

WHOLESALE

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A NEW SHOWROOM EXPERIENCE

Facets of Austin, part of the Moore Supply/Hajoca family, needed to update its Austin, Texas showroom. The company wanted to create a new, extraordinary space that showcased product beauty and design, as well as focus on sales team knowledge instead of technology, for a new customer experience. Read how the 9,000-square-foot showroom, designed to feel like an art gallery, has thrived in spite of a market that changed overnight due to a pandemic. Story starts on page 36.

Fortune Magazine Names Southern Pipe & Supply Top 100 Workplace

FOR THE FOURTH TIME IN FIVE YEARS, Southern Pipe & Supply, has been named to the 'Top 100 Best Medium-Sized Companies to Work for in America' list by Fortune magazine, one of the most respected business periodicals in the country.

Southern Pipe & Supply, with over 115 locations in seven states, is the largest privately-owned distributor of plumbing, heating, air-conditioning (HVAC), industrial, mechanical, and waterworks materials in the Southeast. The company is the only distributor in the United States to have been selected to the Fortune list.

To be considered for this honor, companies must submit an application documenting over 200 data

points describing their human resource programs and practices. Fortune compiles this list annually with its research partner, Great Place to Work.

This award is given based on anonymous feedback from employees. Ninety-four percent of respondents rated the company a great place to work, compared to the national average of 59 percent. In Fortune's analysis of the company, the top two reasons employees gave for ranking Southern Pipe & Supply so highly were the remarkable sense of family and working with people that care for each other.

Great Place to Work also found a remarkable tenure for Southern Pipe & Supply employees, with 46 percent of respondents serving with the company

for more than five years, 29 percent serving for more than 10 years, and a full 10 percent saying they have been with the company for more than 20 years.

"We are extremely proud to be recognized by Fortune," said Ron Black, director of human resources for Southern Pipe & Supply. "As a company, one of our primary objectives is to invest a great deal of time and effort into being a company that attracts and retains great people. But the real reason we are a best place to work is because of our family members (what Southern Pipe & Supply refers to as its employees). They create an amazing, inclusive culture of respect that allows everyone to be themselves and have fun at work."

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Kitchens and Baths of the Future

A peek at today's most innovative products in the kitchen and bath industry.



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.

DESIGN TEAMS around the world are stepping up their game when it comes to imagining creative products for the kitchen and bath. From Texas to the heart of Italy, product engineers are reinventing the function of these most important spaces in the home — and adding new layers of visual and architectural interest.

The home continues to be more essential than ever with demands for multitasking and increased levels of hygiene. Here is a closer look at some brilliant manufacturers leading the way with crucial new design concepts.

Indoor Herb Garden

Isenberg Design Lab has earned a stellar reputation for innovation with award-winning faucets for the kitchen and bath. Headquartered in Dallas, the state-of-the-art facility is equipped with the latest software for 3D modeling and prototyping. It is led by Prakhar Kumar Jain, a renowned designer trained as a mechanical engineer. The Isenberg team has delivered several fascinating product enhancements that are smart additions to improve the kitchen's function and cleanliness.

One of our favorites is the ingenious Herb Garden, a self-watering system that brings the beauty and freshness of live plants into the kitchen. Indoor gardening is a "growing" trend, and Isenberg makes it easy to enjoy fresh herbs literally within arm's reach. Individual planters are paired with a watering system and attached with a quick-release valve covered when not in use.



Herb Garden by
Isenberg Faucets.



UV Sanitizer from Isenberg Faucets.

This is a wonderful addition to the kitchen on many levels — the lovely visual of green plants, the aromatic smells of fresh herbs and the satisfaction of self-sufficiency while cooking.

Trending Technology

Keeping the sink clean is an essential part of kitchen hygiene. Isenberg's new Sink Basin Sprayer goes beyond the traditional kitchen faucet and incorporates handy sprayers along the sink's upper perimeter.

The multidirectional nozzles feature sensor-activated zones that operate in different modes — one for flushing the sink walls for a quick and easy rinse, while the other is for rinsing produce with a 360-degree wash. The system is simple to operate and can make such a difference with daily chores of cooking and cleaning.

KEEPING THE SINK CLEAN IS AN IMPORTANT PART OF KITCHEN HYGIENE.



Isenberg Faucets'
Sink Basin Sprayer.



Sanitizing Sink

Isenberg elevates the kitchen's cleaning possibilities with its new UV Sanitizer, which harnesses the power of ultraviolet light to efficiently kill harmful bacteria on dishes, cutlery, and even fresh fruits and veggies.

Designed to function within the sink, this impressive product uses magnetic pogo pins built into the sink and UV lights on the removable lid. The unit is self-operating when the lid is closed to provide maximum sanitation; it lights up to signal cleaning status alerts. With



Isenberg Faucets' Smart Faucet Control.



