



MEETING EXPECTATIONS

Robertson Heating Supply has served Ohio and surrounding states for 82 years, moving forward through innovation and reliable service. Although its counters still are an important element of doing business, recently the distributor has enabled customers to place orders via their smart phones. In the inset, Scott Robertson, president of Robertson Heating Supply, delivers a 'Corporate Goals' update during a recent employee meeting. Read the entire story beginning on page 32.

MORSCO acquires DeVore & Johnson

FORT WORTH, TEXAS — MORSCO, based here, has acquired substantially all of the assets of DeVore & Johnson, a plumbing wholesaler with four locations in Georgia, including three in the Atlanta metro area, giving the company an expanded footprint in the Southeast.

The locations will continue to operate as DeVore & Johnson, a MORSCO Co.

DeVore & Johnson, founded in 1950, provides plumbing fixtures and supplies to contractors, builders, remodelers, homeowners, architects and interior designers. With more than 65 years of providing exceptional customer service, DeVore & Johnson is among the market leaders in both the Atlanta metro area with branches in Forest Park, Suwanee and Kennesaw, as well the leading supplier in Athens.

"DeVore & Johnson has more than 65 years of history in providing plumbing supply solutions to customers in Georgia," said Ted DeVore, chairman of the board of DeVore & Johnson. "MORSCO's dedication to their customers and providing outstanding service matches our company's values, making this partnership a great fit. We look forward to growing our business by continuing to provide exceptional service to our customers."

MORSCO will open an office in the Southeast to better leverage growth plans. With the entry into Atlanta, MORSCO is now a market participant in four of the top nine MSAs in the United States.

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Great design is always in style

These timeless products stand the test of time

Trends may come and go, but great design is in perpetual demand. This is especially true in the luxury kitchen and bath industry where exceptional design is both expected and sought-after.

Smart consumers and designers recognize that their investment in high quality, eco-friendly and well-designed 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 great design. Many will likely go on to receive awards and accolades at design shows throughout the world.

Here's a look at some of the timeless new products in the kitchen and bath market that will never go out of style.

Pescadero tub

Named after the picturesque seaside town in Northern California, the Pescadero tub captures the beauty of the ocean with its distinctive wave design. The smart, sculpted swage details on the inside and outside of the bath create crisp shadow lines that accent the dynamic contours of the rim and pays homage to the seaside lifestyle. Crafted from ENGLISH-



The Pescadero tub is crafted from ENGLISH-CAST, a finely ground volcanic limestone mixed with resin, the tub is cast in one seamless piece that won't crack or flex.

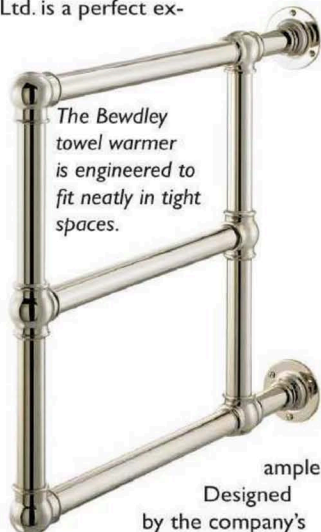
CAST, a finely ground volcanic limestone mixed with resin, the tub is cast in one seamless piece that won't crack or flex. The unique construction is finished by hand to provide a glossy white solid surface that is highly durable

and easy to clean. Also, new and exclusive to the United States for 2016, the Pescadero tub is available in six distinctive new external finishes including: gloss black, anthracite, stone grey, light grey, matte black and matte white.

www.Vandabaths.com

Bewdley towel warmer

Sometimes a lack of space leads to creative space-saving solutions. The Bewdley towel warmer by The Sterlingham Co. Ltd. is a perfect ex-



The Bewdley towel warmer is engineered to fit neatly in tight spaces.

