

the WHOLESALE

NEWS OF PLUMBING, HEATING, COOLING AND INDUSTRIAL PVF

PHCP PROS



Efficient Heating

Tankless Heaters

PACIFIC
Green Room



BREAKING NEW GROUND



Essential Guide to the Modern Home

These new design trends celebrate texture, fabulous finishes and hidden assets to elevate the space.



BY LINDA JENNINGS
Kitchen & bath specialist

WHETHER YOU'RE LOOKING TO RENOVATE an existing home or new construction, one of the biggest decisions is the overall decor direction. A minimalist kitchen and bath space is timeless and appeals to all. However, to keep the room interesting and uniquely yours, investing in well-appointed fixtures and fittings is a great way to make a bold statement.

Here are some new choices when it comes to kitchen and bath design. From golden finishes in the bath to kitchen sinks with hidden assets, these brands deliver big style reaching beyond minimalism. It's essential to explore products offering timeless style with construction that's built to last — but with a bit of attitude that explores your own personality and lifestyle vibe.

Seamless Sensation

MTI Baths brings a distinctive design twist to the bathroom with an extraordinary collection of custom counter-sinks. Its clever fusion of sink and countertop results in a sleek, seamless look that is impressively adaptable and always a perfect fit. Personalized designs are offered in a variety of configurations and may be made to order according to counter length, depth and height, as well as bowl style and placement.

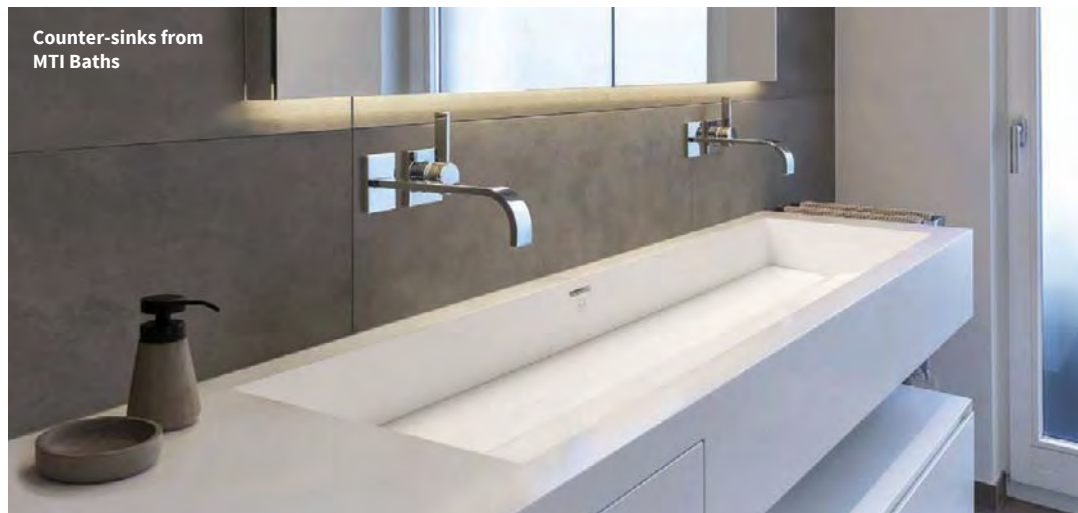
This amazing versatility makes counter-sinks a smart choice for small powder rooms where a wall-mounted design can maximize space, as well as luxurious master baths with ample room for double bowls and a generous countertop expanse.

The counter-sinks are crafted from the brand's proprietary SculptureStone material, a mostly organic blend of natural stone and minerals that give the look and feel of molded stone. Each piece is completely solid all the way through, with a smooth-to-the-touch surface that is non-porous, easy to clean and resistant to stains, mold and mildew. All MTI counter-sinks are made in the United States and are meticulously finished by hand for years of lasting beauty.

IT'S ESSENTIAL TO EXPLORE PRODUCTS OFFERING TIMELESS STYLE WITH CONSTRUCTION THAT'S BUILT TO LAST — BUT WITH A BIT OF ATTITUDE THAT EXPLORES YOUR OWN PERSONALITY AND LIFESTYLE VIBE.