MTI Baths' Terra Waterfall Vanity.



Hi-Fi Shelf Thermostatic Mixer from Gessi.

For more information about these luxurious brands, visit their respective websites at:

Gessi North America www.gessi.com

Isenberg Bath Corp..... www.isenbergfaucets.com

MTI Baths..... www.mtibaths.com

today's ongoing emphasis on germ avoidance, the UV Sanitizer is an essential addition to the kitchen with potential health benefits to impact the whole family.

Smart Faucet

Another notable from Isenberg Design Lab is its Smart Faucet Control, bringing simple touch functionality to all aspects of water flow. Users operate the faucet through preset membrane switch buttons and an easy-to-read LCD/OLED display with gesture controls.

The smart control provides impressive operation over every aspect of water function, including volume, temperature, pressure and even filter status. This faucet is a smart choice for busy kitchens with multiple chefs or multigenerational households where avoiding potential scalding is a priority.

Custom Dimensional Vanity

There is something so restorative about the sound of falling water. MTI Baths has brought the soothing effects of a waterfall to the bathroom with its extraordinary new Terra Waterfall Vanity. This three-dimensional vanity sink can be customized to reflect any topographic map, mimicking hills and valleys per customer request.

The sink is graduated to direct the water flow in the basin toward a waterfall, which slips gently over the right-hand side and flows smoothly towards a floor-mounted drain. The waterfall's soft, rushing sound and the striking visual make this luxurious vanity a true standout piece in any bathroom.

MTI's proprietary SculptureStone material is made of engineered solid stone and approximately 70 percent organic. The vanity is nonporous and resistant to stain and mildew with a glossy, hand-polished finish.

Mod Mixer + Shower Shelf

Gessi brings cutting-edge technology and nostalgic style to the bathroom with its Hi-Fi Shelf. The Italian design powerhouse has created a retro-inspired thermostatic mixer that captures the iconic look and feel of a 1980s stereo. The system delivers a thoroughly impressive shower experience with precision control of all aspects of water flow.

As part of Gessi's signature Private Wellness program, the Hi-Fi Shelf amplifies the pleasure of the shower. The control knobs have been designed to mimic the tactile sensation of period stereo sets with clicking knobs and tuning dials while using interactive graphic icons to control water flow and temperature with perfect accuracy. The shelf design stores technical components safely inside while providing a convenient shelf for shampoo bottles and other bathing necessities.

This design is well-suited for renovation projects or installations settings without sufficient space behind the shower wall. The mixers control a wide range of luxurious options, such as hand sprayers, body jets and showerheads. Users can program their settings and enjoy a custom shower experience at the turn of a knob or click of a button.

We admire the dedication of industry leaders like these who continually push design boundaries to create products that enhance homes and protect families. Today's consumers gravitate toward products that provide lasting value and benefit, in addition to simply adding to the beauty of the surrounding space. Products that accomplish both — that manage to look good while improving wellness — will stand the test of time and set new standards for future designs. ●

The Bidet is Having a Moment!

The pandemic and new space-saving models have made this a truly essential fixture.

BY LINDA JENNINGS
Kitchen & bath specialist

THE COVID-19 PANDEMIC has prompted people to take a second look at aspects of their lives previously taken for granted, such as telecommuting, on-line schooling and washing hands.



And with toilet paper in chronic short supply, many consumers are giving the bidet serious consideration as an addition or upgrade for their home bathrooms. And why not? Bidets are commonly found in Europe, Asia, and South America. Although they have never been a widespread fixture in the United States, some studies suggest that may be about to change.

Bidets originated in 17th century France and are a part of daily life in many parts of the world. In fact, only 30 percent of the world population regularly relies on toilet paper.

Bidets are also quickly gaining popularity among American consumers. A 2019 National Kitchen & Bath Association survey of interior designs revealed that a bidet-enabled toilet was one of the most requested features to include in new and remodeled bathrooms.

In the past, most smaller bathrooms lacked the square footage to devote to a stand-alone bidet, but recent innovations have allowed bidets to be integrated with traditional toilets, thus, solving the space dilemma. Today's bidets have a sleek, minimalist look that is at home with traditional, contemporary and transitional décors, making the bidet a stylish choice for any fashion-forward design space.

In addition, modern bidets offer

a host of luxurious options such as endless warm water, LED lighting, and heated seats that make the bidet a very welcome addition to the bathroom indeed.

Other factors

While the toilet paper shortage maybe a short-term problem, the environmental impact is not. Nearly 27,000 trees are cut down every day to meet the global demand for toilet paper, which can exceed 34 million rolls daily. The average person will require the equivalent of 384 trees to meet their lifetime supply of toilet paper. Bidets can eliminate the need for toilet paper entirely, particularly those models with built-in dryers.