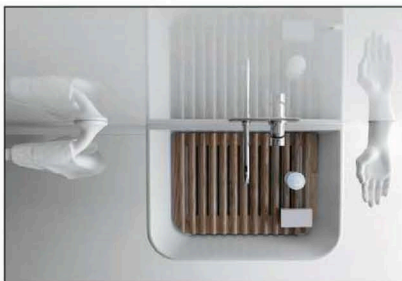
ample. Designed by the company's general manager Andrew

Healy, this compact-yet-stylish rack has been cleverly 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. Available in bespoke sizes and configurations, the Bewdley pays tribute to traditional English decor with its classic styling and ball joints. Custom finishes and details are available including standard finish options such as polished brass, polished chrome, polished or matte nickel, antique gold, copper and bronze.

www.Sterlingham.co.uk

Meg II sink

Designed by Antonio Pascale, the Meg II from Galassia, Italy is a wall-mounted, modern day utility sink with a fresh take on functionality. Characterized by clean, fluid



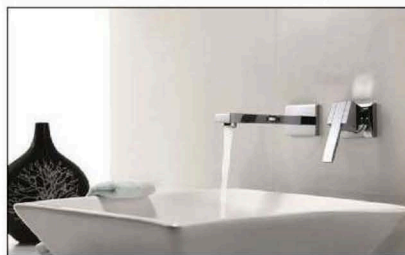
Characterized by clean, fluid lines with a design that is urban and classic, the Meg II utility sink is made from a single block of ceramic and wall-mounted to create a modern, accessible space.

lines with a design that is urban and classic, the Meg II utility sink is made from a single block of ceramic and wall-mounted to create a modern, accessible space. An elegant wooden ash grate adds to the versatility of this utility sink.

www.Milusainc.com

150 Series accessories

Isenberg's new 150 Series is an excellent example of the mix-and-match trend. Including 20 matching pieces, the line is destined to add grace and elegance to the bath with its bold contemporary shape and lines smooth as satin. The 150 Series has a sculptural quality that catches the eye, while its clean simplicity allows the collection to blend well in any



The 150 Series has a sculptural quality that catches the eye, while its clean simplicity allows the collection to blend well in any bathroom décor.

bathroom décor. Whatever configuration you might imagine for the bath, Isenberg's 150 Series has the fixture you need to pull off an impeccable finished look.

www.Isenbergfaucets.com

Nokori therapeutic bath

Bain Ultra pays tribute to classic cube design with the revelation of its newest therapeutic bath collection — Nokori. These free-standing tubs capture the purity



BY LINDA JENNINGS
Kitchen & bath specialist



Simple rectangular lines permit a remarkable flexibility of design, allowing the tub to be placed floating away from the wall or fitted against one, two or three walls creating a spacious or cozy bathing experience as desired.

of minimalist design with a geometric silhouette that blends with nearly any architectural style. Simple rectangular lines permit a remarkable flexibility of design, allowing the tub to be placed floating away from the wall or fitted against one, two or three walls creating a spacious or cozy bathing experience as desired.

www.Bainultra.com

Winston vanity

The Furniture Guild unveils its new Winston vanity. Known for extraordinary craftsmanship, the Furniture Guild has just expanded their line from heirloom wood bath vanities to include the highest quality metal construction as well. The Winston, shown in unlacquered brass with sea serpent automotive finished panels, is the first design to come from its new metal line. The new model includes an elegant walnut interior complete with glass dividers, suede leather lining, glass jar

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SHOWROOM TRENDS

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compartments and an integrated power option. Crafted from brass — not just a brass finish — and



Crafted from brass — not just a brass finish — and paired with an automotive quality paint, the new Winston vanity is designed to last in demanding bath environments.

