

# THE RETAIL observer

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AN EYE ON THE INDUSTRY SINCE 1970

*Gold Nugget*<sup>®</sup>

## GOLD NUGGET AWARDS

PART TWO

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# INDUSTRY [NEWS]

## SEPTEMBER

**GESSI**

### SPOTLIGHT ON SHOWER STYLE

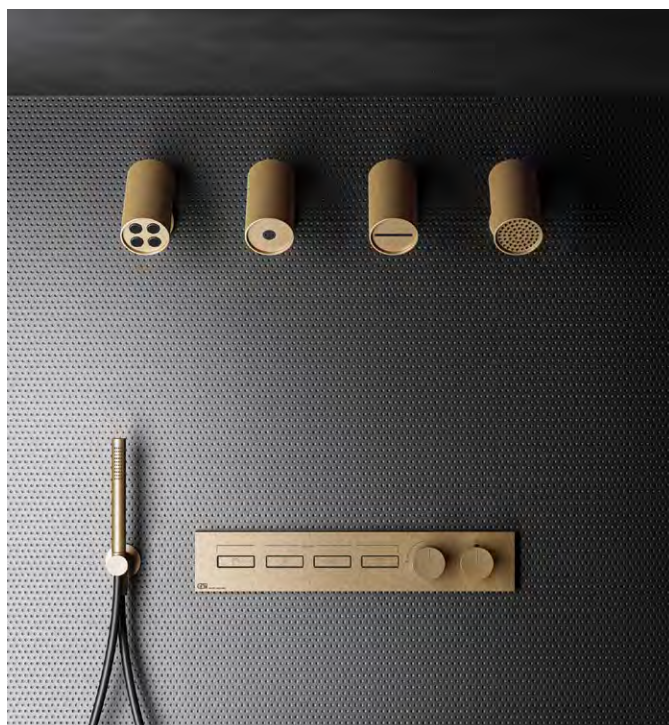
Innovative SpotWater shower system by Gessi combines aesthetics and function

Gessi brings dramatic style to the shower with their cool new SpotWater Collection of swiveling tubular showerheads. Designed with a nod to iconic spotlights of the theatrical stage, this sophisticated shower system is bold yet refined, notable for its seamless merging of classic elegance and raw industrial chic. Installed alone or in groupings, SpotWater earns rave reviews in any design space, taking the limelight for visual impact as well as impressive shower performance.

As part of Gessi's signature Private Wellness® Program, the SpotWater line combines striking architectural style and advanced engineering to create a truly luxurious shower experience. Choose from four different aerators to customize water flow options, including rain, mist, waterfall and multi-spray. The easily installed wall-mounted showerheads are fully adjustable with flexible joints that allow each to be precisely positioned. Users may design their own system by mixing and matching showerheads and aerators and angling them "just so" to create a one-of-a-kind sensory shower for the ultimate in relaxation and personal wellness.

The SpotWater shower system is a beautiful addition to the bathroom. Perfect for minimalist-inspired spaces, its sleek silhouette is versatile enough to complement any décor. Each unit is carefully crafted and finished in meticulous detail, creating a final look that has a singular sculptural appeal. Gessi offers an array of on-trend finishes, including shimmering metals, soft mattes, and rich textures. Options include copper, aged bronze, polished nickel, antique brass and shades of white, black and gold.

Private Wellness® Program is a signature concept driven by the



brand's commitment to innovation and designing products that enhance and improve the customers' lives. Their advanced shower concepts represent the world's most extensive array of steel showerheads and shower elements for hydro massage. Their aim is to create everyday wellness centers in private bathrooms and bring their products to professional spa settings worldwide. Their modular elements can be customized to suit individual needs with patented aesthetics and advanced functions that are genuinely beneficial to the users. After decades of research, Gessi has truly become The Private Wellness Company.

## GE Profile™

### INNOVATION STUDIO BY GE PROFILE BRINGS PIZZOVAATION TO THE KITCHEN WITH ITS FIRST APPLIANCE

New Trattoria pizza oven makes cooking pizza at home faster and easier than ever before

The Innovation Studio by GE Profile announced the Trattoria Pizza Oven, a revolutionary home appliance that enables consumers to create restaurant-caliber pizza with technology built into a conventional range. By integrating cutting-edge precision algorithms and the Innovation Studio engineers' passion for pizza, the Trattoria Pizza Oven heats twice as fast as a pizza steel, giving consumers the pizza they love in half the time.

