

News of Plumbing, Heating, Cooling and Industrial PVF



## TRENDS IN MASTER DISTRIBUTION

*Distributors in the 21st century face unprecedented challenges as intertwined changes in society and technology upend traditional ways of doing business. We discuss these challenges with Bill Zielinski of Chicago Tube & Iron, Ernie Coutermarsh of F.W. Webb and A.J. Benton of Swardan Supply, who provide insight into their companies' plans to turn challenges into opportunities. Page 24.*

## Duravit CEO reflects on 200th anniversary

**DULUTH, GA.** — With its beginnings in 1817 as an earthenware manufacturer in the Black Forest of Baden-Württemberg, later part of southwestern Germany, Duravit marks its 200th anniversary this year. To help celebrate this milestone, Duravit CEO Frank Richter sat down and reflected on the company's history and what is to come from them in the future.

On the company's history:

"Early on in the company's history, Duravit started out as a ceramics specialist, before going on to become a manufacturer of sanitary ware products. In the late 1980s, Duravit worked with Dieter Sieger to present

its first designer series for the bathroom, Giamo. Yet Giamo was only the beginning, and the first complete designer bathroom, created with Philippe Starck, revolutionized the sanitary industry when it was launched in 1994. Today, numerous internationally renowned designers are working for Duravit."

On Duravit's DNA:

"Our aspiration is to make designer bathrooms come alive. This is guaranteed by highest quality, original design and

*(Turn to 200 years... page 88)*



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# DECORATIVE TRENDS

## Great Bath Design is Always in Style

*Clean lines and art deco influences are key themes.*

**T**rends may come and go, but great design is in perpetual demand. This is especially true in the luxury bath industry where exceptional design is both expected and sought-after. Smart consumers and designers recognize their investment in high quality; well-thought-out products offer the best return in long-term value and enjoyment. They know that “great design” refers to much more than outward aesthetics, and also includes engineering techniques, materials and functionality. Fortunately, the industry is teeming with an amazingly diverse array of products that exemplify the best elements of art deco influence. Many will likely go on to receive awards and accolades at design shows throughout the world. Here’s a look at the some of the timeless new products in the bath market that will never go out of style.

The Florin Collection of bath fixtures from **Victoria + Albert** perfectly captures the essence of art deco design with subtle fan detail on the tap handles. Crafted in England using traditional tech-

niques and the newest materials, the collection includes five distinctive pieces for the basin, bath and shower, making it easy to coordinate the bathroom for a beautifully cohesive look. Now available in Unlacquered Brass. [www.vandabaths.com](http://www.vandabaths.com)



Victoria + Albert Florin Collection

With clean lines and a sophisti-

cated modern vibe, the new Riva 406 vanity from **The Furniture Guild** is available in seven different configurations, including single and double basins, with



The Furniture Guild Riva 406 vanity

sizes ranging from 24 inches to 96 inches. Each unit comes with three drawers, and up to three units can be joined together for expansive counter space and storage. The model shown features a Guildstone top that seamlessly integrates the sink bowls with

the counter top. The selection of finishes runs the gamut from beautiful wood textures to dramatic lacquers. The Furniture Guild provides customers with multiple customization options and solid construction, so each finished piece is a spectacular one-of-a-kind masterpiece. [www.furnitureguild.com](http://www.furnitureguild.com)

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**Cinaton's B3004** vessel faucet has a beautifully simple silhouette that gives little indication of the impressive technology hidden



Cinaton B3004 vessel faucet



BainUltra Nokori Oval 6737

**BainUltra's** new Nokori Oval 6737 is an oval-shaped iteration of a geometric line of freestanding baths that represents the epitome of contemporary elegance. The exterior of the tub is notable for its absence of ornamentation, while the interior has been smartly designed to accommodate two



**BY LINDA JENNINGS**  
Kitchen & bath specialist

from view. The patented iSense system allows for effortless hands-free operation with five infrared sensors that control more than 13 functions, from temperature to water flow as well as three user-defined presets. With an intermittent water flow and automatic shutoff feature, the B3004 is a smart choice for up to 70 percent in water savings as well as an elegant addition to any bathroom or powder room. [www.cinaton.com](http://www.cinaton.com)

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bathers in total comfort. Measuring 67 inches by 37 inches by 24 inches, the tub holds an impressive 66 gallons of water for an immersive soak. Crafted exclusively of durable white acrylic, the tub has a seamless appearance and a beautiful made-to-last finish in a choice of glossy or UltraVelour, a new matte finish exclusive to BainUltra. [www.bainultra.com](http://www.bainultra.com)

