

# WH<sup>the</sup>OLESALE

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## Celebrating 101 years in business

*Torrco, a leading wholesale distributor in southern New England, turns 101 years old. The company holds true to its founder's philosophy of hard work, implementing process and adapting to change. Read the road to success, starting on page 44. From left to right: Chris Fasano (president), Jon Bateman (vice president of operations), Dave Petitti (CFO), Don Polletta (vice president sales and marketing) and Joel Becker (CEO).*

Photo courtesy of Torrco.

## MORSCO HVAC Supply Acquires Ott Distributors

**MORSCO HVAC Supply** has acquired Ott Distributors, a Charleston, South Carolina-based HVAC distributor.

In the transaction, all Ott Distributors associates and the Charleston, South Carolina location will operate

under the Ott Distributors/  
**MORSCO HVAC Supply**

brand. This will be the first MORSCO HVAC Supply branch on the East Coast.

Ott Distributors has been serving Charleston and the surrounding area with quality parts and equipment for more than 40 years. In 2011, Ott was named Heil's 2011 Single Point Distributor of the Year:

"At Ott Distributors we pride ourselves on providing customers with the parts and products, service, and knowledge they need," said Chip Hester, president, Ott Distributors. "MORSCO HVAC Supply prides itself on these same principles, so our customers can expect high service levels, access to even more inventory and

expertise, and enhanced tools like online ordering through the MORSCO HVAC Supply website."

MORSCO, a U.S. distributor of commercial and residential plumbing, waterworks, and HVAC, launched the MORSCO HVAC Supply brand in April 2018 to better focus its HVAC operations and offer HVAC customers enhanced service, more locations, and more local expertise.

To oversee MORSCO HVAC Supply's growth in the Eastern U.S., Bob Bermudez has been named vice president, HVAC, eastern region. He has nearly 20 years of experience in HVAC and regional sales roles, most recently as vice president of HVAC sales at Baker Distributing Co. and regional manager with Goodman Mfg. Co. Bermudez is currently a candidate in the EMBA program at the University of South Florida Muma College of Business. His undergraduate degree was earned at Ohio State University.



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## Gearing Up for Fall

*A preview of upcoming trends for your clients' homes.*

As we eagerly anticipate the colors and cooler temperatures of fall, we look forward to the design trends ushering in this delightful season. For many empty-nesters, the kids are off to college, which makes this the perfect opportunity to turn that boring bathroom into a luxurious spa retreat. And with the holidays just around the corner, now is a smart time to upgrade your kitchen before the onslaught of guests and festive dinner parties.

Trends gaining momentum include stone tiles that bring an organic elegance to the bath as well as transitional fixtures and hardware that walk the fine line between traditional and modern design. We love the new sink models trending right now, especially the sleek trough-style and the oversized sink centers with all the bells and whistles. Let's take a closer look at what we can expect to see in fashion-forward homes this fall.

### Extraordinary Stone Tiles

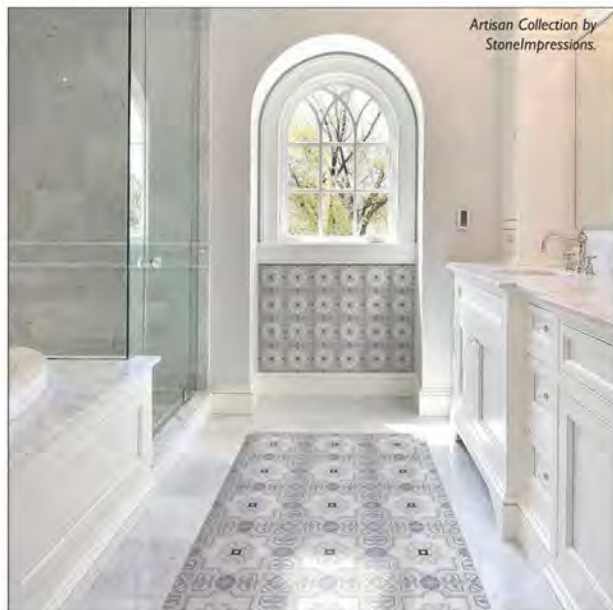
Stone tiles are one of the most desired trends in bathroom design and we particularly love the amazing options offered by Stonelmpressions. Its Artisan Collection features



BY LINDA JENNINGS  
*Kitchen & bath specialist*

more than 50 different patterns, from soft florals and simple prints to bold geometrics and intricate detailing. The tiles are a wonderful option for shower walls, bathroom floors and backsplashes. Use them floor-to-ceiling to create an accent wall or place tiles strategically to create pops of color and interest.

Each design is printed on the finest natural stones in specified sizes, colors and stone types. The Artisan Collection is perfect for remodeling projects because all the tiles are available for quick shipping at affordable prices.



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# PLUMBING & SHOWROOMS



Ruvati Fiamma Fireclay corner installation.

## Corner Farm Sinks

Ruvati adds a new twist to the traditional farmhouse sink with its eye-catching corner sink. Innovative engineering allows this sink to be installed on the corner of a kitchen island, exposing the signature apron front as well as a broad side panel. The contrast against the cabinetry and countertop make this sink a true stand-out, while its deep double-basin design is eminently practical for washing even the largest pots and pans.

