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The faces behind the 'new' Todd Pipe & Supply are five partners that span 50 years in age. From far left, they are Karl McMillen, Jason Kemp, Tom Morrow, Dan Patrick and Aaron Olsen. They are

exceeding their own goals, with four branches already opened and two in the works. But as you'll read beginning on page 96, their commitment to re-build Todd Pipe goes far beyond business.

Illinois up 30%, overall +6%

Midwest distributors remain robust



ITASCA, ILL. — American Supply Association distributors throughout the Midwest

continued vigorous growth in July 2012, with Illinois-based member distributors leading the way, reporting over 30% growth for the trailing 12 months. Overall,

ASA members had a 6.0% increase in July 2012 per-day revenues as compared to the same month in 2011. Specifically, this is up 12.2% as compared to 2010, up a whopping 36.2% as compared to 2009 and up 23.6% as compared to 2008. The plumbing, heating and PVF distributors are up 9.4% YTD and 9.9% on a rolling 12-month basis.

Geographically, per-day revenues are relatively balanced throughout the country.

(Turn to Midwest, page 77.)

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Simplicity is key**New trends emerge on the design scene**

I've always had a deep appreciation for design and I'm delighted that staying on top of home design trends is an ongoing part of my daily life. There's nothing I enjoy more than tracking down the latest innovations and discovering all the fantastic new offerings that are so much a part of our industry. One of the highlights this year for me was the *Architectural Digest* Home Design Show held recently in New York City. Talk about design heaven! The creativity of the exhibitors and the sheer variety of design ideas sent me home wanting to remodel every room in my house.

One overall design theme that has emerged in recent months is an emphasis on the beauty of simplicity. We all want to surround ourselves with beautiful things, but we don't want to have to stress about them. Today's movement in bath design is very much one of balance. All the bells, whistles and gadgets are being re-

The trick to putting together an effortlessly chic design is to start with quality timeless products — ones that make a statement without shouting for attention.

placed with classic products that merely hint at glamour. Think of traditional soaking baths and stylish faucets with exposed plumbing. The lines are classic and flowing, the colors soft and subdued. There's a greater emphasis on transparent and ethereal surfaces like glass, along with sheer fabrics and shimmering finishes that reflect light and have interesting textures.

Subtle elegance is the look the best designers strive for — and that consumers ask for — but it can be difficult to achieve. The trick to putting

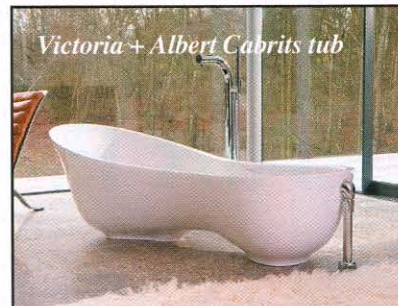
together an effortlessly chic design is to start with quality timeless products — ones that make a statement without shouting for attention. Some of the world's most accomplished design teams are unveiling products that are simple, tasteful, polished and refined.

Here are just a few of the emerging trends

we're seeing in the luxury decorative plumbing and hardware industry.

Curves Ahead

Straight lines certainly have their place in life, but today's most celebrated designs are all about the elegance of curves. Victoria + Albert recently unveiled their newest premium tub, a curvaceous design that is a delightful fusion of modern art and ergonomics. The Cabrits tub is about more than just good looks; the



shapely silhouette offers contoured support for the body and superior bathing comfort. Its eco-friendly design uses less water and heat than traditional tubs, yet still provides a luxurious soak due to the natural insulation of its trademark ENGLISH-CAST® construction. Named in honor of an exotic peninsula on the Caribbean island of Dominica, the Cabrits collection also includes a matching basin that can easily stand alone or be combined in pairs for added impact.

Designed as a follow-up to the popular rectangular-shaped U-Turn Collection of cabinet pulls, the

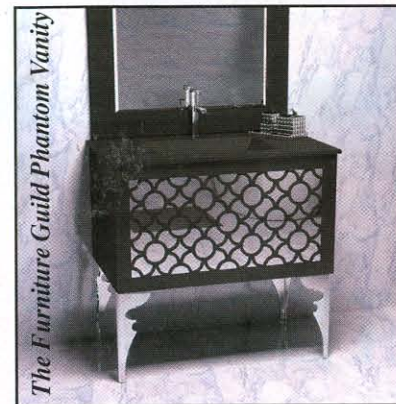


Roundabout Pulls drive home curvaceous style. This new collection from Atlas Homewares features a modern semi-circle design that looks great solo or mirrored on a neighboring cabinet. Love the simplicity of style. Atlas also has a beautiful new finish known as Modern Bronze that is a lovely cross between oil rubbed bronze and graphite grey. This exclusively Atlas finish is great for kitchens or bathrooms and is available on several of the company's most popular collections.

