

WHOLESALE

PHCP PROS



Focusing on community and growth, Porter Pipe and Supply — a family-owned and -operated wholesale distributor headquartered in Addison, Ill. — expanded its footprint beyond the Chicago metro area. In September 2020, during a year of uncertainty and unprecedented times, the company opened its fifth location, a distribution center, in Indianapolis. Read about its leap of faith along with customer and community support. Story starts on page 54.



PACE Supply Acquires Three Companies in the New Year

EFFECTIVE JAN. 1, 2021, PACE Supply reached an agreement with three companies: J.W. Wood Co. Inc.; (J.W. Wood); Northern Industrial Sales; and All Air Supply to purchase their organizations complete with four locations, including two plumbing showrooms.

Locations with plumbing showrooms reside in Redding and Chico, California. Locations without showrooms reside in Susanville and Yuba City, California.

J.W. Wood, a family-owned company, established in 1954, provides plumbing, HVAC, irrigation, and industrial services to northern California and southern Oregon.

Keith Hubbard, president of PACE Supply stated, "Part of PACE Supply's strategy is to broaden our capabilities and expand our geographic foot-



print. A testament to their passionate employees, J.W. Wood has earned a strong reputation delivering outstanding customer service and is a great fit for our organization. We're honored to welcome their family into ours and look forward to serving our customers."

The loyal customer base within these companies will now have access to additional products, services and territories previously established with

PACE Supply; while PACE Supply will add HVAC and Industrial divisions to their array of services.

Former president of J.W. Wood, John Wood added, "My brother Kellie and I were fortunate to learn the plumbing wholesale business from one of the best, our father, Wes Wood — founder of J.W. Wood. We worked for J.W. Wood from a young age and when it came time for retirement, our focus was on the importance of finding a buyer that would be a good fit for our family, employees, customers and the communities we've served for the last 67 years. PACE Supply is that company. We couldn't have done it without Brad Williams of the BERINGER group, who provided guidance and expertise as we worked tirelessly to complete this transaction."

New Products Emerge from DPHA Connect

Decorative Plumbing and Hardware Conference 2020 goes virtual.



BY LINDA JENNINGS
Kitchen & bath specialist

LINDA JENNINGS is president of Jennings & Co., a public relations agency specializing in the decorative plumbing and luxury hardware industry. For more than 25 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.

THE DECORATIVE PLUMBING AND HARDWARE ASSOCIATION hosted its first-ever virtual conference recently; the two-day event was a great way to view the newest products and ideas in decorative plumbing and hardware. Originally scheduled at a New Orleans venue, concerns over COVID-19 and travel restrictions prompted organizers to go virtual and their efforts were a success.

In a year marked by change and reinventing how we all do business outside of traditional brick and mortar, this online event provided a great opportunity to network and learn. We loved the engaging seminars, live-stream designer panels and interactive product showcases — not to mention the virtual cocktail hours for both East and West coasts!

From start to finish, this show did not disappoint. We commend the DPHA for putting on this event at a time when we honestly needed to bond with peers more than ever. This pivotal conference platform was a wonderful way to connect, discover and elevate. Here are some new products that were standouts from this unique virtual event.

Daring Color

Go bold in the bathroom with a pink or mint-green faucet. Or how about lilac, coral or red? All are among the colorful new options offered by Jaclo. As a family-owned company with more than 100 years in the plumbing industry, Jaclo is known for making extraordinary faucets.

Now it is taking things up a notch with a rainbow of 12 color options that are decidedly bold and vibrant, such

as plum, azure blue, limón and amber. All are architectural-grade coatings that are extremely durable and exceptionally beautiful.

The coating is available on all brass and bronze fixtures and can be mixed and matched. So, a mint-green faucet with a matte-black handle is no problem. The color combinations are nearly endless and are suitable for both residential and commercial settings. What a great way to add a color pop in the bathroom!

