



Terry Shafer: Leading a Legacy

Southern Wholesalers Association is celebrating its 90th Anniversary! Terry Shafer is at the helm, leading SWA. We sit down and talk about about SWA's history, future and how its become the largest regional associations affiliated with American Supply Association. Story on page 50.s

Australian Firm Buys MORSCO for \$1.44 Billion

Reece Group, Australia's leading provider of plumbing, HVAC and waterworks products, will acquire MORSCO for \$1.44 billion.

Founded in 1920, Reece Group is listed on the Australian Securities Exchange and has more than 5,300 employees throughout 600 branches in Australia and New Zealand, servicing the plumbing, bathroom, building, civil, irrigation, heating, air conditioning and refrigeration industries.

"The Reece track record of innovation is truly world class and their customer offer is second to none," said Chip Hornsby, MORSCO CEO. "We can't think of a better home for MORSCO. Our team is very much looking forward to the opportunity to join forces with a successful, strategic, long-term industry player and we believe there will be many opportunities for cross-pollination of ideas and talent over the years ahead."



According to the Financial Review, Reece CEO Peter Wilson had run out of acquisition opportunities in Australia because it is the No. 1 player in its industry. Meanwhile, growth rates in the U.S. plumbing market are running at twice the rate of Australia.

"It has a strong platform across the sunbelt states," Wilson said. "It's in the growth states." Reece said he had been studying the U.S. market for 10 years and had been talking with MORSCO and equity firm Advent for two years. Serious due diligence had begun in January.



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Classic Design Is Always in Style

New products pay homage to elegance and tradition

Trends may be fleeting, but classic design finds longevity in the beauty of clean lines, graceful silhouettes and extraordinary craftsmanship. Simplicity and elegance are in perpetual vogue, whether it's the perfect little black dress or the latest in fine home furnishings. This is especially true in the luxury kitchen and bath industry, where exceptional design is the rule. Consumers clamor for well-designed products that mix traditional lines with a hint of vintage charm or modern flair. Long-term value and return on investment are always key considerations among smart buyers who understand that good design means more than pleasing aesthetics. Today's industry leaders are committed to creating beautiful products, as well as pursuing innovations in engineering, materials and function. Here's a closer look at some inspired products that reflect the best of the kitchen and bath industry.

Victoria + Albert has recreated their popular Barcelona freestanding tub into two new models. This contemporary pebble-shaped bath is now available in a more compact version, known as Barcelona 2, which is perfect for smaller sized bathrooms. Those with space to spare will appreciate the larger proportions of the new Barcelona 3, which keeps the same rimless double-ended design with roomier dimensions. Both tubs include a void space underneath to conceal plumbing, making them great candidate for remodeling projects. Crafted of durable ENGLISHCAST®, they are cast in a one seamless piece and finished by hand in a selection of seven exterior finishes.



Nostalgic Warehouse Victorian Crystal Knob

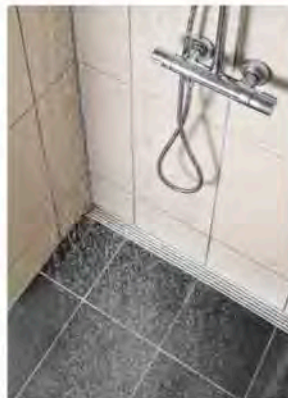
Crystals add a lovely sparkle to classic design. Nostalgic Warehouse has expanded its line-up to include a gorgeous collection of Vintage Crystal knobs. They are impressively opulent and add a quiet decorum to a variety of home interiors. With three variations to choose from, the knobs feature exquisite raised embellishments inspired by the Victorian and Greek Revival eras. The knobs are crafted from lead-free crystal and paired with high-quality solid forged brass backplates.



Carpe Diem Hardware Cache Collection

Another standout when it comes to crystals is Carpe Diem Hardware. Their Cache Collection is truly stunning; set with glittering Swarovski Crystals and enhanced with beautifully intricate detailing. Crafted in the United States, the collection comes in 12 different finishes and offers an extensive range of configurations, including knobs, pulls, escutcheons, hooks, towel bars, tissue posts and more.

QuickDrain USA has modernized the traditional circular shower drain with an impressive feat of engineering. Their sleek linear drains fit flush against the shower floor for a barrier-free entrance that is perfect for residential and hospitality settings. They offer the only linear drain system with a 100% trough slope that removes all water and debris from the trough after each use. QuickDrain is a beautiful addition to any shower with an assortment of drain cover designs in a brushed or polished stainless steel finish. All their drains are ADA-approved and easy to install and maintain.



