

WHOLESALE

the

SALE

NEWS OF PLUMBING, HEATING, COOLING AND INDUSTRIAL PVF

PHCP PROS



CELEBRATING VALUES AND TRADITIONS

This year marks the 125th anniversary for First Supply LLC, a family-owned and -operated wholesale distributor with roots starting in La Crosse, Wisconsin, and now covering the Upper Midwest. The founders and its leaders were known to swing the bat and take risks — backed up by hard work, commitment to team members, customers, and the manufacturing companies they partner with. Pictured are family members Joe Poehling, chairman emeritus; CEO and President Katie Poehling Seymour; and CFO Todd Restel, who guide the company and carry on its traditions. Read about its rich history and many firsts – turn to page 50.

ANNUAL WHOLESALING 100

A Wholesale Commitment to the Industry and sponsor of this year's Wholesaling 100.

PRESENTED BY

BRADFORD WHITE
WATER HEATERS

@PHCProS

Invest in Livable Luxury

Discover the newest material options for tubs and showers.



BY LINDA JENNINGS
Kitchen & bath specialist

WHEN IT COMES TO designing a bathroom, tubs and showers play a central role. They are, after all, the most common focal points of the room. One of the first questions to be answered is, what material should they be made of?

Today's consumers are fortunate to have an array of exciting possibilities. Thanks to remarkable advances in technology, modern bathrooms have moved past traditional cast iron and porcelain-enameled steel to embrace new options in solid-surface blends, specialty finishes and textures and thoughtful designs intended to promote wellness and meet the needs of multigenerational households.

We are excited to share some of the newest materials offering stylish solutions for bathroom remodels as well as new construction.

MODERN BATHROOMS HAVE MOVED PAST TRADITIONAL CAST IRON AND PORCELAIN-ENAMELED STEEL TO EMBRACE NEW OPTIONS IN SOLID-SURFACE BLENDS, SPECIALTY FINISHES AND TEXTURES AND THOUGHTFUL DESIGNS.

Soft Yet Strong

Imagine a tub that feels as soft as velvet yet is incredibly strong and durable. MTI Baths is particularly proud of its latest innovation in tub materials known as DoloMatte. As a true solid-surface material, DoloMatte is luxurious and refined, yet it is hardy enough to maintain its elegant matte finish for years to come.

DoloMatte is crafted as a thick, American-made slab of specialty polymers blended with ground minerals, which is thermoformed with a mold and carefully finished by hand.

The final product is impenetrable to scratches and stains, with a nonporous surface that resists impact, mold, mildew and UV damage.

MTI offers DoloMatte on most tubs in its Designer Collection and encourages customers to personalize their experience by adding indulgent therapies and coordinating accessories. MTI also extends DoloMatte to its line of shower bases, which includes three dozen designs.

Each tub and shower are manufactured according to individual order specifications and subjected to multiple quality-control checks. Advances in solid-surface materials such as DoloMatte allow customer-focused manufacturers to exceed expectations with hand-crafted and individualized tubs and shower base options.

A New Generation of Tubs

Over the years, bathtubs have evolved to become more than functional spaces for cleansing the body — they are places of retreat, relaxation and wellness. Innovative industry leaders introduced a multitude of indulgent therapies such as massaging air jets and sensory-rich experiences such as aromatherapy and chromatherapy.

From freestanding models to drop-ins, MTI Baths has perfected the chromatherapy art of crafting unique tubs with its DoloMatte material to come in all shapes and sizes, including soaker tubs for compact spaces and double-ended designs with room for two.

New options for materials mean bathtubs are more durable than ever and fully capable of withstanding the demands of busy families.

Covering All the Bases

Shower bases are an increasingly popular feature in today's bathrooms. Known for their space-saving designs, versatile shower bases come in square or rectangular configurations in a range of sizes. Traditional single-threshold bases fit securely along surrounding walls and have a single entry point,



Andrea 11 sculpted finish tub in DoloMatte by MTI Baths
Photo credit: MTI Baths

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.



Acquabella's Base Beton shower tray in brown Akron
Photo credit: Acquabella



BainUltra's Celestia 6635 in FineStone material
Photo credit: BainUltra

IT HAS NEVER BEEN EASIER TO CREATE A BATH WITH AUTHENTIC NATURAL COMPONENTS AND A PEACEFUL COLOR PALETTE.

while multiple threshold designs may feature glass enclosures on one, two or three sides and more than one entrance.

A zero-barrier entry provides a flat transition from bathroom floor to shower and offers easy access for both the youngest and oldest members of the family, as well as those with mobility challenges. The seamless entry promotes a modern look and has the added benefit of being simple to clean.

Shower bases are perfect for remodeling projects with their straightforward installation and require no sloping due to incorporated advanced drainage systems.

Better Than Natural

Natural stone is beautiful but can be extremely heavy and difficult to maintain. Acquabella developed Dolotek to capture that organic essence while also making key improvements. The material has a silky-smooth feel that is richly luxurious, while its pure white finish is incredibly durable.

Made from a proprietary blend of dolomite and resins, this groundbreaking material is crafted through eco-friendly processes and molded

into complex shapes with functional designs. Its seamless, nonporous surface prevents the growth of bacteria and fungi and can withstand extreme temperatures, thermal shock and UV rays.

Acquabella has made Dolotek available for its collection of fine tubs and sinks. Consumers may mix different models in the same space without losing design cohesion, thanks to Dolotek providing an underlying unity. The brand's collection features a complete series of tubs, totems, washbasins and wall-mounted sinks that can be interchanged to create a thoroughly personal design space.

Texture Underfoot

Showers have the tendency to be slippery places. Acquabella resolves that common problem with a solution both beautiful and practical. Its high-definition Beton finish has the trendy, modern look and feel of concrete, while its Slate finish mimics its more traditional namesake. Both textured finishes feel invigorating underfoot and create a nonslip surface that helps to promote a sturdier footing.

As an added benefit, the Akron

finishes include anti-microbial properties for a hygienic, easy-to-clean shower space. The signature Akron compound is comprised of polyurethane and mineral fillers that are compacted in mass to achieve a solid finish. Advanced techniques and technologies meld to create an extraordinary product line that makes beautifully long-lasting additions to the bathroom.

In addition to its shower bases, Acquabella extended Akron to its award-winning Opal Quiz freestanding tub. Notable for its geometric-inspired textured finish, the Quiz brings a touch of haute couture to any design space and adds another element of tactile experience to the bathing experience.

So Fine

One of the latest additions to the universe of material options for tubs is FineStone by BainUltra. Already well-known for its high-end acrylic tubs, BainUltra launched FineStone as a premium-quality, solid-surface material with a singular blend of refined minerals and pure liquid acrylic.

The first tub to be offered with this new material is the Celestia

freestanding bath. Not only does FineStone have excellent insulation properties to keep bathwater warm longer, but the material is extremely durable and naturally hygienic with an easy-to-clean nonporous surface. The Celestia tub is generously sized to allow bathers to stretch out and relax. It features integrated armrests, a gently angled backrest and a lovely satin finish.

With all the choices available in tub and shower materials, it has never been easier to create a bath with authentic natural components and a peaceful color palette. Invest in livable luxury! ♦

For more information about these intriguing material options, visit the brands featured:

- **Acquabella**
www.acquabella.us
- **BainUltra**
www.bainultra.com
- **MTI Baths**
www.mtibaths.com