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www.Thefurnitureguild.com

Apogee accessories

Lenova's new Apogee Bath ac-



Each of the three new collections for the new Apogee Bath accessory line include a towel bar, toilet paper holder, robe hook and a towel ring in either a brushed nickel or polished chrome finish.

cessory line lets you create a brand new style without having to undergo all those complicated renovations. Offered in design styles to suit any décor, from sleek and modern to traditional, this collection of bath accessories includes everything you need for an updated and coordinated bathroom. Each of the three new collections include a towel bar, toilet paper holder, robe hook and a towel ring in either a brushed nickel or polished chrome finish. Designed for beauty and built to last, these accessories are an irresistible choice for a budget-conscious bathroom update.

www.Lenovasinks.com

Crystal Collection decorative hardware

The beautiful Crystal Collection from Topex Design is a stun-



ning example of jewelry for the home. Adorned with glistening crystals and wrapped in gold and chrome, the new line of elegantly modern shapes adds a sparkling sensation to any décor. Headlining the new collection are the Small Bright Knobs, featuring a dazzling arrangement of princess-cut crystals joined to create an exceptionally unique piece of decorative hardware. Resembling a classic cuff link, the knobs

are the ultimate in opulence for the well-dressed home. Available in gold, black nickel or chrome, the Small Bright Knobs are gorgeous examples of functional art at its finest.

www.Topexdesign.com

K2002 kitchen faucet

The K2002 kitchen faucet by Cinaton is completely touch-free. The faucet features a swivel spout, dual function pullout spray head, and three user-defined preset settings for convenience. Cinaton's iSense



The K2002 kitchen faucet touch-free design utilizes five advanced sensors to put water into motion and allow the user to adjust water temperature.

technology makes it easier to turn on the water flow when hands are messy or turn off the water when it is not needed, thereby saving water and keeping the faucet cleaner while helping to reduce the potential for bacteria. The K2002 kitchen faucet touch-free design utilizes five advanced sensors to put water into motion and allow the user to adjust water temperature. It also features a center easy sensor pause, or disable function, for cleaning the sink area. The faucet is available in either a polished chrome or satin nickel finish.

www.Cinaton.com

Addison 5 tub

MTI Bath's new free-standing Addison 5 tub is a remodeler's dream. Finding a free-standing



The Addison 5 offers a very generous interior bathing area with a smaller exterior footprint than a cast iron or acrylic tub with double-walled construction.

tub that fits into a standard 60-inch space can be a task. The new Addison 5 comes in at just 58 inches long, yet because it is made of the company's signature ESS material, the tub walls are only 1-inch thick. This allows the Addison 5 to offer a very generous interior bathing area with a smaller exterior footprint than a cast-iron or acrylic tub with double-walled construction. With elegantly concaved ends that are gently contoured to be supportive and extremely comfortable, the Addison 5 reflects the clean lines that have made MTI's Boutique Collection so popular.

www.MTIbaths.com

iWash bidet seat

Icera's iWash S-10 bidet seat was designed to convert your existing toilet into a bidet and take it a step



iWash offers a limitless warm water supply in the price-range of competitor's tanked models, which offer only 45 seconds of warm water.

further by including a heated seat with adjustable water temperature, a warm air dryer and a LED nightlight. What truly sets this innovative bidet seat apart is the instant water heating system. iWash offers a limitless warm water supply in the price-range of competitor's tanked models, which offer only 45 seconds of warm water. This tankless model also features two power-saving modes and a seat sensor to ensure the unit will only operate when occupied.

www.Icerausa.com

Chunky Collection accessories

Atlas Homewares' Chunky Collection of sleek knobs is all about



The Chunky Collection comes in round and square configurations and three sizes, ranging from 1" to 1³/₁₆".

making a strong visual impact with a hip geometric design that demands attention. The Chunky Collection comes in round and square configurations and three sizes, ranging from 1 inch to 1³/₁₆ inches. Finish options include brushed nickel, polished chrome

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Inventory variances: Does the net tell the truth?

*A tale of Jack
and the pride
of it all.*

Jack is the owner of an industrial products supplier with five sales/inventory warehouses including one large distribution center. Jack called me and asked if I could spend a few days with him and review the overall business. I could tell he had something on his mind.

I arrived, we talked, and I suggested a tour of the company. Met a lot of nice and hardworking people – and I mean working so hard that I could feel the stress. It doesn't take long to see that something's not quite right. There was a chaotic feeling about the organization; a sense of nervousness.