Heated Hooks

This one falls into the category of “things we didn’t know we needed,” but now we cannot live without them. The Sterlingham Co. Ltd. released a new collection of electric Robe Rails that are the ultimate luxury for any bathroom. They would be equally perfect in a mudroom, bedroom or ski lodge, for that matter, or anywhere you want to enjoy the pampering of a gently warmed robe or coat.

The vertical rails put wall space to good use as they lightly heat a robe for those chilly mornings or after a soothing bath. With five different styles to choose from, Robe Rails are a natural extension of the brand’s signature line of premium brass towel warmers. They are available in custom sizes and come with two adjustable hooks and an optional dimmer switch.

Comprised of 32 mm-diameter tubes with concealed wall mounts, the rails are offered in a lovely array of classic and contemporary finishes, including brushed nickel, polished gold, matte white and dark bronze.

Industrial Details

The industrial look continues to be among the most in-demand styles. Creating this look is all about bold details and the deliberate mix of contrast and texture. The Furniture Guild imparts the essence of industrial chic with a metallic trim option known as Campaign Inlay.

Here this distinctive trim is used to add an industrial style element to one of the company’s most popular freestanding vanities, the Avalon. Featuring a sleek, 1/4-inch metal trim around the doors, Campaign Inlay is notable for hand-crafted details such as decorative corners that include either a slotted or knurled screw.

The contrast of the metal against the vanity adds interest and definition and a hint of urban glamour. This striking metal trim is offered on all vanity designs and comes in eight attractive finishes such as antique brass, satin nickel and polished chrome.

Fine-Tuned Shower

Lenova brings unparalleled control to shower operations with its industry-first thermostatic shower system. Users may set their preferences and accurately maintain water temperature within a single degree for a safe and soothing shower experience. A single valve controls three functions — temperature, pressure and volume — to create an immersive spa-inspired shower that is consistent from beginning to end.

Created as part of a \$35 million R&D project, this innovative system pairs advanced engineering with cutting-edge technology. Lenova can deliver

Jaclo’s Color Collection.
Photo credit: Jaclo



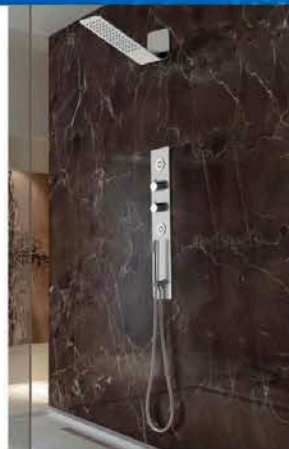
Heated Robe Rails from The Sterlingham Co. Ltd.
Photo credit: The Sterlingham Co. Ltd.



The Furniture Guild’s Avalon vanity with Campaign inlays.
Photo credit: The Furniture Guild



PLUMBING & SHOWROOMS



Lenova's CSP205B thermostatic shower.
Photo credit: Lenova

a perfectly controlled shower environment, even when using multiple water outlets at the same time. This shower system is manufactured in keeping with Lenova's high standards for construction and performance excellence with solid brass valves and beautifully durable finishes.

Users can choose a preset system or build a dream shower by selecting components such as body jets, hand-held sprayers, showerheads and more.

Hung-Up Style

Toilets on the wall are a big trend right now, and we are definitely on board. Icera gives us lots to love with a new collection of four wall-hung designs, each with its own look but all sharing the brand's trademark plumbing technology and outstanding performance.

Wall-hung toilets are increasingly popular with today's emphasis on smaller spaces, sustainability and minimalist design. Icera delivers on style and with thoughtful details such as DuroPlast silent close seats and an antimicrobial MicroGlaze finish. Each toilet comes with a fully concealed mounting system for a seamless profile and can be easily



Icera's Lily wall-hung toilet.
Photo credit: Icera

installed at a standard or ADA height.

Like all Icera toilets, these units are highly water-efficient and are backed by a limited lifetime warranty.

Quarantine Hygiene

With the current emphasis on hygiene and germs, hands-free technology is getting a lot of attention. Gessi unveils a new line of no-touch sensor faucets that automatically trigger the flow of water as hands approach the spout. Known as the 316 Collection, these high-tech faucets are available in an array of elegant, modern designs with sleek arches and gentle curves.

