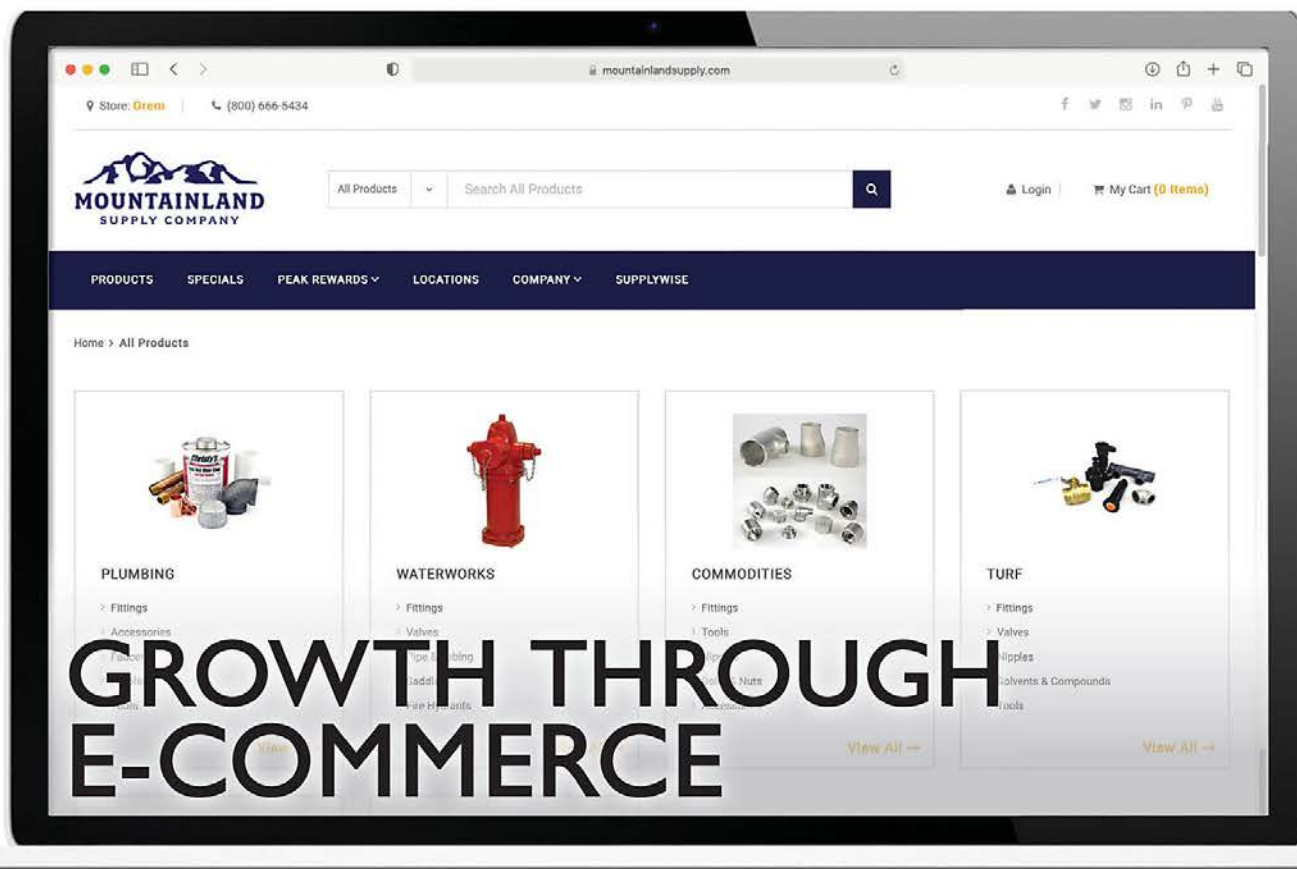


WHOLESALE the SALES

PHCP PROS



Mountainland Supply, a wholesale distributor of PVF and plumbing supplies and specialties based out of Orem, Utah, takes great pride in providing the best customer experience and placing its customers' needs first. It faced a challenge - as the company and its customers' companies grow, how would you continue to provide customer service excellence? Read how Mountainland Supply started its e-commerce journey to ease customers' pain points and continue delivering on customer satisfaction. Story starts on page 74.

