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Product Spotlight

Faucet provides an 'industrial chic' look

By Craig Mandli

Combining warmth and masculinity, industrial chic is a style of decorating that keeps gaining popularity. While it used to be reserved for converted lofts and factories, the style is now being seen in all kinds of buildings — both urban and rural. It combines utilitarian design with worn textures and the warmth of raw, aged woods. This nod to the industrial revolution is all about mixing raw materials (galvanized metal, glass and reclaimed woods) while keeping the shapes and silhouettes relatively simple.

Isenberg Bath captures the essence of this style with the Tanz faucet. Notable for its sleek lines and curves, this faucet takes inspiration from the unexpected beauty of plumbing mechanics to create an abstract sculptural look designed to make it stand out in the kitchen.

"We're quite proud of Tanz, both from an aesthetic and functional point of view," says Abbas Poonawala, director of sales and marketing for Isenberg. "The look is very versatile and complements modern and traditional settings equally well."

As part of Isenberg's Klassiker collection, Tanz is available in an array of durable finishes. Options include traditional metallics, as well as 20 thin-film, ceramic-based



finishes ranging from glossy white and black to soft shades of green and brown, as well as bolder hues such as crimson and navy blue. Singular color options combined with a striking silhouette make this faucet a dramatic focal point in fashion-forward kitchens.

According to Poonawala, Isenberg maintains an extensive

design lab at its Dallas-based corporate headquarters, equipped with 3D modeling software. It was here that the Tanz faucet was prototyped and perfected. Crafted from stainless steel, the faucet includes fine ceramic disc cartridges for smooth lever movement and an eco-friendly design with 1.8 gpm flow rate.

"But the Tanz is about more than just good looks," Poonawala says. "It was built to perform with a rotating projection spout and a side sprayer to handle the most rigorous kitchen duties."

The Tanz is a smart and beautiful choice for today's busy kitchens, according to Poonawala. The key to achieving a no-frills industrial chic look is simplicity. As such, it is suggested to avoid excess accessories and keep only what's needed. The company suggests completing the look with a matching soap dispenser for a cohesive design space. **888-342-2284; www.isenbergfaucets.com.**

General Pipe Cleaners Speedroooter XL

The Speedroooter XL from General Pipe Cleaners clears tough clogs in 3- to 10-inch lines up to 200 feet. Now with easily interchangeable drums, the rugged, easy-to-manuever Speedroooter XL sports a powerful 3/4 hp motor and 100-foot-capacity drums for Flexicore cable. To change drums to add cable lengths or swap cable sizes, loosen three knobs and remove the drum. Switch between 3/4- or 5/8-inch cables in the large drum design or substitute the small drum with 100 feet of 1/2-inch cable for smaller lines. The see-through inner

cage lets you quickly gauge how much cable remains. The adjustable-height, swept-back handle provides maximum maneuvering leverage. The durable design features a braced frame at key stress points, as well as front and rear drum supports for longer bearing wear. **800-245-6200; www.drainbrain.com.**