**Atlas Homewares** now offers fabulous new finish options

on some of its most sought-after bath accessory collections. French Gold is the latest "it girl" of the color world, and it is taking center stage with a sophisticated shine. Also new is the elegant Polished Nickel finish with a gleam and shine that is understated, but dramatic. Both new finishes are now available on the hotel-inspired Axle Collection: the refined vintage style of the Gratitude Collection, the simple yet geometric Parker Collection, and the Solange where rounded angles and exposed bolts create a modern edge. All are offered in previously available Polished Chrome and Brushed Nickel as well, and come in a variety of formats, including hooks, towel bars and racks, hand towel holders and paper towel holders. [www.Atlas-Homewares.com](http://www.Atlas-Homewares.com)

Designed to sit flush on the wall, **QuickDrain** introduces WallDrain, this ingenious design

creates a sleek and unobtrusive look where the shower drain is almost invisible. As the first American-made wall drain of its kind, it features a 316L stainless steel body with the company's patented Sure Flow System that leaves no standing water in the drain body, and is the easiest way to achieve a true curbless shower. WallDrain provides total water evacuation, eliminating hard water deposits, odor and debris in the drain. [www.quickdrainusa.com](http://www.quickdrainusa.com)



Atlas Homewares new French Gold finish (lower left)

Black is the ultimate neutral — it goes with everything and always looks fabulous. **Nostalgic Warehouse** is putting this versatile color on center stage with its Black Porcelain Knobs. With a glossy shine and dark-as-midnight hue, these stunning knobs are dramatic on their own,

and even more so when paired with a beautifully finished rosette or backplate. The Black Porcelain Knobs are kiln-fired and mounted on a solid-forged brass backplate

to creative space-saving solutions; the Bewdley towel warmer by **The Sterlingham Co. Ltd.** is a perfect example. This compact-yet-stylish rack has been clev-



Nostalgic Warehouse Black Porcelain Knobs

for exceptional durability. With 12 different plate and rosette options to choose from, customers have the opportunity to create a custom look to suit their design style. Options include long backplates with vintage-inspired scrolls or Art Deco engravings; traditional rosettes with intricate rope detailing; and short backplates with bold, geometric shapes. Further customization is available by choosing one of eight lovely finishes, including Antique Brass, Antique Pewter, Bright Chrome, Oil-Rubbed Bronze, Polished Brass, Satin Nickel, Timeless Bronze and Unlacquered Brass. [www.nostalgicwarehouse.com](http://www.nostalgicwarehouse.com)

Sometimes a lack of space leads

erly engineered to fit neatly in tight spaces where it serves the practical-yet-luxurious function of providing freshly warmed towels. It's just right for strategic placement on a narrow wall next to a shower or bath. The standard size has a wall mount diameter of 88 inches and tubes with a 32-inch diameter, but as with all Sterlingham towel warmers the dimensions can be customized to suit each customer's needs. Standard finish options are polished brass, polished chrome, polished or matte nickel, antique gold, copper and bronze. Featuring Sterlingham's patented low-energy design, the Bewdley's exceptional quality and elegance makes it a



QuickDrain WallDrain



The Sterlingham Co. Ltd. Bewdley towel warmer

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beautifully practical accent in any décor. [www.sterlingham.co.uk](http://www.sterlingham.co.uk)

With a legacy of creating extraordinary bath products for

company's continuing commitment to quality, service and customization. An updated logo, new brochure, and website designs were



MTI bath rebranding

nearly 30 years, **MTI bath** has announced a rebranding that reflects the company's position in the luxury market. The new brand progression appeals to customers with an appreciation for high design, as well as showcasing the

created to inspire loyal customers while engaging a new generation of buyers looking for the highest standards when selecting luxury bath products. [www.mtibaths.com](http://www.mtibaths.com)

**Victoria + Albert** chose the perfect location to showcase art



Victoria + Albert's Road Show Event at the Lab Miami, located in the Wynwood Arts District, showcased art deco influences in bath design.

deco influences in bath design with their Road Show Event at the Lab Miami, located in the Wynwood Arts District. This former warehouse district has reinvented itself as the art and design mecca of South Florida home interior design studios, art galleries, shops,

ers and showrooms in the area. Headlining the products on display was the new Eldon bath, designed by leading British Architecture and Interior Design Studio, Conran + Partners. The contemporary back-to-wall design is endowed with the curvaceous lines of a freestanding bath but utilizes the smaller footprint of a built in tub. [www.vandabaths.com](http://www.vandabaths.com)

**Smart consumers and designers recognize their investment in high quality; well-thought-out products offer the best return in long-term value and enjoyment. Fortunately, the industry is teeming with an amazingly diverse array of products that exemplify the best elements of art deco influence.**

Considering all the examples listed here, it's obvious that innovation and a commitment to quality are integral values in the luxury bath industry. Customers benefit from these values and reward those companies and manufacturers with impressive brand loyalty. As industry members continue to seek new inspiration and improved methodologies, we look forward to seeing what heights of design standards they will reach in the months and years to come. 🌐

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eclectic bars and one of the largest open-air street-art installations in the world. Victoria + Albert brought their latest introductions along with an evening of snacks, cocktails and fun directly to some of the most influential design-

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