Bidets also conserve water resources. The average bidet requires just 1/8 of a gallon of water per use while the production process of creating toilet paper consumes 37 gallons for a single roll. Bidets also promote a more healthy and sanitary living standard, with users

reporting an overall decline in skin irritations, hemorrhoid and urinary tract infections.

The Muse iWash by ICERA is a great example of a bidet that meets the needs of today's consumers. As a combination toilet and bidet, this integrated unit supplies all the functions of both fixtures without sacrificing valuable floor space.

The Muse iWash is a high-efficiency toilet with 1.28 gallons per flush utilizing the best of ICERA's advanced plumbing technology. A host of personal features include a heated seat, built-in deodorizer, an in-bowl LED nightlight, and a convenient wall-mount remote control. The bidet system comes with two user presets to save individual settings and ensure a repeat performance every time.

The Muse iWash also features a bowl-cleaning pre-mist that is activated when the seat is occupied and automatically flushes when vacated, creating a cleaner, touch-free bathroom experience. Like all ICERA

BIDETS ORIGINATED IN 17TH CENTURY FRANCE AND ARE A PART OF DAILY LIFE IN MANY PARTS OF THE WORLD. IN FACT, ONLY 30 PERCENT OF THE WORLD POPULATION REGULARLY RELIES ON TOILET PAPER.



products, the Muse iWash is crafted of vitreous china and protected with MicroGlaze, an antimicrobial finish for easy cleaning and durable good looks.

TOTO has been a leader in bidet design for more than 40 years. The company's newest offering combines the toilet and bidet into one wall-mounted unit for the maximum in space-saving efficiency and eye-catching design.

The RW WASHLET + RP Wall-Hung Toilet saves up to 9 inches of floor space in small bathrooms and powder rooms where every inch counts. With a clean, modern aesthetic and skirting design, this unit pairs form and function for the ultimate in personal cleaning and hygiene. A subtle wave design adds interest to the lid, while a seamless connection between the two units leaves no unsightly or protruding supply lines.

The high-efficiency RW WASHLET + RP Wall-Hung Toilet makes full use of TOTO's advanced technology, including the Dynamax Tornado Flush system and chemical-free EWATER+ cleaning solution.

The WASHLET system provides front and rear warm water washing with fully adjustable temperature and pressure controls, heated seated, automatic air deodorizer, and two user presets. Other thoughtful features include an auto flush for hands-free function, pre-mist of the bowl before each use, and a beautiful matte silver wall-mounted push plate. Designed to hold up to 880 pounds, the unit may be installed at a 15-19 inch mounting height for easy accessibility.

For those who want to add a bidet without doing any remodeling, installing a bidet seat to their existing toilet is a smart and simple solution.

ICERA's S-11 iWash Electronic Bidet Seat is one of the most innovative models on the market.

"This is the only standalone seat where you can just attach it to your existing toilet and you're immediately good to go as long as you have the correct electrical components already in your bathroom," said Rachel Tufono, ICERA's inside sales manager. "This makes it very easy and very accessible for people who aren't willing to replace their entire toilet. This is kind of a way to step your toe into the world of bidets, and it offers a lot more features than a regular floor-standing bidet."

The electronic S-11 was designed with comfort, hygiene and accessibility in mind. It is sized to fit most standard elongated toilets with a

slim profile only 5 inches high. Its stainless-steel nozzle is self-cleaning and fully adjustable with front and rear oscillating cleansing sprays.

With its tankless design, the S-11 is especially notable for its unlimited warm water supply. Users never have to wait for water to heat or worry

about it suddenly turning cold. The user's preferred water temperature will remain in force as long as needed with the help of ICERA's in-

stant ceramic water heating system. Users enjoy a range of customizable options with the S-11, including seat and dryer temperatures, spray options, nozzle position and water pressure. All are easily controlled by a wall-mounted remote control with memory for two customized settings.

As bidets continue to grow in popularity in the United States, top manufacturers will lead the way with design innovations and performance enhancements. It is too soon to know if the most recent rise in interest is a consumer-driven shift sparked by the pandemic and related concerns, or if the increasing acceptance of bidets is a cultural evolution as America joins the rest of the world in discovering the joys of the bidet in the bathroom.

For more information on these bidet options, visit icerausa.com and totousa.com.



Muse iWash by ICERA



RW WASHLET + RP Wall-Hung Toilet by Toto



ICERA's S-11 iWash Electronic Bidet Seat

QUALITY AMERICAN-MADE ALUMINUM PIPE FITTINGS & CASTINGS

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