Reflected glamour

A tasteful amount of bling is always a good thing, and it's even bet-

ter when it's used in unexpected places. The Furniture Guild caught my eye for taking the mirror off the bathroom wall and incorporating it



into a spectacular new line of modular bathroom cabinetry. The Phantom Vanity combines art deco and modern motifs to create a contemporary collection that adds a singular sparkle to the bathroom. The mirrored panels are encased in decorative cabinetry that can be hung on the wall or used free-standing and come in a pallet of eight matte and three high gloss colors. Thoughtful options include a stainless steel drawer system, soft closing drawers, and automatic internal LED lighting.

New elevation

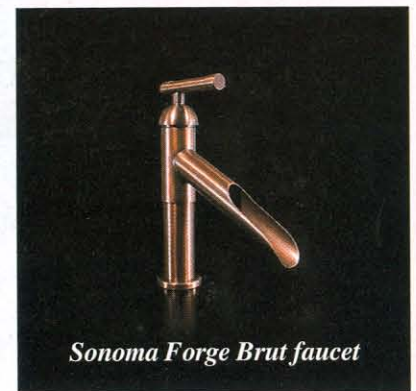
BainUltra gives us a new perspective on the tub — literally — with a dramatic new installation option known as Theatre Stage®. Here the tub is elevated from its humble position on the floor to a dramatic platform that enhances its architectural beauty and fo-



cus attention of the wellness benefits of therapeutic bathing. Think of it as a freestanding tub taken to the next level. The concept is definitely generating some buzz with its fashion-forward spin on space planning. It also deserves props on a practical note for its ease of entry and exit, an appealing feature for seniors, children and people with mobility impairments. Theatre Stage installation is available with four distinctive BainUltra tubs as part of the company's signature Insuperence Bathroom concept.

Industrial chic

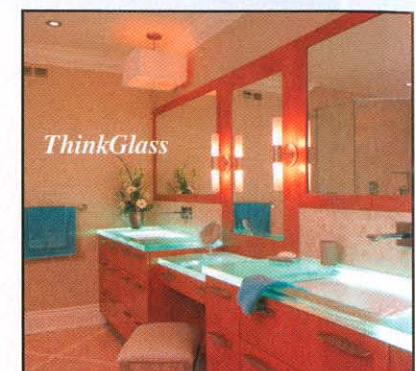
Sonoma Forge has introduced the new Brut faucet, which takes its



name from wine country origins and features a strong, solid design softened by the Asian-influenced waterfall spout. The single handle faucet has a distinctive open-spout construction that is simple yet modern and is available in rustic-inspired finishes including nickel, copper and oil-rubbed bronze. The look is versatile and timeless — aged to perfection like a great wine.

Eco-friendly innovation

Companies are continuing to innovate in their quest to produce all manner of eco-friendly products. One that I particularly admire is ThinkGlass, a renowned glass design studio and manufacturer that uses sustainable



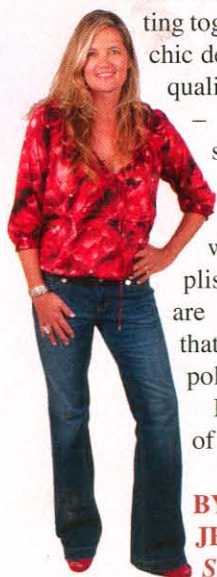
production methods and 100% recyclable materials. Equipped with LED lighting the glass vanity countertop bathes the room with a soft, relaxing luminescence. Glass is a great option in residential bath design and makes a strong design statement.

Geometric design

The classic elegance of simple geometric lines never goes out of style. I am impressed with the latest contem-



porary Series 2300 Stixx from SIGMA Faucet. Here, strong architectural angles inspired by nature are softened by cylindrical shapes. Available (Turn to Design for... page 118.)



BY LINDA JENNINGS
Showroom specialist

Lochinvar celebrates top-performing VIP contractors

LEBANON, TENN. — Lochinvar® had the pleasure of hosting 21 of its top-performing VIP Contractors and guests in Nashville July 19-22 for a celebration of their success. The group, which

is the largest to date for the annual VIP celebration, was treated to an all-expenses-paid itinerary filled with local favorites, such as a cocktail welcome at Opryland's Delta & Cascade Con-

servatory, a tour of the Jack Daniels distillery, a dinner cruise on the General Jackson riverboat, an evening at the Grand Ole Opry and a full day at Lochinvar headquarters.

"We can't thank them enough for their hard work and commitment to excellence..."

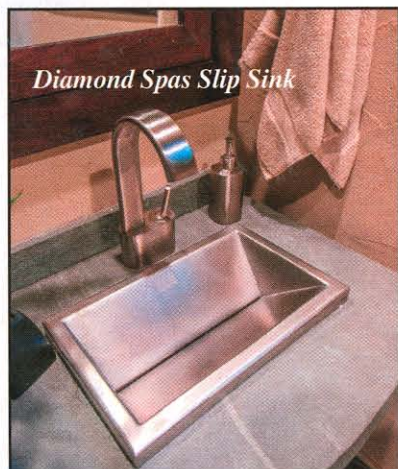


Design for elegant life

(Continued from page 116.)

able in standard height and tall versions, this faucet comes in 30 different finishes and is equipped with a low-flow aerator for high water efficiency.

