

WHOLESALE

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Issue Ever!



Teresa B. Marry Photography

Birmingham, Ala.-based V&W Supply continues to invest in their business to best serve customers. As part of that, the company recently renovated its 7,000-square-foot VW Gallerie, A Kahler Premier Showroom, with a sleeker, more modern look that features interactive displays. In the showroom are: (from left): Rachel Ayer, Dawn Calvert, Heather Wiggins, Sharron Edwards and Lauren Mahan. At the same time, V&W remains true to the traditions that 'brought them to the dance,' including an extraordinary emphasis on customer service. A feature article, based on interviews with executives Jim Herritt, Carlo Joseph and Lee Herritt, begins on page 168.

MSC Holdings, Inc. acquires Wholesale Specialties Inc.

FORT WORTH, TEXAS — MSC Holdings, Inc., parent company to Morrison Supply Company, Express Pipe & Supply and Farnsworth Wholesale Company, and a leading wholesale distributor of plumbing and builder products throughout the West and Southwest, recently announced that it has acquired the assets of

Acquisition expands MSC Holdings' footprint into Colorado

Denver-based Wholesale Specialties Inc., one of the largest plumbing supply businesses in Denver and surrounding markets.

Wholesale Specialties will continue to operate under its existing management and brand name, led by Ron, Sandy, Bobby and Bryan Schiff. Noted for top customer serv-

ice by a focused and experienced team throughout its organization, Wholesale Specialties is a great addition to the MSC Holdings group, according to a press release from MSC.

Chip Hornsby, Chief Executive Officer of MSC Holdings, said, "We welcome Wholesale Specialties to our growing family of companies throughout the West and

Southwestern U.S. We share the commitment of Wholesale Specialties to continue to provide their customers with great value and excellent service

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KITCHEN & BATH STYLE

Top kitchen & bath trends for 2014

Design trends are always changing and evolving, and they're always fascinating to watch. The start of a new year is a great time to look ahead and share predictions as to what 2014 might hold for emerging trends in the kitchen and bath industry. One thing does remain fairly certain though. Bathroom and kitchen upgrades were near the top of the list of homeowners' renovation projects in 2013, and that trend is likely to continue in the months to come.

I. Curves Ahead

Curves are sensuous, graceful and modern. Case in point — the **Botero collection** from **Du Verre Hardware**. Created by

Du Verre Hardware Botero collection



renowned designer and thought leader William Harvey, this sophisticated collection is pleasing to the eye and the hand with perfect proportions and a distinctive look. Crafted entirely from recycled aluminum, Botero is available as large and small knobs, a 4" pull, a 9" pull and a luxurious 17" pull.

The **Ora collection** of therapeutic baths by **Bain Ultra** captures the essence of simple curves with a design inspired by rippling circles of water across the surface of a pond. This freestanding bath emphasizes its circular design with a bold rim, yet its overall silhouette is elegant and simple. An integrated headrest allows bathers to lie back and appreciate the clean lines of the tub, while a back support provides a gentle arch for maximum comfort and support.

Victoria + Albert use curves to enhance the comfort and convenience of the bathing experience with their new **Tombolo bath caddy**. Designed with soft curves to fit perfectly over the edge of certain versions of their rimless tubs, this must-have addition to the bathroom keeps essentials within arm's reach and even holds two wine glasses for a truly indulgent soak. The Tombolo is made from mul-

tiply, durable layers of European-sourced hardwood and is finished in a light oak or walnut laminate that is compatible with a wet environment.

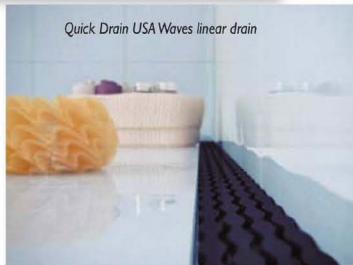
Curves inspire even in unexpected places like the stunning linear drain designs from **Quick Drain USA**. Designed by world-renowned architect and designer Michael Graves, the **Waves linear drain** draws reference from graceful ocean waves and adds a subtle texture to the bathroom. Crafted from durable 304 stainless steel, the drains are available in a new oil rubbed bronze finish for 2014 as well as brushed, polished and satin stainless steel in standard lengths and custom sizes up to 100".

2. Streamlined Functionality

In today's busy world, people appreciate products that serve their purpose efficiently yet still manage to look good. A perfect example is the **Ledge Prep Sink**



Lenova Ledge Prep Sink



Quick Drain USA Waves linear drain

stainless steel colander, wood cutting board, and unique roll up stainless steel grid drainer. Form and function at its finest.

Nothing is as functional as storage space in multiple configurations. The **Furniture Guild** delivers with its **NUVO Collection** of contemporary bathroom furniture. Available in 24 different sizes and arrangements including freestanding, wall hung and double sink designs, these pieces bring a Euro-modern edge to minimalist styling. The **Revo vanity** comes in a striking high-gloss red acrylic that perfectly complements its geometric feet and hardware, while roomy cabinets and drawers provide ample storage. Interior options include electrical power, internal lighting and drawer dividers.