Munch's Supply Acquires C&L Supply HVAC and Plumbing

MUNCH'S SUPPLY has acquired the HVAC and plumbing business from C&L Supply Inc., including its seven branches servicing Oklahoma, Kansas, Missouri and Arkansas. The company will now be known as C&L Supply HVAC and



Plumbing. This will expand the company's geographic footprint to 34 locations, adding to the 12 Munch's Supply branches in Chicago, Northwest Indiana and Michigan, five Tommark branches in Michigan,

seven O'Connor Company branches in Oklahoma, Kansas, Nebraska, Iowa and Missouri, and three Comfort Air Distributing locations in Colorado.

"The C&L Supply HVAC and Plumbing acquisition is part of Munch's long-term strategy to aggressively expand our footprint in other regions through strategic acquisitions that also broaden our product offering into plumbing and other adjacent segments," said Munch's CEO Bob Munch.

"Superior customer service will remain our number one priority and we are pleased to welcome C&L Supply HVAC and Plumbing's customers and employees to the Munch's family of companies."

"We are proud to serve our customers under the expanded name C&L Supply HVAC and Plumbing and will continue to offer Rheem heating and air conditioning equipment and multiple leading plumbing product brands," added C&L Supply HVAC and Plumbing Vice President Mike Beckham. "We are excited to be part of a platform that shares our culture and values and look forward to growing our business together at the local level."

"It has been a pleasure working with the Munch's Supply team and we are excited about the opportunities this transaction provides to C&L Supply HVAC and Plumbing's employees and customers," continued C&L Supply Inc. CEO Mark Kidd. "Moving forward, we will be focused on our consumer products (appliances, electronics and furniture) business."



Reinvest in Home

Renovation trends have a new focus in 2021.



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 SPOTLIGHT is on the kitchen and bath when it comes to remodeling trends for 2021. Traditionally the busiest rooms in the house, they face even greater demands with many families multitasking at home.

From Zoom meetings to staycations and everything in between, the home is the hub of modern life like never before. It has taken on new importance in terms of efficiency and comfort. Workstations such as the kitchen sink need improvements to handle the unprecedented uptick in activity. Without vacation opportunities, many look to find wellness and renewal at home, perhaps with a luxury tub or elegant faucet.

Leading manufacturers in our industry meet these challenges head-on with new product designs to elevate the home in both style and efficiency, with updates that make staying home a bit more in keeping with a high-end resort.

Conscientious Luxury

Good hygiene is top of mind these days, especially when it comes to frequent handwashing. Gessi embraces cutting-edge technology to create an innovative line of sensor taps for touchless and hands-free washing. Its Inciso Collection by David Rockwell is particularly notable for the warm modern style of New York Design. Inciso is defined by simplicity and possibility. It weds modern style with heritage details and finishes that invite tactile discovery.

The system uses a highly sensitive infrared sensor and is designed to pro-

mote good hygiene, improve efficiency and reduce water consumption. Water flow is activated as hands approach the tap or sensor plate within an adjustable detection distance, eliminating the need to touch a faucet lever.

They are a smart choice for commercial and hospitality settings, too, bringing a refreshing upscale elegance to public locations where usually only plain mediocrity prevails. All are offered in a gorgeous array of finishes, from gleaming metallics and sophisticated mattes to exotic textures and patterns.

Easy Upgrade, Maximum Impact

With remote working here to stay, door hardware needs to keep up. Viaggio Hardware makes it easy to define spaces with extraordinary designs offering plenty of custom options. Its new Motivo Collection is particularly appealing, with textured finishes introducing a tactile element to the décor. Choose from an embossed linen look that is elegant and sophisticated, a distinctive hammered finish for a



Viaggio Hardware's Circolo Hammered Rosette with Contempo rebar lever.

chic industrial or rustic vibe, or a cool leather option that is clean, modern and decidedly luxurious.

The textured finishes are available on rosettes, deadbolt trims and lever grips and may be paired with brass levers and knobs to create unique combinations. The pairing of smooth and textured finishes makes Viaggio Hardware a true standout and a simple yet dramatic upgrade for remodeling projects. All Viaggio products are crafted in Europe from solid brass and then precision-polished and coated with a protective lacquer for long-lasting good looks.

Big Style for Small Spaces

Today's bathrooms are pulling double-duty, serving as a much-needed place of wellness and retreat in addition to their usual practical function. Upgrading the bathroom is increasingly popular amongst homeowners looking to add some spa-inspired luxury into their daily routines. The new Adel 2 freestanding tub from MTI Baths is a smart choice with its clever design that fits easily into smaller spaces.

With an ergonomic interior offering a supremely comfortable bathing experience, the Adel 2 makes efficient use of limited quarters and can slip into an existing 60-inch alcove with simple installation. This beautiful tub is notable for its elegant lines and thin lip with an integrated faucet deck. Measuring 57 inches x 31 inches x 22 inches, the tub is offered as a soaker or air bath with an impressive range of therapy options, such as chromatherapy and thermal therapy.