The striking linear Slip Sink from Diamond Spas is crafted from sustainable 16-gauge stainless steel and features a streamlined self-rimming design with an innovative slot drain.



Diamond Spas Slip Sink

Water flows down the angled side and vanishes into an obscured slot drain. The minimalist geometric design is well-suited for today's urban modern style.

The vibrancy of white

White has always been one of my favorite colors – so sophisticated and sleek – and now it seems to be enjoying renewed popularity among leading designers. Victoria + Albert sinks and tubs are naturally white throughout, being made of volcanic limestone, and are hand-finished by craftsmen to create a beautiful glossy

finish. The Arroyo collection of knobs and pulls by designer William Harvey for Du Verre Hardware Com-



Du Verre Hardware Company Arroyo collection

pany now includes a new white finish for the first time. ThinkGlass has its own take on white with built-in LED lighting that gives its custom countertops a pale glowing beauty. White is always fresh, always clean-looking. It can be bold and dramatic, or soft and subtle. It is the perfect "neutral" base, ready for any pop of color that you might choose to add – but also equally beautifully alone in its own pristine way.

As an observer of design trends, I must admit that I'm pleased with this movement toward simplicity and balance. Well-made products with classic lines never go out of style. Design teams from across the bath industry seem to be re-discovering their roots, so to speak, and creating new product lines that blend the best of traditional and modern design. Consumers, too, seem to appreciate this new approach and are eagerly responding to these trends that celebrate the art of living in simple, stress-free and beautiful surroundings. ■

Linda Jennings is president of Jennings & Company— a public relations agency specializing in the decorative plumbing and luxury hardware industry. Over a 20-year tenure, she has worked with the most significant editors and journalists in the consumer home market identifying trends and providing newsworthy products. Linda welcomes your feedback and can be reached at: linda@jenningsandcompany.com

Get the Look!

For more information on the trends mentioned here go to:

Atlas Homewares
800-799-6755
www.atlashomewares.com

Du Verre Hardware
888-388-3773
www.duverre.com

Sonoma Forge
800-330-5553
www.sonomaforge.com

BainUltra
800-463-2187
www.bainultra.com

SIGMA Designer Faucetry
760-598-5895
www.sigmafauces.com

ThinkGlass
877-410-GLASS (4527)
www.thinkglass.com

Victoria + Albert
800-421-7189
www.vandabaths.com

"We had an incredible time with all of the VIP Contractors and their guests who made the trip to Nashville," said Stirling Boston, director of marketing. "We can't thank them enough for their hard work and commitment to excellence, and we appreciate the opportunity to honor them for their accomplishments."

The following VIP Contractors traveled to Nashville for the three-day celebration with the Lochinvar team:

- Jonathan Hobson of Black & McDonald in Enfield, Nova Scotia
- Jamie Whitehead of Cooper Plumbing & Heating in Calgary, Alberta
- James Bennetch of Professional Heating & Cooling in Virginia Beach, Va.
- Paul Hekker of First Call Heating & Cooling in Portland, Ore.
- Francis E. Lanciaux of Commercial Comfort Systems in Maumee, Ohio
- John Robert Poirier III of Holland Heating in Davison, Mich.
- Joseph Carosi of J.A. Carosi Heating and Air in Bristol, Pa.
- Michael C. Bernasconi of Central Cooling and Heating, Inc. in Woburn, Mass.
- Andrew S. Rodenhiser of Rodenhiser Plumbing, Heating and Air Conditioning in Holliston, Mass.
- Michael A. Valletta Jr. of Valletta Mechanical Services in Quincy, Mass.
- Timothy M. Conklyn of Reiner Plumbing in Marlboro, N.J.
- Scott Breuker of Bishop Heating and Air Conditioning in Muskegon, Mich.
- Paul Buddy of Cannonball Mechanical in Aurora, Ill.
- James Dowd of O'Dowd Plumbing Inc. in San Bruno, Calif.
- Jason Hauser of Hauser Plumbing and Heating in Missoula, Mont.
- Brandon Ditlow of R & H Mechanical in Eagle, Colo.
- Ted Higginbotham of Saw Tooth Plumbing in Hailey, Idaho
- Pete Cassidy of PAR Mechanical in Montrose, Colo.
- Brian Pedersen of Scandia Mechanical in Calgary, Alberta
- Joseph Laverriere of 49 North Mechanical Ltd., in Vancouver, British Columbia
- Scott Derby of Groupe Centco in Montreal, Quebec

Lochinvar invites all contractors to join its VIP Contractor Program, which will kick off this fall for the 2012 – 2013 heating season. Designed to help participants maximize their success and profitability, the annual program features a wealth of resources and rewards.

Visit www.Lochinvar.com.