Jack turned to me with that

deer in the headlights look and said, "We lost near \$300,000 last year."

I said, "Jack, you have my attention."

I asked for more details and that he keep the conversation at a macrolevel.

He said he couldn't give me much other than that at the end of the year, the company's sales looked good and inventory looked better than ever. I said, "Let's focus on the inventory. What portion of that \$300,000 loss was related to inventory?"

He said, "The company was up 10 percent in sales volume, so we guess it was from the operations

side of the business."

I said, "So your sales were up and your operating expense increased by no more than 2 percent, right?"

He said, "No. Actually, operating expense increased much more than that."

I've been at this long enough to know what's going on. I asked, "So what was your physical inventory variance?"

Grinning ear-to-ear and proud as a peacock, he said, "We don't even have to look at that, as it was almost zero. That's why we're sure it came from the operating expense side."

"Jack, what were your pickup and shrink percentages?"

He then said that it doesn't matter. (Well, my family will tell you that when I'm curious, I just don't stop.)

I said, "It does matter, Jack. It matters a great deal. Case in point: If you had an inventory shrink (loss) of \$200,000 and a pickup (increase) of \$200,000, that would be a net variance of ... ?"

Jack said zero. I said sure enough and that would look pretty good — so good that it would make a business owner happier than a fish in water. Jack smiled.

I asked, "If the \$200,000 shrink related to 1,000 part numbers, and the \$200,000 pickup related to 10 part numbers, would that be cause for alarm?"

He said, "Nope. It's still a zero variance."

I posed this thought: "I'm afraid I can't agree on that one, Jack. If I had errors for 12 months on 1,000 of my part numbers, I would suspect that a WHOLE LOT of BAD is going on and that for sure the operating costs were very high. Errors on 1,000 items clearly trumps errors on 10 items — that is, if you place your focus on what inventory is really about — quantity. In fact, the human resource and financial outlay to manage that type of discrepancy would scare the dickens out of a guy. Your challenge is that you are focused on the dollars and not the quantity. The net variance of quantity is an alarming number where the variance of dollars is not. You're hearing what you want to hear."

I then said: "When dealing with inventory, focus on the pieces — not the dollars. You do not sell dollars. You do not order dollars. You do not warehouse dollars. You manage quantities of consumable



BY DAN BELANGER
Industry Solutions Consultant

assets. If you focus on the quantities, the dollars will follow along."

When is the last time one of your sales staff walked into the warehouse and asked, "Hey Charlie, did my \$10,000 of nail guns come in yet?" Instead, it would be much more likely that the salesperson asked if her order of 10 Ramset nail guns has arrived. When is the last time your customer called and said, "I'd like to order \$10 of utility knives"? My guess is that they said, "I'd like to order 10 utility knives — what's your price?" or "I'd like to order 10 utility knives at \$10 apiece."

Jack said: "Dan, I get it and agree. We just never looked at things that way. Heck, even everyone in my peer group places focus on the dollars."

Then Jack said, "Do you have some time to talk about my operating expense?"

The moral of the story is that you need to:

Look past what you want to see for what you need to see, which is the truth and not the average.

Remove your blinders of desired bliss. 🌐

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SHOWROOM TRENDS

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and polished nickel.
www.Atlashomewares.com

Maestro kitchen faucet



The Maestro pullout spray kitchen faucet features a splash-free aerated stream, a drip-free Kerox ceramic disc cartridge and a limited lifetime warranty.

Known as the Maestro RVF 1225BN, Ruvati's pullout spray kitchen faucet may be installed in countertops up to 2-inch thick with one- or three-hole installation options. The faucet offers a solid brass construction for exceptional durability and is individually

tested and inspected to ensure the highest quality. As with all Ruvati faucets, it features a splash-free aerated stream, a drip-free Kerox ceramic disc cartridge, and a limited lifetime warranty.

www.Ruvati.com

Considering all the examples listed here, it's obvious that innovation and a commitment to quality are integral values in the luxury kitchen and bath industry. Consumers 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. 🌐

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.