

THE RETAIL observer

JULY 2020 Vol.31, Issue 7

AN EYE ON THE INDUSTRY SINCE 1970



2020 EVENING
OF
Excellence
PART 2



Alumni share the
value of the program



Printed on Recycled Paper
10% Post Consumer



Certified Chain of Custody
Promoting Sustainable Forestry
www.sfprogram.org
SFI-00555



2764 N. Green Valley Pkwy, Suite 508
Henderson, NV 89014-2121

ICERA

SEAT OF LUXURY

New iWash bidet seat by ICERA is a smart and stylish upgrade to the bathroom

Introducing the iWash S-11 bidet seat, the latest addition to Icera's iWash product line, created to enhance the functionality of a traditional toilet with features focused on comfort and superior hygiene. This ingenious design is easily installed on most standard elongated toilets and is a great DIY project for those looking to enhance their bathroom experience without sacrificing valuable floor space. The iWash has a minimalist profile that compliments both modern and traditional décors and quietly becomes an integral part of any luxurious-minded bathroom.

Icera combines cutting-edge technology and thoughtful design to create the iWash system. In addition to conserving toilet paper, the iWash electronic bidet seat provides a cleaner and more sanitary experience. The system includes a stainless steel self-cleaning sprayer with customizable spray options (rear, front, oscillating and power wash). The iWash's ceramic water heating system provides an instant and unlimited warm water spray and allows for a tankless design with a slim 5" profile. Users can also choose settings for water temperature and pressure and enjoy a heated seat and warm arm dryer. The iWash can be programmed with two memory presets for ease of use. Other favorite features include a built-in deodorizer, in-bowl nightlight, silent close lid and a wall-mounted remote control with LED-backlit buttons.

The iWash bidet seat is available at premium bath showrooms nationwide with retail prices starting at \$675. For more information about the iWash or any Icera product, visit icerausa.com.

For 20 years the American-owned and operated ICERA Group has been dedicated to the innovation and manufacture of premium bath fixtures. Specializing in high-performance water closets and the most technically challenging ceramic products, ICERA surpasses industry standards and consumer expectations. With collections ranging from the contemporary to the classic, ICERA products combine uniqueness and elegance in design, best-in-class performance and lasting quality.





NATIONWIDE MARKETING GROUP MOVES PRIMETIME TO OCT. 18-21, 2020

Bi-annual business conference and trade show will remain at the Venetian / Sands Expo Convention Center in Las Vegas

Nationwide Marketing Group announced today that it is moving PrimeTime, its bi-annual business conference and trade show for independent retailers originally scheduled for August 2020, to later in the year. The event will now be held Oct. 18-21, 2020, at the Venetian / Sands Expo Convention Center in Las Vegas.

"Our Member Experience team has spent a lot of time during the past two months talking with members and vendor partners about their business operations in the wake of coronavirus – including their thoughts about PrimeTime," says Tom Hickman, Nationwide's president and chief member advocate. "And what we've heard time and time again is that they want to come to PrimeTime. They want to network with their peers. They want to learn from each other. They want to take part in world-class educational opportunities. And we want that, too. But due to the restrictions currently in place, we felt that it was in everyone's best interests to delay PrimeTime until October.

"Moving PrimeTime to October provides us with several benefits, including more time to fine-tune safety protocols and better inventory opportunities from our vendor partners," Hickman adds. "But, most importantly, it is simply the right thing to do."

Melissa Stenson, Nationwide's vice president of member experience who oversees PrimeTime, says the Venetian has crafted a comprehensive reopening plan that includes more frequent cleaning protocols and social distancing requirements to protect guests against coronavirus. The Nationwide team will continue to work closely with the Venetian staff to implement these protocols for PrimeTime attendees.

"The health and safety of our members, our vendors and our employees are paramount," Stenson says. "We will continue to follow the guidance of the Centers for Disease Control and Prevention and local authorities as it relates to mass gatherings and look forward to welcoming the Nationwide network to Las Vegas in October."

The group is also exploring additional opportunities for PrimeTime to accommodate members who either cannot travel or are wary of attending an in-person event, including a potential virtual component for Nationwide Learning Academy sessions and trade show visits, and longer buying windows. More information will be shared as it becomes available.

Visit www.nationwideprimetime.com for up-to-date information.



MODERN METAL

New Zoe vanity brings bold style and storage to spare



Introducing the Furniture Guild's newest design, the Zoe, a beautiful Mid-Century Modern vanity that features stunning metal accents and clever storage solutions. Inspired by the popular Josie vanity, the Zoe includes distinctive metal trim that surrounds the single drawer face, metal finger pulls, and handcrafted metal feet with connecting rods.

Designed to be both smart and stylish, the Zoe provides ample storage for bathroom necessities while creating a dramatic focal point for any décor. The ingenious drawer-in-drawer storage system features a full-height drawer face that conceals a split interior with a deep bottom drawer and a shorter, pullout version above. The standard interior for the Zoe vanity matches the exterior but can be upgraded to a handsome walnut finish with optional interior light, glass dividers and inserts, and a hair dryer holder.

The Zoe vanity is amazingly versatile and may be customized to suit individual needs. Available in standard sizes from 24" to 72" wide with five different configurations, the vanity comes in both wall mounted and freestanding installations. With more than 20 standard panel finishes and eight metal finishes, the Zoe allows customers to make their vanity truly their own. For a small upcharge, customers can re-size the Zoe if needed or choose custom color finishes. The Zoe is available with a choice of five countertops as well as matching mirrors, linen cabinets and medicine cabinets.

In keeping with The Furniture Guild's heirloom-quality standards, each Zoe vanity is made to order by skilled craftsmen and artists with no assembly line production. The company is known for its impeccable quality and its stringent environmental standards. Each furniture piece is crafted from FSC certified hardwood and incorporates a 3/4" purebond formaldehyde-free furniture grade plywood. All finishes are GREENGUARD certified for indoor air quality, and their Guildstone countertops are made from 60% organic products. For more information about the Zoe or other products from the brand, please visit www.furnitureguild.com or call 1-888-479-4108 for dealer locations.

RO