The faucets may be ordered as deck- or wall-mounted installations in a range of fashion-forward finishes. The water sensor may be incorporated into the tap body or the spout and can run off electric power or a discretely placed lithium battery. Gessi sensor faucets are perfect for at-home use and are a smart choice for commercial settings, too.

Creative Brass Creations

Deco & Deco celebrates the beauty of brass with its extensive collection of finely crafted hardware for cabinets and doors. With the amazing durability of brass and its inherent antibacterial properties, this popular metal has long been the standard for quality door hardware.

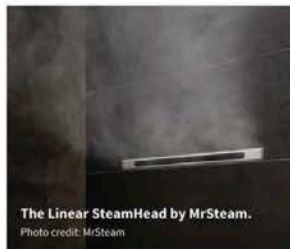
But the company takes brass hardware to a new level with artistic designs spanning an array of styles. From bold, contemporary looks to traditional elegance, there is something for everyone in its design library. Using the latest technology and time-honored techniques, the company produces meticulously de-



Gessi 316 Collection sensor faucets.
Photo credit: Gessi



The Deco & Deco Hardware collection.
Photo credit: Deco & Deco



The Linear SteamHead by MrSteam.
Photo credit: MrSteam

tailed knobs and pulls in a variety of sizes, textures and finishes.

Deco & Deco is a global brand with production facilities in Italy, Germany, Austria, India, Taiwan and the Czech Republic.

Discrete Steam

Steam showers are rapidly increasing in popularity as people discover the health and relaxation benefits of steam. We are big fans of the award-winning Linear SteamHead offered by MrSteam. This patented design mounts flush against the wall and silently directs a flowing ribbon of steam upward into the shower like an inverted waterfall.

The steam head can be tiled to virtually disappear into the shower wall, with only a narrow opening remaining visible. The system comes with an aroma tray that may be used with the optional AromaSteam System to add essential oils' soothing scents.

Available in two sizes, the Linear SteamHead offers an easy installation process that makes this unit ideal for bathroom remodeling projects. With no moving parts, this amazing design is whisper-quiet and delivers a smooth flow of steam for a spa-like steam experience with all the comforts of home.

Precision Levers

Textured metal and mixed finishes are both hot trends in today's



Frank Allert & Co's Allert Precision hardware collection.
Photo credit: Frank Allert & Co. Ltd.

market. Frank Allert & Co. Ltd. captures the best of both looks by unveiling its Allert Precision Collection at the convention. The renowned manufacturer of premium English hardware generated considerable virtual buzz with its new line of fine-cut architectural hardware with engineered knurled patterns.

The textured designs are distinctive and intricate, a marvel of modern artistry. Patterns include spiral, starburst, diamond mesh, linear, groove and more. The collection comprises a full range of levers, handles and pulls. All are available in a choice of 30 different metal finishes and patinas, including antique silver, hand-burnished nickel, pearl chrome and rose gold.

With so many options to choose from and a full license to mix and match, customers can easily create custom looks to suit their preferences and style.

While the 2020 DPHA conference might have been different from all previous ones, it was absolutely worthwhile and filled with the inspiring products and ideas we have all come to expect from its members. The opportunity to connect and collaborate with industry peers was especially meaningful after this year of so much change.

Although we hope future events will safely return to their original format, we are grateful for this year's conference and hope you enjoyed a closer look at some of its highlights. 🍷

For more information on these DPHA member brands, visit their websites at:

Deco & Deco	www.deconeco.com
Frank Allert & Co. Ltd.	www.frankallert.com
The Furniture Guild	www.furnitureguild.com
Gessi	www.gessi.com
Icera	www.icerabath.com
Jacló	www.jacló.com
Lenova	www.lenovagroup.com
MrSteam	www.mrsteam.com
The Sterlingham Co. Ltd.	www.sterlingham.co.uk