

# WH<sup>the</sup>OLESALE

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## A Family Celebration

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 fashioned 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.

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## 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

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## 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 to offer personalization 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 monotone design 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

*Busy cooks will love Lenova's TKO Touch Kitchen Faucet for its easy operation that allows water to flow with a simple tap on the body of the faucet. This design helps keep the single-lever handle clean and promotes a more sanitary kitchen environment.* Photo credit: Lenova



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-lever handle clean and promotes a more sanitary kitchen environment.

Constructed of high-quality, lead-free brass, this faucet includes smart options such as automatic shut-off and integrated sensors with LED lights to indicate water temperature. The TKO is available in brushed nickel or polished chrome and is coated with a state-of-the-art PVD finish to withstand years of use while still looking new.

The Furniture Guild lets customers get creative with color when it comes to beautiful bathroom vanities. Envision a pop of cobalt blue in an all-white bath or a sunny yellow to help brighten a dark space. In addition to its variety of finish options (including wood, textures, high gloss, automotive and matte), 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 clas-



*The Furniture Guild Josie 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.* Photo credit: The Furniture Guild

sic 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



*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 fluted motif.* Photo credit: Ruvati



*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.* Photo credit: MTI Baths



**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 fuses the clay to an enamel surface resistant to chips, cracks and scratches.

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

# PLUMBING & SHOWROOMS



Icera's redesigned ultra-high-efficiency Palermo II 1.0 toilet has a skirted design for a clean look and no visible plumbing. It features the EcoQUATTRO flushing system and a comfortable chair-height bowl. Photo credit: Icera

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 EcoQUATTRO flushing system maximizes its performance using gravity-assisted flushes.

tly flowing Stream Bath, and a combination of an air bath and whirlpool. MTI offers more than 200 different tub models, allowing customers to tailor their bath to suit their style and therapy needs.

One of its latest therapy innovations is Microbubbles, which saturates the water with dissolved oxygen and uses tiny bubbles to exfoliate and moisturize the skin. Its popular thermal therapy uses Radiance to heat the tub structure from within and provide heat to the neck, shoulders and back. Other popular options include the Stereo H2O audio system that allows music to travel through bath water; a chromatherapy option using LED lighting and an aromatherapy system that releases scented air bubbles through the water.

The Palermo is crafted of vitreous china and is available in a white or balsa 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

The Oskar Collection from Atlas Homewares features circular knobs with a chic grooved border and long pulls with round bases to create a versatile look. Photo credit: Atlas Homewares



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, slate, 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 fluidity, 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 showerhead 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 perusing all the examples

showcased here, it's easy to see adding sophistication and wellness 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 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.atlastothetrade.com](http://www.atlastothetrade.com)
- The Furniture Guild  
[www.thefurnitureguild.com](http://www.thefurnitureguild.com)
- Icera  
[www.iceracusa.com](http://www.iceracusa.com)
- Lenova  
[www.lenovasinks.com](http://www.lenovasinks.com)
- MTI Baths  
[www.mtibaths.com](http://www.mtibaths.com)
- Ruvati  
[www.ruvati.com](http://www.ruvati.com)
- Victoria + Albert  
[www.vandabaths.com](http://www.vandabaths.com)



Victoria + Albert has a new collection of concealed shower sets that not only hide pipework neatly behind shower walls but also offer four mix-and-match design styles. Photo credit: Victoria + Albert

**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](mailto:linda@jenningsandcompany.com).