

WHOLESALE

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SHOWROOM DESIGN



Best Plumbing, a family-owned plumbing company based in Seattle, had been operating for more than 20 years out of its existing showroom. When the opportunity arose to purchase the building next door, the firm got to work to rethink and transform their space. Read how trends in design and aesthetics were incorporated, turning a once small space into a luxurious but comfortable showroom. The journey starts on page 68.

Photo courtesy of Best Plumbing.

Reliance Steel & Aluminum Co. Acquires Merfish United



RELIANCE STEEL & ALUMINUM CO. has acquired Merfish United, a leading master distributor of tubular building products in the United States. Headquartered in Ipswich, Massachusetts, Merfish United serves 47 U.S. states through

its twelve strategically located distribution centers. Merfish United's broad product offering includes full lines of steel pipe, copper tubing, plastic pipe, electrical conduit and related products for the commercial, residential, municipal and industrial building markets. For the twelve months ended June 30, 2021, Merfish United's net sales were approximately \$500 million. The current Merfish

United team, including management, will remain in place. The terms of the transaction were not disclosed.

"We are excited to welcome Merfish United to the Reliance Family of Companies and to broaden our focus on adjacent business opportunities beyond traditional metals service centers," said Jim Hoffman, CEO of Reliance. "This transaction aligns with our acquisition strategy of expanding our product, end market and geographical diversification and acquiring immediately accretive companies with strong management teams. Further, Merfish United increases our exposure to copper and plastic products and positions Reliance in the adjacent industrial distribution space with a platform for further growth."



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Elevate Domestic Bliss with New Discoveries

Outfitting the home with just the right pieces is key to creating spaces where one can relax, unwind and recharge.



BY LINDA JENNINGS
Kitchen & bath specialist

IN TODAY'S HECTIC WORLD, it is more important than ever for the home to function as a haven, a personal retreat from the demanding pace of life. Outfitting the home with just the right pieces is key to creating spaces where one can relax, unwind and recharge.

From small important details to big statement pieces, it's all about creating an enlightened design vibe to meet the needs of the owners, combining functionality and ease with beautiful visuals and a spark of personality to truly reflect their unique energy. As always, making the most of the all-important kitchen and bath spaces takes a central role.

Take a closer look at these newly discovered treasures that transform ordinary living spaces into simply extraordinary.

Artisan Texture

Immerse yourself in the avant-garde with the latest offering from Acquabella. Its Beton finish for shower bases has the look and feel of cement, blending artistic inspiration with a trendy industrial vibe. The high-definition finish is amazingly practical with a nonslip surface that is resistant to impact, thermal shock and includes antibacterial properties for easy cleaning and maintenance.

The base itself is constructed from the brand's signature Akron compound of polyurethane and mineral fillers that produces a solid finish. The Duo Beton base will appeal to those who love customization, with options for a hidden drain for a minimalist look or with a stainless-steel grid for a bolder style. This unexpected texture in the shower feels amazing underfoot and adds prominence to an often-overlooked space.

Sensory Shower

Bliss out in the shower with the spectacular shower system by Gessi known as Colour. With endless customization options, Colour combines ethereal elements of light and water to create refreshing waterfalls, energizing hydro-massage and dreamy nebulized mists, all under glowing hues of shimmering lights. Users may select and adjust water jets and design their own chroma-therapy displays.

A nebulizer function allows water to be atomized into soft vapors to release negative ions into the air to boost mood and mental energy. The combination of flowing water and gleaming lights promotes a sense of relaxation and helps to restore the body, mind and spirit.

The Colour Collection is crafted of stainless steel and offered in a variety of finishes. The LED lighting contained in the square or circular showerhead is controlled via a digital keypad with settings for automatic sequences or custom programming. Colour is part of Gessi's signature Private Wellness Program, reflecting its commitment to in-

Virtually Disappearing Drain

Lovers of minimalist design will delight in the new M-line drainage system from Easy Drain. This against-the-wall drain conceals itself in the line where the wall meets the floor, rendering it all but invisible except for a subtle rectangular frame. The look is sleek and contemporary, giving the shower a clean look with no visual distractions.

The system can be paired with tile up to 3/4-inch thickness and may extend up to a length of 47 1/4-inches. Offered in two grate finishes and reversible trim, the M-line is a remarkable feat of engineering with integrated sloping for effective water drainage and a tile-adjustable frame for quick installation.

The M-line is 100 percent waterproof and features the brand's signature Water Protection System, a factory-assembled sealing membrane and a flexible wall connection to ensure a completely watertight fitting. Easy Drain pairs German precision with Dutch design to create extraordinary products that make bathrooms more beautiful as well as safer and more hygienic.

A Marvel of Marble

Create an inspired spa experience in the bathroom with luxurious new marble towel warmers from Sterlingham Co. Using radiant heat to gently warm towels, Marble Rails are certain to be a most welcome addition to the bath on chilly mornings or after a relaxing soak. Beautifully patterned marble combines with premium brassware to create a series of brilliant single rails that can be hung alone or stacked and arranged in any formation.



Acquabella shower base in Beton finish.



Left: Gessi Colour shower system.



Easy Drain M-line drainage system.



