

THE RETAIL **observer**

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AN EYE ON THE INDUSTRY SINCE 1970



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GE Appliances is America's number one appliance company, the first choice for builders and the first to offer suites of connected appliances. Tantalus helps more than 285 utilities and energy providers modernize their distribution grids by harnessing the power of data across devices and systems deployed from the substation to home appliances, water heaters, HVAC systems, or electric vehicle chargers. By adding Tantalus to the GE Appliances EcoBalance System, products will be able to "communicate" with energy companies. For example, refrigerator defrost or ice cycles can run during off-peak hours, water heaters can be charged with energy for use later in the day, and HVAC systems can be adjusted a few degrees to save energy and reduce peak demand.

These capabilities can be leveraged to help utilities balance energy load profiles – without sacrificing performance or style. In addition, the technology is useful when utilities are planning for natural disasters. Certain items, like water heaters, can be charged with electricity in advance of an incoming storm and used as a thermal storage device if power is disrupted.

"In partnership with GE Appliances and Savant, Tantalus' new TRUSense Gateway will provide utilities with the visibility and command and control they need over the distribution grid and allow them to better serve customers as a wider range of smart appliances and electric vehicles are adopted. By harnessing the power of data from devices located behind the meter, we can further accelerate grid modernization efforts," said Peter Londa, president and CEO of Tantalus Systems. "We are honored to join GE Appliances EcoBalance System and work alongside their team to improve a utility's resiliency, reliability, and sustainability."

The combined capabilities of GE Appliances' EcoBalance System in partnership with Savant and Tantalus' TRUSense Gateway was displayed at the 2024 International Builders Show, DISTRIBUTECH International, and TechAdvantage. It will also be incorporated into upcoming field trials with utilities. To learn more about our company, brands, economic impact, and working for GE Appliances, visit www.geappliancesco.com. And please visit www.tantalus.com to learn more about Tantalus.

RUVATI

GOING FOR GOLD

Ruvati unveils inaugural bathtub design with the stunning sinatra tub

Ruvati has launched a brand-new product category with an amazing display of luxurious style. Their first ever bathtub design – the Sinatra – is a showstopping design that makes an instant impression of glamour and sophistication. With a gleaming satin gold



exterior and graceful oval silhouette, this beautiful freestanding tub is an opulent statement piece and a most memorable addition to the modern bathroom.

Crafted in Italy by skilled artisans, the Sinatra is a true masterpiece of functional design. The tub is made from Ruvati's signature epiStone, an exclusive blend of organic crushed stone and minerals with proprietary resins to create a solid surface that is incredibly durable. It has the look of natural stone, yet it is silky smooth to the touch with a seamless, non-porous surface that is easy to clean and maintain. As an added benefit, the tub's thick construction is naturally sound-absorbing and helps retain the heat of bath water longer, creating a more soothing soaking experience.

The Sinatra tub is available in two sizes – 63" and 71" – with a double-ended design that is gently sloped for maximum comfort. As a freestanding model, the tub offers great versatility for creative placement in the bathroom along with an easy installation process. The exterior of the tub is absolutely stunning with a satin matte powder finish in a warm golden hue that contrasts nicely with the glossy white interior. As with all Ruvati products, the Sinatra is backed by the brand's Limited Lifetime Warranty for years of worry-free enjoyment. Visit www.ruvati.com to learn more about these stunning new tubs from Ruvati and other exciting brand offerings. **RO**



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