QuickDrain USA Linear Shower Drain System

Recessed sinks are popular for their seamless good looks, and MTI

Baths builds on that concept with its Continuum sink that puts a new twist on tradition. Created in partnership with kitchen and bath designer Matthew Quinn, this eye-catching sink uses the countertop cutout to form the bottom of the basin. With only the top 2-inches of the sink's rim resting on the countertop, this gives the illusion of a one-piece design with the counter visually "flowing" through the sink. The Continuum is available in two new shapes – oval and square – in addition to the original round. They are manufactured from SculptureStone material for exceptional durability and easy maintenance.

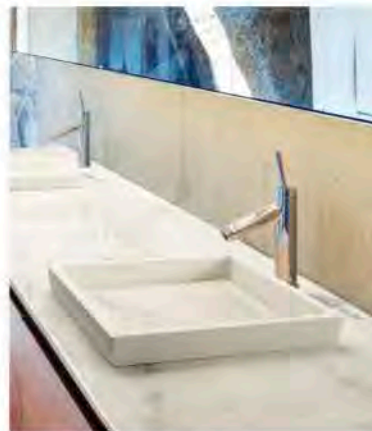


BY LINDA JENNINGS
Kitchen & bath specialist



Atlas Homewares Kate Collection

Creating a memorable design space is all about the finishing details. A few simple yet elegant details – such as beautiful hardware or an unexpected finish – can have an enormous impact. For example, the Kate Collection by Atlas Homewares embodies the essence of luxurious refinement. Inspired by royalty, this stunning line is notable for its wonderful sense of richness and elegance. The traditional square knobs have a subtle brushed texture and contrasting border; while the coordinating pulls cap rectangular handles with squared ends and the barest suggestion of a gentle curve.



MTI Baths Continuum Square Sink



Victoria + Albert Barcelona 2

PLUMBING & SHOWROOMS

Sterlingham
Company LTD
Rose Gold
Bath Hook



Those looking for something a little different will love the new Rose Gold finish now offered by Sterlingham Company Ltd. The lovely soft glow of this metallic finish adds visual interest without being showy or bold. Sterlingham has made this option available on a wide range of their fine bathroom accessories, from toilet paper holders to shower baskets and towel bars. Each piece in their line is hand polished and assembled after plating, ensuring a flawless final look that will last for years to come.

The Furniture Guild has reinterpreted Midcentury Modern with its stunningly simple Josie bathroom vanity. Available as a footed or wall-mounted unit, this gorgeous cabinet is minimal design at its best. Its only ornamentation is the gleaming brass trim that outlines the drawers and adorns the optional handmade legs. The Josie is generously sized, and features three spacious drawers and a fully finished interior that matches the exterior wood tones or custom painted finish. The classic yet contemporary lines of this vanity provide great versatility, while the practical design ensures it will be a functional addition to a luxurious master bath.

ICERA brings sleek sophistication to the bathroom with its newly redesigned Palermo II toilet. Its fully skirted modern exterior complements and conceals the impressive plumbing technology on the inside. As an ultra high-efficiency toilet, the Palermo II uses just a single gallon of water per flush. Crafted of vitreous china with a white or balsa glaze, this two-piece toilet is ADA-compliant with a chair-height bowl that is compact and elongated for maximum comfort. It also includes thoughtful touches such as a Silent-Close quick-release seat and cover along with a choice of six metal finishes on the tank lever and hardware. The Palermo II a smart choice for consumers who value both form and ultra-high function.

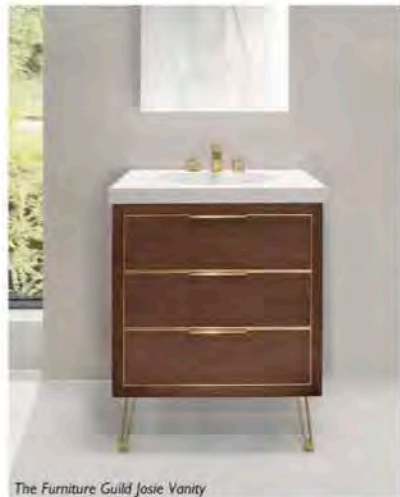
Add some beauty to the kitchen or bath with the stunning Apogee College from Lenova. The sculpture-like arch of the K471 BN faucet makes it a focal point in the kitchen. It's also exceedingly practical with a pullout dual function sprayer and a user-friendly 360-de-

gree swivel spout. With graceful profiles and simple lines, these budget-friendly fixtures are designed for lasting beauty. The B500BN bath faucet is an irresistible choice for a budget-conscious update to the classic bath design. Available in brushed nickel and polished chrome, the Apogee faucet line is lead-free and features a top-quality ceramic cartridge for a durable, drip-free performance.