"The vision of the Innovation Studio by GE Profile is to push the boundaries of technology to solve everyday challenges with groundbreaking technology. The GE Profile's Innovation Studio Trattoria Pizza Oven is the first in a series of products that will expand the way users think about the capabilities of the appliances in their home, facilitating delicious pizza at home, every time," said Bridget McCauley, brand development senior manager, GE Profile. "Pizza is a natural starting place for our new line of appliances, as 93% of Americans consume pizza every month and 13% eat pizza daily."

The Trattoria Pizza Oven brings a host of features for the dedicated pizza lover, including:

- The secret sauce is a proprietary aluminum alloy Built-In Rapid Crisping Plate and a Broil Amplifier capable of creating temperatures up to 550° F for a scrumptious charred pizza crust in a matter of minutes.
- The Trattoria Pizza Oven pizza surface heats up far quicker than other pizza accessories like pizza stones that can take close to an hour to preheat, all while requiring just minutes to recover between pizzas.
- Four different bake modes (Artisan, New York, Frozen and Pan) designed by a pizza-passionate engineer who believed at-home pizza chefs deserved better, and all perfected by food scientists who formulated the cooking algorithms.



## INDUSTRY [NEWS]

Best of all, the product isn't just for pizza lovers. It also packs all of the great features users have come to expect from a dual cavity GE Profile range, including a large lower oven, convenient features such as air fry, and a standard 30" size for easy installation.

The Trattoria Pizza Oven will be available for pre-purchase on July 26 for \$3,499, with the first 200 orders getting \$500 off at [www.geappliances.com/profile-innovation/trattoria](http://www.geappliances.com/profile-innovation/trattoria).

Visit our website, [www.InnovationbyGEProfile.com](http://www.InnovationbyGEProfile.com) to learn more about the cutting-edge technology work taking place in the Innovation Studio by GE Profile.

THE STERLINGHAM CO. LTD.

### A MARVEL OF MARBLE BEAUTY

Sterlingham debuts marble options for single rail towel warmers

Sterlingham Company Ltd. is proud to unveil the latest addition to its luxurious line of towel warmers. Introducing Marble Rails, a beautiful new option that brings the opulence of marble to the bathroom and pairs it with the brand's signature brassware. These brilliant rails efficiently radiate heat to gently warm towels. The marble accents are beautifully patterned and exceptionally versatile, working equally well in both vintage and contemporary decors.

Heated towel warmers are a must-have addition for luxury bathrooms. Sterlingham combines the highest-quality solid brass for their products with a superior quality control process. The new Marble Rails feature the same dry-line heating cables that Sterlingham towel warmers have used for more than 30 years. The products are made and sourced in England, combining advanced technology with time-honored techniques to produce remarkable brassware of lasting beauty and reliable performance.

As part of the popular Cascades Collection, Marble Rails feature a sleek space-saving design that consumes less wall area than traditional warmers. The single rails may be hung alone or stacked and arranged in nearly any formation. Measuring nearly 24" long, the rails are cleverly installed with hidden wall mounts for a seamless look. They are offered in a selection of five distinctive marbles: Nero Marquina, Bardiglio Nuvolato, Bianco Carrara Venatino, Calacatta Gold Calo-Bett, and Giallo Sienna and available in the brand's stunning lineup of 16 modern finishes. In keeping with Sterlingham's legendary customization options, the Single Marble Rails may be ordered in bespoke dimensions as needed.



Sterlingham Company Ltd. is a proud manufacturer of high-quality brass bathroom accessories, towel warmers, and washstands. The company has grown significantly in the past 30 years and is now distributing worldwide. Sterlingham's products have been featured in some of the world's most revered hotels. All products are 100% Made in England to serve the requirements of retailers, architects and designers within the hotel, residential and marine markets for the UK and internationally. For more information please visit [sterlingham.co.uk](http://sterlingham.co.uk).