Below: Sterlingham Marble Rail towel warmers.

PLUMBING & SHOWROOMS

Measuring nearly 24-inches long, the rails are installed with hidden wall mounts for a seamless look and are offered in five different marbles and 16 finishes. Marble Rails feature the same dry line heating cables that Sterlingham towel warmers have used for more than 30 years. Sterlingham is proud to manufacture its products entirely in England and offers bespoke sizes and options as needed.

The Smallest Details

Fine hardware is a little detail adding a big impact to a design space, and no one exemplifies that like Viaggio Hardware. Inspired by the iconic architecture of Milan and northern Italy, its extraordinary designs are immediately notable for their beauty and style, but a closer look reveals their exceptional quality and details.

Each piece is carefully constructed from solid forged brass and precision-polished to perfection in a variety of matte and gleaming finishes. The Concealed Screw Mechanism (CSM) cleverly hides all installation hardware for a seamless look with no visible fasteners. CSM is a luxurious standard on all privacy and passage sets as just one example of the brand's commitment to superior quality.

The company's levers offer a 28-degree turn radius as opposed to the traditional 55. This provides greater ease of use and a smoother, more controlled turning experience. The tighter turning rotation makes Viaggio

levers a smart choice for multi-generational households or in circumstances where accessibility is key.

Viaggio centers its manufacturing headquarters in the heart of Europe and draws on the surrounding artistry to inspire a fresh modern vibe with organic textures and shapes.

Sculpted Finish

The purity of simple lines is on full display with the new Owen freestanding tub by MTI Baths. With crisp lines, clean angles and a complete absence of ornamentation, the tub generates a soothing sense of serenity and elegance. The Owen is generously sized with ample room to relax and an angled backrest for a truly restorative, immersive experience.

As part of MTI's Designer Collection, the tub is offered as a soaker or air bath with loads of therapy options such as chromatherapy LED underwater lighting, audio therapy with Bluetooth remote, and thermal therapy with Radiance heating zones. Owen is crafted from premium cross-linked cast acrylic with a sculpted finish construction. The result is amazingly durable with a nonporous surface resistant to scratches, stains and finished in a beautiful high-gloss.

Sculpted finish tubs have the added benefit of being finished on one, two, three or four sides for greater flexibility on installation. All MTI baths are hand-crafted in the United States.

A Sink with Accessories

Ruvati combines two of its most in-demand styles into one amazing sink with a new apron-front version of its dual-tier workstation sink. The exposed apron detailing brings a trendy modern farmhouse vibe to the kitchen, while the workstation sink dramatically expands functionality with an array of built-in accessories that slide into place on two-tiered tracks.



Quadrato Hammered Rosette with Brezza Lever



Owen freestanding tub by MTI Baths.



Two-tiered, apron-front 45-inch Workstation from Ruvati.

Measuring 45 inches long, this Ruvati sink is geared to meet the needs of the busiest kitchens. Thoughtful accessories include a mixing bowl and colander set with wood platform, a three-bowl condiment tray, a foldable drying rack, and a solid hardwood cutting board that is flat on one side and with raised edges on the other to serve as a tray.

The generous size of the sink accommodates dual faucets so two chefs can work side by side, and the 10-inch-deep basin can handle large pots and pans with ease, while a sloped bottom promotes efficient water drainage. Ruvati crafts each sink from 16-gauge premium T-304 stainless steel that will never rust or stain and finishes with a beautiful brushed commercial grade finish.

The sink is swaddled with heavy-duty, sound-guard padding and undercoating to provide noise dampening and thermal insulation. The undermount sink is fully reversible and can be installed with left- or right-side drain and includes a bottom rinse grid and decorative drain cover.

Hanging Clothes in Style

One of the most popular closet accessories is the garment rod or valet rod, a handy retractable rod providing a place to hang dry cleaning, freshly ironed clothes or potential candidates for the day's outfit. While most valet rods are non-descript, Frank Allart & Co. has given them the style they deserve.

A renowned purveyor of fine English hardware since 1914, Frank Allart offers 8-inch and 10-inch valet rods

with thousands of knobs, rosette and finish options to choose from. Many styles are based on period originals with intricate detailing and rich metallic finishes of every hue and sheen.

When not in use, only the knob is visible within the closet. A gentle pull expands the rod into place where it is ready to accommodate jackets, dresses, evening wear, trousers, accessories and the like. It is a clever way to add style to the closet and improve its functionality for daily life.

Special touches make a house a home — the details and extras that define each space as an expression of personal interests, style and comforts. The products and ideas shared here are just a few examples of the best our industry has to offer. We appreciate their innovation and look forward to exploring new offerings in the months to come. 🍷

For more information about the products shown, and to learn more about the brands featured, visit their websites at:

- Aquabella
www.acquabella.us
- Easy Drain USA
www.easydrainusa.com
- Frank Allart & Co.
www.frankallart.com
- Gessi
www.gessi.com
- MTI Baths
www.mtibaths.com
- Ruvati
www.ruvati.com
- The Sterlingham Co.
www.sterlingham.co.uk
- Viaggio Hardware
www.viaggiohardware.com



Frank Allart & Co.'s extendable valet rods.

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.