In keeping with MTI's high standards for quality and construction, the Adel 2 is



Adel 2 freestanding tub from MTI Baths.

hand-crafted in the United States and is built for superior strength and insulation, with a durable, nonporous surface that is easy to clean and maintain.

Transforming the Shower

With many of today's households comprised of multiple generations living under the same roof, the issue of accessibility and safety in the bathroom is more important than ever. The shower, in particular, is an area of top concern.

Easy Sanitary Solutions addresses this problem with its new Modulo Stone Flex shower drain. This nearly invisible linear drain efficiently removes water from the shower floor to create a drier and more hygienic space, while its seamless design is perfect for barrier-free shower environments. It was made especially for natural stone and marble floors to blend effortlessly with barely perceptible lines.

Its frameless construction is ideal for wall-to-wall installation jobs with an allowance of up to 4 inches of adjustment on-site. ESS is known for its remarkable blend of Dutch design and German precision, resulting in extraordinary drainage system designs that can transform a shower's function and visual appeal. The Modulo Stone Flex system is offered in a range of lengths from 19 3/4 inches to 82 3/4 inches and is covered by a full 10-year warranty.



Easy Drain's Modulo Stone Flex linear drain.

Natural Beauty in the Bathroom

Introducing an organic element into the bathroom is a wonderful way to bring the outdoors in and create a calming atmosphere. The Furniture Guild offers a wide variety of traditional and exotic wood finishes; we particularly love its natural reclaimed oak.

Made from Belgian railroad ties, this stunning finish captures the authentic look and texture of reclaimed wood with a darker appearance, extreme variations in grain and color, and inherent knots, cracks and splits. The "weathered" appearance of this finish pairs well with the brand's popular Alton vanity with its gleaming metal accents.

The combination of wood and metal makes a dramatic style state-



The Furniture Guild's Alton Vanity in natural reclaimed oak.



Ruvati's dual-tier Workstation sink.

ment that is earthy yet industrial. The Alton vanity can be customized according to customer preference, from the length, countertop and bowl designs to hardware style and metal accents. The Alton is a smart choice for any décor, packing ample storage into compact spaces for today's multitasking bathrooms.

Smart Designs for Busy Kitchens

Kitchen renovations are all about improving efficiency. With families eating at home so much more often, kitchens are in use nearly around the clock, sometimes with multiple cooks. Ruvati upped the ante when it comes to the kitchen sink, even renaming it as a kitchen workstation. Its dual-tier Workstation ledge sink uses a two-track system with sliding accessories to boost functionality and allows home chefs to mix, prep and clean for an entire dinner party in the space of a sink.

The generously sized basin comes with two colanders, a mixing bowl, a hardwood cutting board, a folding drying rack and attachments that can grate, mix, slice and strain. The Workstation is designed as an under-mount single-bowl design in three sizes and is crafted from premium 16-gauge stainless steel with a commercial-grade brushed finish.

Another part of the kitchen that is a prime target for upgrade is the faucet. Dramatic faucets are one of the hottest trends in kitchen design, but they also serve important practical functions. Lenova perfected the balance between form and function with its new designer solid-brass kitchen faucets. With graceful high-arch spouts and gleaming metallic finishes, they are natural focal points in the kitchen.

Our industry responded with amazing new product lines to meet those needs. We look forward to seeing what innovations are yet to come as the year unfolds.



The K503PC faucet from Lenova.

Shown here is the K503PC with a pull-down faucet, two-function sprayer and a spout with a full 360-degree swivel that makes kitchen cleanups a breeze. In keeping with Lenova's exacting standards, all are crafted from no-lead solid brass and include Kerox ceramic cartridges for drip-free performance as well as a limited lifetime warranty.

Home renovation projects in 2021 are about more than improving the look and style of our living quarters. Homeowners want to enhance the efficiency and safety of their homes, to create practical workspaces where tasks are easily accomplished, as well as soothing retreats where wellness and relaxation are priorities.

Our industry responded with amazing new product lines to meet those needs. We look forward to seeing what innovations are yet to come as the year unfolds.

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

- Easy Sanitary Solutions www.easydrainusa.com
- Gessi North America www.gessi.com
- Lenova www.lenovagroup.com
- MTI Baths www.mtibaths.com
- Ruvati www.ruvati.com
- The Furniture Guild www.furnitureguild.com
- Viaggio Hardware www.viaggiohardware.com