As part of the Fiamma Fireclay Collection, the corner sink is handcrafted from naturally white Italian clay and fired at 2,900 F to fuse with an extremely durable enamel that resists chips, cracks and scratches. The sink is available in an array of finishes and colors, including crackled white, glossy black, horizon gray and a coastal shabby chic distressed finish in a soft blue.

## Sleek, Slender Sophistication

Bathroom sinks are no longer limited to traditional circles and

ovals. Victoria + Albert unveils a contemporary trough-style basin that is a sophisticated option for those looking to create a fashionable design space. With its narrow yet roomy dimensions, the Rossendale 107 sink is perfect for compact areas where a double vanity or wide counter won't fit. Measuring 41 7/8 in. long by 14 7/8 in. wide and 5 1/2 in. deep, this sink has gently sloping sides and an integrated overflow for peace of mind.

It also offers a versatile rim allowing for installation as a drop-in or undermount. As with all Victoria + Albert basins, the Rossendale 107 is made from its traditional ENGLISH-CAST blend of Volcanic Limestone and high-performance resins. It's finished by hand for a glossy shine that is durable and easy to clean.

## Transitional Done Right

Transitional style is always in style because it goes so well with traditional and contemporary decors. This flexibility makes transitional accents a smart and safe choice —

and one that will have great longevity. Grandeur Hardware captures the essence of transitional design with its Georgetown Lever. Inspired by Federalist style, this handsome hardware is notable for its elegant silhouette and perfectly balanced proportions.

Pair it with a variety of backplates or rosettes for a custom look with seven finishes, including antique pewter, timeless bronze and polished nickel. Like all Grandeur products, the Georgetown lever is crafted from solid forged brass and finished by hand for a flawless, blemish-free surface.

Barber-Wilsons celebrates transitional design with its widespread 6459 bath faucet. A graceful swan-neck spout and cross handles bring a note of traditional styling, which is neatly balanced by modern conveniences such as state-of-the-art ceramic disc internals and two knobs to control water flow and temperature. This three-hole faucet set comes in seven distinctive finishes such as antique gold, satin nickel and weathered bronze.

Established more than 100 years ago, Barber-Wilsons is known in European markets for its exceptional



Grandeur Hardware Georgetown lever handle.



Icera Malibu II high-efficiency toilet.

quality and sophisticated style. It is proud to have been granted a Royal Warrant of Appointment by Britain's Queen Elizabeth as manufacturers of kitchen and bathroom taps and mixers.

## Concealed to Perfection

Clean and uncluttered is always in style, which is just one reason Icera's new Malibu II toilet is such a winner. A streamlined skirted design hides unsightly pipe with a cool minimalist vibe, while its back-outlet engineering results in a slim profile ideal for smaller spaces. The Malibu II is one of few back-outlet toilets on the market offering a high-performance and quiet gravity flush with a certified 1000g MaP score — using only 1.28 gal. of water per flush.

It earned an EPA WaterSense designation as a high-efficiency toilet with an oversized 3-in. flush valve and strategically placed jets for an exceptionally clean bowl. The Malibu II is crafted of vitreous china with MicroGlaze for easy maintenance and includes thoughtful touches such as a chair-height elongated bowl for extra comfort, as well as a soft-close and quick-release seat and cover.

## Bigger is Better

When it comes to sinks, sometimes bigger is better. Lenova's Ultra Ledge Sink brings expanded functionality to the kitchen as the ultimate prep and clean-up station. Available in 46-in. and 58-in.



Victoria + Albert  
Rossendale 107 basin.



Barber-Wilsons 6459  
bath faucet.



Lenova Ultra Ledge sink.

models, this workhorse of a sink creates a professional-grade workspace that is perfect for today's busy home chefs. In addition to its generous size, the sink includes two levels of slide-in accessories for easy food prep, such as a colander, cutting board and roll-up grid racks.

This smart design transforms the kitchen into an efficient area to chop produce, drain pasta, wash dishes and drip-dry oversized pots. Crafted from durable 16-gauge 18/10 stainless steel, the Ultra Ledge sink comes with sound-baffling pads, removable splash guards and strainer baskets, and a beautiful easy-to-clean satin finish.

MTI Baths goes to great lengths to provide custom designs for customers with its integrated counter-sinks. A seamless flow between

counter and basin allows the design team to adjust the length, height and bowl placement to suit nearly any specification — double bowls or single, extended counters or off-center basins. Made from the company's signature one-piece SculptureStone material, the counter-sinks are nonporous and resistant to mold, mildew and stains.

Autumn will soon be here and these trends will be part of the colorful changing season. It's a wonderful time to complete those home improvement projects leftover from summer before the arrival of cold winter weather and the hustle-bustle of the holidays. We hope the trends and products shared here have inspired you with new ideas to help your customers create the kitchen and bath of their dreams.

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

**Barber Wilsons**

[www.barwil.co.uk](http://www.barwil.co.uk)

**Icera**

[www.icerausa.com](http://www.icerausa.com)

**Grandeur Hardware**

[www.grandeurhardware.com](http://www.grandeurhardware.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)

**StoneImpression**

[www.stoneimpressions.com](http://www.stoneimpressions.com)

**Victoria + Albert**

[www.vandabaths.com](http://www.vandabaths.com) ●



MTI Baths integrated counter-sinks.

**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).

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