J. Lorber, a family-owned and operated business with an independent spirit, is celebrating its 100th anniversary. Many things have changed over the last century, but one thing at J. Lorber that has not is “service the old fashion way.” Three generations take part in the celebration. From left to right is Steven Lorber, Michael Lorber, and seated is Ed Lorber. Story starts on page 46.

Ferguson Expands its Reach

Ferguson announces four acquisitions that will grow its commercial and residential business in Louisiana, Kentucky and California. Appliance Distributors, Brock-McVey/The Lighting Design Center and Wright Plumbing Supply.

Appliance Distributors is a Baton Rouge-based appliance showroom serving homeowners, contractors, builders and kitchen designers in south Louisiana and eastern Mississippi. The company will provide a brick and mortar. (Turn to page 4)
Finding that One Perfect Piece

The secret to a memorable design space is accenting simple décor with something fabulous.

Today’s home design trends are all about simplification—clean lines, open spaces, absence of clutter. Leaders in the kitchen and bath industry play into this trend with an array of new products that embrace minimalism and push beyond the confines of personality and well-being options. Top designers have a knack for creating a simplified design, then adding a pop of color or drama to make the space truly exceptional and a reflection of the homeowner’s personality. Pulling this off is dependent on having a well-thought-out design plan and innovative products offering substantial wow factor.

Current trends lean toward a monochromatic palette with the addition of one fabulous fixture that makes the space memorable. The atmosphere of the room can be changed by adding just the right product perfectly positioned within a simple setting. What sets this trend apart, are products featuring exquisite detailing grounded in fine craftsmanship for a look guaranteed to make a lasting impression. Imagine: custom-colored vanities, concealed showers, stylish hardware and sculptural tubs filled with multiple wellness therapies. Here’s a closer look at some newly discovered products to add that magical touch.

Lenova makes a powerful design statement with its new TKO Touch Kitchen Faucet. Its elegant yet contemporary profile is sleek and sophisticated, with an arched neck and a pull-down sprayer. Busy cooks will love its easy operation that allows water to flow with a simple tap on the body of the faucet. This design helps keep the single-level hand-wash clean and promotes a more sanitary kitchen environment.

Kitchen Faucets. Its elegant yet contemporary profile is sleek and sophisticated, with an arched neck and a pull-down sprayer. Busy cooks will love its easy operation that allows water to flow with a simple tap on the body of the faucet. This design helps keep the single-level hand-wash clean and promotes a more sanitary kitchen environment.

The TKO Touch kitchen faucet features a sleek design that is both functional and visually appealing. It offers a contemporary aesthetic that complements modern kitchen décors. The TKO Touch faucet is designed to meet the needs of busy cooks, offering easy operation and a simple tap on the body of the faucet to allow water to flow.

The Furniture Guild lets customers get creative with color when it comes to beautiful bathroom vanities. It offers custom colors to match any hue in the rainbow—on every vanity they make. Choose from traditional designs with intricate carvings, transitional styles that blend modern and classic influences, or sleek modern units with bold lines and sculptural flair. The Furniture Guild can match colors for customers who want to complement an existing décor or create a new shade as subtle or vibrant as desired.

Create a dramatic focal point in the kitchen with the stunning Fiamma Fireclay sink by Ruvati. Handcrafted in Italy using traditional techniques, this sink embodies an elevated version of modern farmhouse style with an apron-front design and generous proportions to accommodate the demands of a busy kitchen. Ruvati offers a design that fuses the clay to an enamel surface resistant to chips, cracks and scratches.

MTI Baths delivers five spa-inspired types of hydrotherapy experience—environmental soaking, whirlpool bath, air bath, the gen-

By Linda Jennings

Kitchen & Bath Specialist

A range of colors provides further opportunity to make a design statement, with options including Horizon Gray and Glossy Black, as well as a new distressed finish in white or soft blue that adds a pleasing aged look for a true farmhouse feel. The Fiamma sink is crafted from naturally white clay fired at over 2,900°F in a proprietary process that matures the clay to an enamel surface resistant to chips, cracks and scratches.

MTI Baths can turn an ordinary bath into a wellness retreat with its line of freestanding tubs and hydrotherapy options. It delivers five spa-inspired types of hydrotherapy experience — environmental soaking, whirlpool bath, air bath, the gen-

The Fiamma Fireclay sink by Ruvati, handcrafted in Italy, has an apron-front design and generous proportions. A reversible option allows the choice of a smooth flat finish or a decorative fused metal. Photos credit: Ruvati

The Furniture Guild joins lets customers get creative with color when it comes to beautiful bathroom vanities. It offers custom colors to match any hue in the rainbow—on every vanity they make. Photos credit: The Furniture Guild

MTI Baths delivers five spa-inspired types of hydrotherapy experience on its more than 200 different tub models, allowing customers to tailor their bath to suit their style and therapy needs. Photos credit: MTI Baths
Icera brings a minimalist vibe to the bathroom with its redesigned Palermo II 1.0 toilet. Using just one gallon of water per flush, this ultra-high-efficiency toilet helps conserve water while looking super-stylish. Its modern exterior has a skirted design for a clean look and no visible plumbing. The chair-height bowl is compact and elongated for comfort, while its EcoQUATRO flushing system maximizes its performance using gravity-assisted flushing.

The Palermo is crafted of vitreous china and is available in a white or balza glaze with a choice of five beautiful metal finishes on the tank lever hardware. This model includes a Silent-Close quick-release seat cover and has been factory flush-tested to ensure optimum performance.

Introduce a sense of fun and whimsy to a simple aesthetic with the Oskar Collection from Atlas Homewares. This eclectic line features circular knobs with a chic grooved border and long pulls with round bases to create a versatile look. Oskar is a perfect choice for a sleek vanity in a contemporary bathroom, but it is equally at home in a vintage-inspired space with period furnishings. Crafted from the highest quality metals with meticulous attention to detail, the Oskar Collection is available in a range of sizes from 3-3/4 inches up to an impressive 12 inches. There are six finish options to choose from: warm brass, satin, polished chrome, matte black, brushed nickel, and polished nickel.

Victoria + Albert has a new collection of concealed shower sets that not only hide pipework neatly behind shower walls but also offer a mix-and-match fidelity allowing consumers to choose elements amongst four design styles. From modern to traditional to Art Deco, each set is beautiful on its own and pairs seamlessly with the other collections to create a clean, cohesive look.

The sets include a bath spout, handheld shower, fixed shower head, and a two-way diverter with concealed valve and are available in four finishes. Known for its luxurious freestanding tubs, Victoria + Albert added the concealed shower sets to its lineup in response to consumer interest and the rising popularity of a minimalist look in the bathroom. After poring all the examples showcased here, it’s easy to see adding sophistication and wellnes is a trend that’s here to stay. People like to make a statement without spending a fortune. As leaders in the kitchen and bath trade, we have discovered the key is thoughtfully designed products that offer something extra. It’s about taking the luxuries and making them work for the betterment of the customers’ lives.

I invite you to check out the products shown here on the following websites:

- Atlas Homewares
  www.atlasthetrade.com
- The Furniture Guild
  www.thefurnitureguild.com
- Icera
  www.icerausa.com
- Lenovia
  www.lenoviasinks.com
- MTI Baths
  www.mti-baths.com
- Ruvati
  www.ruvati.com
- Victoria + Albert
  www.vanderbaths.com

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 noteworthy products. Jennings can be reached at linda@jenningsandcompany.com.