Often it's the little things that make the biggest impact. For example, **Victoria + Albert** has introduced a new ergonomic backrest as an accessory to its straight-sided tubs such as ios and



BY LINDA JENNINGS
Kitchen and bath specialist

Edge. The **Luxury Backrest** provides the bather with enhanced comfort through a greater angle of recline and targeted support. Built with an internal stainless steel structure and finished with a water-resistant, soft surface, the backrest is an elegant accessory that is a practical and welcome addition to the bathroom.

In the kitchen, most people tend to fall in love with the look of a sink first, and then the functionality — but with **Schön's Luxury Single Bowl Radius Corner Stainless Steel Kitchen Sink** the two are seamlessly combined. Practical yet beautiful, the **Luxury Single Bowl** sink features a soft satin brush finish and a 10" deep single bowl with radius corners.

3. Tuxedo Style

Black and white are bold and modern and make their



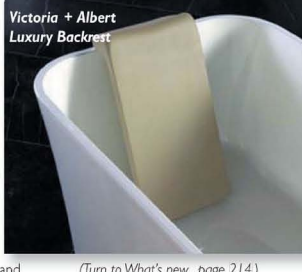
Furniture Guild NUVO Collection Revo vanity



Bain Ultra Ora collection



Victoria + Albert Tombolo bath caddy



Victoria + Albert
Luxury Backrest

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KITCHEN & BATH STYLE

What's new, what's in for 2014

(Continued from page 212.)

presence known in the bathroom in dramatic fashion. **ICERA's** new line of black toilets is part of this rising trend. Available on most of their premium models, this high gloss black finish gives consumers and designers a contemporary option for an often looked-for fixture. For those longing to make a statement, black is a bold color choice.

Classic white never goes out of style and when paired next to black elements can help create the elegant tuxedo style look.

Crystal Collection provides a true luxe look with a sparkling array of knobs and pulls.



Schön's Luxury Single Bowl Radius Corner Stainless Steel Kitchen Sink

size, shape or drain placement. Not only are these pans extremely practical, but they are beautiful as well and set the stage for a luxurious shower experience. Stainless steel and copper are durable and non-porous, so they don't harbor bacteria, mold or mildew. Each pan is fabricated from recycled sheet metal and is easily maintained with common household cleaners.

As showers get larger, one emerging trend is to remove the shower door or wall entirely, creating a European-style open bathroom or wet room. Linear drains from **Quick Drain USA** are ideal in this scenario. Not only are they simple to install in a variety of configurations, they also create a curb-less shower, which meets Universal Design and ADA requirements.



Diamond Spas copper and stainless steel shower pans



Quick Drain USA Linear drain

ICERA's new line of black toilets



Atlas Homewares Low Arch Pulls



For example, **MTI Baths Melinda I** bathtub features a classic traditional style and is now available with a two-tone color option — so you can have a black outside and white inside, with an optional pedestal base in matching or contrasting color. Part of the Designer Collection, the Melinda I is constructed of durable Lucite® cast acrylic and has a sophisticated aesthetic.

Great choices as accent colors, black and white are gaining popularity in hardware options too. **Atlas Homewares** offers several collections in a range of styles, all available in a black finish. The simple silhouette of its **Low Arch Pulls** is given greater impact when done in black. The **Buckle Up** Collection with its bold lines and clever clips seems especially chic in black. And for those who love the elegance of crystal and black, the jewel-like Legacy



MTI Baths Melinda I bathtub

4. Spacious Showers

Showers are growing in popularity and in size. People are clamoring for spacious showers with spa-like features. **Diamond Spas** provides the foundation for this trend with its **stainless steel and copper shower pans** that can be configured in nearly any

variety of configurations, they also create a curb-less shower, which meets Universal Design and ADA requirements. **Quick Drain** designs are the narrowest drain cover in the market and create a watertight connection to prevent leaks. Linear drains are available in a variety of patterns and are an elegant way to add style to the bathroom.

5. His-and-Hers

A double-bowl vanity has become one of the most popular requests of homeowners, even in small bathrooms. Two sinks allows each person

to have his or her own space and storage. Style is important too, of course. **Vanity Flair's Sydney vanity** fits the bill on all counts. A designer's dream come true, this vanity has ample counter space for two sinks and features mitered corners for a seamless look and an integrated finger pull. It is available in wood stains, matte paints and a new collection of eight High Performance Automotive Finishes. Customization options include a built-in laundry hamper; automatic LED lighting; an internal power outlet and a hair dryer/curling iron kit.

Side-by-side tubs are going mainstream. A trend once reserved for five-star resorts, the idea of two tubs is inspiring more and more homeowners. Adding a second tub is both luxurious and practical as it creates time

for couples to reconnect without having to share space or compromise on water temperature. **Victoria + Albert's Amalfi tub** is perfect for dual bathing with its freestanding slipper shape and sexy curves. From a design point of view, the double tubs create an impressive focal point that is balanced and symmetrical.

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.



Vanity Flair Sydney vanity



Victoria + Albert Amalfi tub