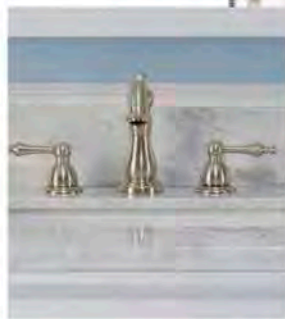
The extraordinary products described here are just a small sampling of the industry's innovations when it comes to classic design. Customers will continue to reap the benefits as designers and manufacturers push to develop new product lines and new iterations of timeless styles. Expectations are high as the industry moves forward with inspired designs and technical expertise in the months and years ahead. ●



ICERA Palermo II - 1 GPF



The Furniture Guild Josie Vanity



Apogee by Lenova Faucets

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.

To find out more about the products featured visit:

Atlas Homewares	atlastothetrade.com
Carpe Diem Hardware	carpediemhome.com
ICERA	icerausa.com
Lenova	lenovasinks.com
The Furniture Guild	thefurnitureguild.com
MTI Baths	mtibaths.com
Nostalgic Warehouse	nostalgicwarehouse.com
QuickDrainUSA	quickdrainusa.com
Sterlingham Company	sterlingham.co.uk
Victoria + Albert	vandabaths.com



MTI Baths Microbubbles

Microbubbles technology helps turn bath water a milky white through the infusion of billions of tiny oxygen-rich bubbles the size of the head of a pin. The result is a warm, relaxing soak that improves the skin and soothes mind and body.

For health and beauty, the product offers a warm, soothing bath that actually detoxifies pores and envelops the body in extra oxygen, leaving it cleansed, exfoliated, moisturized and hydrated. The oxygenated water leaves the user feeling smooth and refreshed. The bubbles release energy that helps to keep the bath water hot.

www.mtibaths.com



Gerberit Accessible Design Brochure

The new Accessible Design brochure highlights the things to consider when designing an accessible bathroom. Subtitled "Enhancing Style and Comfort," the 4-page brochure provides designers with an overview of the basic essentials for increased comfort such as touch-free flush actuation. Photos and diagrams throughout the brochure help demystify the process of designing and constructing ADA compliant bathroom compartments.

www.gerberit.us

Mansfield Plumbing Vanquish

Using only 1.28 gallons per flush (GPF), the Vanquish toilet tackles stains without the environmental impact.

The toilet was designed for families. Its side-mounted seat hinges allow for a top surface that's easy to wipe down. Using either 1.28 or 1.6 total GPF, the product directs enough water to rinse the bowl, and clear clogs. The Quick-Wipe PuraClean Glazed Surface has a

smooth finish is resistant to bacteria.

In addition, the toilet boasts a Smart-Height bowl, which makes sitting and standing easier.

mansfieldplumbing.com

DXV Wyatt Two-Piece Elongated Toilet With Left Hand Trip Lever

A celebration of the architectural style of neoclassical design, the new Wyatt Two-Piece Elongated Toilet With Left Hand Trip Lever highlights a sculptural confidence that is designed to complement the existing Wyatt collection and is well-suited for up-scale hospitality settings.

The two-piece elongated toilet leverages the VorMax flushing system. It uses only 1.28 gallons per flush (gpf) to scour every square inch of the bowl.

This WaterSense-certified, high-efficiency toilet is offered in canvas white, with the trip lever available in polished chrome, brushed nickel or polished nickel. The choice of right or left-hand configurations provides ADA-compliance.

www.dvx.com



Stone Forest Wave Front and the Basket-Weave Pattern Farmhouse Sink

The Wave Front and the Basket-Weave Pattern farmhouse sinks, carved from either Papiro Cream marble or Honed Basalt, come with a range of accessory options, including a colander, cutting board and drying rack. The accessories themselves are available with maple or walnut handles or finishes and offered in various sizes. The Wave Front sink is carved to capture the pattern of flowing water and the Basket-weave pattern provides a soft three-dimensional aspect to the sink. The wave pattern has been replicated on tiles that can be used as a backsplash, complementing the sink.

www.stoneforest.com