultra *Evanescence 5936*

The *Evanescence 5936* and the *Charism 5736* are sized to be "just right" for a single bather while still focusing on the relaxation, quality, and wellness elements that are

hallmarks of the Bain Ultra brand. The Evanescence 5936 is an elegant freestanding tub with a roomy interior and gently sloped backrest that allows for full body immersion, while the Charism 5736 offers a modern interpretation with a sleek silhouette and bold band of color that outlines the tub's exterior. www.bainultra.com

Choosing beautiful hardware is an innovative and effective way to inject big style into a small space. **DuVerre Hardware's** new *Wave Collection*, designed by Gina Lubin offers a perfect example. Inspired by the undulating sea and its captivating horizon, Wave blends light



DuVerre Hardware Wave Collection

and texture into an extraordinary design that lends itself to vertical or horizontal installation. Made of eco-friendly recycled aluminum, the collection is available in satin nickel, antique brass and oil-rubbed bronze. www.duverre.com

One tried-and-true method designers rely on when styling small spaces is to use cohesive elements. **Isenberg's** new *150 Series* is a designer's dream come true with over 20 matching pieces that brings a coordinated motif to any contemporary bathroom.

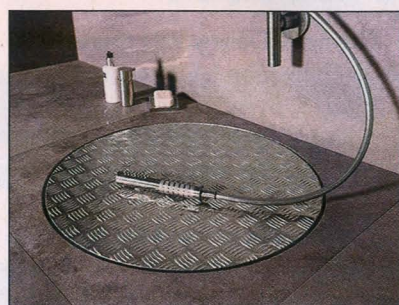


Isenberg 150 Series

The 150 Series is notable for its clean lines and sculptural feel, as well as the impeccable quality that is part of the Isenberg legend. From basin faucets to tub fillers to shower controls, the 150 Series is the perfect solution for creating an elegant finished look. www.isenbergfaucets.com

We are inspired by this fun yet practical idea for a shower. **ESS** unveils a new concept from the Netherlands with their unique *Easy Drain* shower board. Characterized by its circular shape

and extraordinary size, the Easy Drain gives designers the creative freedom to conceptualize modern



ESS Easy Drain

barrier-free showers. With the drain set directly into the floor of the shower, the look is clean and visually pleasing, especially with the shower board's geometric texture and easy-to-clean stainless steel finish. The Easy Drain shower board is simple to install and can be adjusted in size and height as needed. www.easydrain.com

Victoria + Albert has added a thermostatic wall-mounted shower mixer to their popular *Tubo* collection perfect for tight showers. The *Turbo 20* features

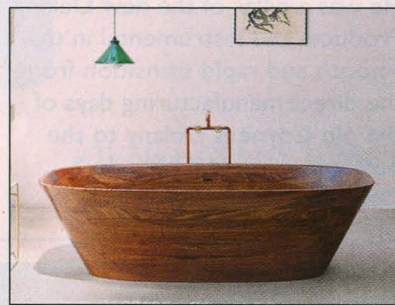


Victoria + Albert Turbo 120

easy-to-use controls, a separate handheld shower attachment, and a unique 8-inch crescent-shaped showerhead. Known for its sleek design, the *Tubo* Collection is well suited for compact bathrooms that don't need any visual "clutter". The *Tubo 20* is sleek and elegant, drawing the eye upward along graceful lines and makes an ideal addition to a minimalist space. www.vandabaths.com

Representing the best of new designs entering the U.S. market,

Nina Mair of Austria is causing quite the stir with its *Shell* bathtub made of hand-polished and oiled walnut. Carved from a single block of aromatic walnut using a precision CNC milling machine, the tub



Nina Mair Shell walnut tub

is evidence of an incredible level of craftsmanship. Besides being beautiful to look at, the *Shell* tub offers an exceptional bathing experience that is roomy enough for two. www.ninamair.at

When conserving floor space counts, turn to the walls for space-saving solutions. **Galassia** offers a matching wall-hung toilet and bidet that provide a sophisticated yet functional option for making the best use of bathroom space. With an industrial-inspired



Galassia MEG II duo

style, the *MEG II* toilet and bidet duo feature a concealed dual flush system that keeps the plumbing neatly hidden from view. Headquartered in northern Italy in a region famous for its beautiful ceramics, Galassia works with renowned designers to create stunning collections for the upscale bath. www.ceramicglassia.com

In small spaces, an uncluttered bathroom is a beautiful thing. Case in point — the new *Fresh faucet collection* by **MCN European**



MCN European Faucets Fresh Collection

Faucets. Made in Italy, this faucet is minimalist design at its best. Flat and curved lines run together to create a modern look that is clean and distinctive. Available in a variety of configurations including a roman tub set, wide spread basin and thermostatic shower, the *Fresh* faucet comes in a choice of polished chrome or brushed nickel finishes. www.mcnfaucets.com

QuickDrain USA introduces a true zero-entry shower with its latest feat of plumbing genius. Developed with input from architects, designers, engineers and installers, *RetroFit* is a linear drain



QuickDrain USA RetroFit

that is nearly invisible, creating a smooth and clean shower surface. An internally sloped trough ensures no stagnant water or hard water build-up. With its sleek lines, *RetroFit* brings a subtle ease and convenience to the bathroom that makes even the smallest showers seem larger. www.quickdrainusa.com

After perusing all the examples listed here, it's easy to see that the idea of living large in a small space is here to stay. People like to be cozy, but no one wants to feel cramped. As leaders in the kitchen and bath trade have discovered, the key to understanding the difference is all about scale. It's about taking the luxuries of an oversized lifestyle and bringing their essence to a proportion that fits today's "smaller is better" design trend. From here in the U.S., to designers around the world, there's a new space-saving movement afoot, and we look forward to see what they will come up with in the years 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.