Setting the Stage for Function

Ruvati steps out with a chic new matte black color option for its popular epiStage Series of workstation sinks that are both elegant and impressively practical. Crafted in Italy, epiStage sinks are composed of 80 percent crushed natural granite mixed with a blend of proprietary resins to create a nonporous surface with the look and feel of real stone.



Counter-sinks from
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.



Habito from Gessi



Matte black epiStage Workstation sink from Ruvati



ALFI Brand Cedar Wooden Bathtub

Each sink is colored all the way through for a rich, durable look that will never fade or stain and is easily maintained. The collection includes 30-inch and 33-inch sinks and offers options for topmount and undermount installation. Integrated ledges permit the included accessories to slide into place as needed, allowing prep work to be done over the sink and freeing up valuable counter space.

Each epiStage sink comes with a solid composite cutting board with a beautifully textured finish and a patented folding drying rack with stainless-steel bars, allowing freshly washed pots and pans to drip-dry neatly into the sink. Also included is a patent-pending silicone bottom grid that is nearly invisible with its matching finish, yet carefully protects the bottom of the basin.

Infusing Fashion Into the Bathroom

Gessi conflates the worlds of fashion and home design into the extraordinary Habito Collection. Inspired by the concept of “private wellness tailoring,” Habito makes use of woven metal as a tailor would fabric for a suit, carefully fitting and shaping to create elegant silhouettes. The three-dimensional texture of the metal invites one to touch.

The Habito collection features five distinctive patterns, each a masterpiece of intricate detailing that mimics a classic

textile. Select from a variety of mixers for the basin, tub and shower, as well as showerheads, sprayers and body jets, wall-hung bidets and toilets, towel rails, robe hooks and soap holders.

Cedar’s Warmth Softens a Modern Design

These beautiful wooden tubs by ALFI Brand are the perfect addition to any log-style cabin, winter home or earthy bathroom décor. Made of solid cedar wood, it is reinforced by four electroplated iron

wraps for durability and applied with black and gold paint to create a rustic classic look. The classic wooden tub comes with two custom-made removable wooden seats that sit inside the tub for increased comfort while bathing.

The wooden tub’s natural material adds warmth to minimalist decor and is perfect for bath settings with an indoor-outdoor vibe. A tub filler, handheld showerhead and two headrests complete this 65-inch, two-person freestanding wooden bathtub.

**Mia shower drain
by Acquabella**



A New Motif for Modern Showers

Acquabella leaves no detail undone in its quest to create beautiful bathrooms. The global brand has unveiled a new grid design known as MIA, now available on its popular Base collection of shower trays. The square grid features a pleasing pattern of circles and ovals inspired by water drops. MIA is available in a choice of two materials, allowing you to customize your shower tray: Inox, a high-quality stainless steel; or Akron, a proprietary engineered solid-stone blend that is

incredibly strong and durable.

Akron grids are designed to easily blend with the high-definition texture options of the Base shower trays, including the cement-like Beton and the luxurious slate finish. They may even be customized to match the color of the shower trays to create a soothing visual continuity that appears virtually seamless

Transform your spaces with these brands that are sure to bring a new level of functionality to your plumbing project. ♦

To see more, visit their websites at:

- Acquabella www.acquabella.us
- Alfi Trade www.alfitrade.com
- Gessi www.gessi.com
- MTI Baths www.mtibaths.com
- Ruvati www.ruvati.com

THE WHOLESALER MAGAZINE ACCEPTING NOMINATIONS FOR 2024 SHOWROOM OF THE YEAR

Showroom excellence starts before a customer walks through the front door. What brought them to your showroom, how are you providing customer guidance and support, and how do you develop and encourage customer engagement? The Wholesaler magazine wants to hear how your showroom stands as an example of best in class for consideration as the magazine’s Showroom of the Year award. The winner will grace the cover of the February 2024 issue of the magazine, along with a full feature showcasing its excellence.

Nominations are open now. Complete the contact information below, and we will be in touch with you for additional details.

The deadline for nominations is EOB on Oct. 20, 2023.



Email ruth@phcppros.com using the following format:

Email Subject Line: Showroom Nominee

Email Body:

- Your Name:
- Company showroom being nominated:
- Showroom contact name (if different from above):
- Job Title:
- Company Website:
- Email:
- Address:
- Phone Number:

Remember, the deadline for nominations is EOB on Oct. 20, 2023.