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DESIGN COLLABORATION • 48

## DREAM TEAMS

MARKET FORECAST • 65

Strong Signs  
For Growth

KBIS 2017 • 88

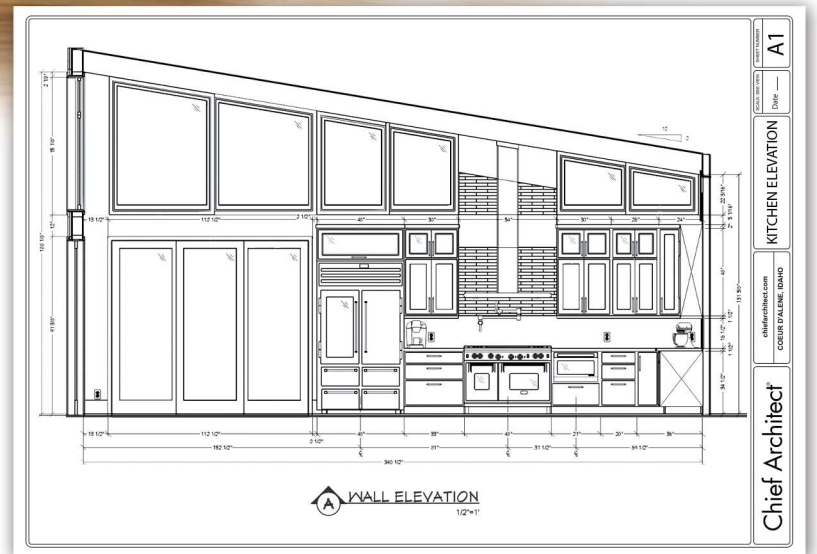
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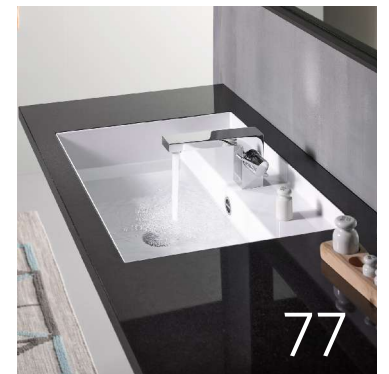
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This modern kitchen in Palm Beach, FL was designed by Sarah Blank of Sarah Blank Design Studio. Blank integrated architectural principles into her kitchen design to make it as clean as possible. This project, as well as other project collaborations, are featured beginning on page 48 in "Design Dream Teams."

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JANICE COSTA  
EDITOR

# Growth the Watchword of 2017

**IT DOESN'T SEEM** so very long ago when the greatest challenge facing kitchen and bath dealers was just keeping their businesses alive. Even in the aftermath of the recession, the industry struggled with a new, more cautious consumer mindset that continued to stifle growth, as those spooked by the market crash continued to put off major renovations, or focused on value-based products and “refreshments” rather than full-scale remodels.

Likewise, the launch of exciting new products seemed to hit an all-time low during that period, as manufacturers remained equally cautious about investing in major new product lines while the economy was so lackluster.

Finally, though, the economic tables have turned. Projections for 2017 – and beyond – are all about growth (see related Forecast story, Page 65). And not just growth

microwave/convection/browning appliances offering designers exciting new tools to help their clients build their dream kitchens (see related Designer’s Notebook, Page 56).

But even growth has its downsides, and one of these downsides is a new set of challenges. Primary among these is the difficulty in finding skilled labor to keep up with demand (see related Consumer Buying Trends, Page 12).

Another challenge is that, with business beginning to boom again, design professionals have less time to focus on continuing education or broadening their skill set. It’s one of the reasons collaboration with affiliated professionals seems to be trending (see related story, Page 48) – collaborations allow designers to focus on their core competencies and engage in complex, high-end designs, while their clients get to enjoy the benefits of two (or more) skill sets, perspectives, professional contacts, etc.

The growing interest in high-end projects and collaborative design is also one of the reasons KBDN’s parent company SOLA Group is so excited to be relaunching *Residential Design* this month – a 50+ year business-to-business media brand that focuses on residential architects and true custom builders (see story, Page 14). The demand for gorgeous, high-end, intelligently thought-out design just keeps getting stronger!

But even as growth continues to be the watchword of the day, demographics also come into play. The industry frequently talks about the aging population of consumers, but what is discussed far less often is that the population of kitchen dealers and designers is also aging. So what does that mean for the future of our industry? Who will be running these kitchen and bath firms in the coming decades? And are these young business owners of tomorrow ready to carry our industry into the next generation?

To that end, *Kitchen & Bath Design News* is excited to introduce a new column, “NextGen Business Matters,” authored by the father-and-daughter team of Ken Peterson, CKD, and Leah Peterson (see story, Page 32). The column will address such important issues as business succession, generational differences, and how dealers and designers can prepare for the future.

As the New Year dawns, opportunity abounds. Take advantage of the growing economy to strengthen not just your business but your skills, product knowledge and plans for the future. ■

*“Projections for 2017 – and beyond – are all about growth...and not just growth in the overall size of the market, but also growth in the size of projects and budgets.”*

in the overall size of the market, but also growth in the size of projects, according to the Research Institute for Cooking & Kitchen Intelligence (RICKI), which notes that half or more of their recently surveyed designers say budgets for major appliances, storage/organizational features, cabinets, countertops, lighting, and faucets and sinks have increased.

Indeed, kitchen and bath dealers and designers appear to be highly optimistic about business heading into the New Year (see related Market Pulse, Page 8). And they’re not alone: At this month’s Kitchen & Bath Industry show in Orlando, the number of exhibitors is up, attendance is up and a wealth of new products are debuting (see related KBIS coverage, Pages 88-105).

Technology, in particular, is all the rage, with interactivity and connectivity sure to be hot buzzwords on the show floor (see related Trend Spotting, Page 44).

Even specialty products are seeing a surge of interest, with products such as combi-steam ovens and



# Dealers & Designers Look Toward 2017

**Q:** *Do you expect business for 2017 to be better than 2016? What do you see as the biggest growth opportunities for the coming year? What do you see as the biggest challenges?*

up due to storm damage repairs starting. The biggest challenge for us will be getting the needed materials in a timely manner."

*Dianne Treadway, owner  
Builders Concepts Direct  
Myrtle Beach, SC*

**"NOW THAT WE** are past the election, we are hopeful that our economy will be influenced by a positive business environment and a more stable economy. As we are also in a region heavily influenced by the oil economy, we look forward to stabilization, which will allow us the confidence to invest in our own business as clients also have the confidence to invest in their homes again. With websites like Pinterest and Houzz making the world a little more personal, there are many exciting new products offering endless style options and inspiring features that allow us to differentiate and showcase ourselves in the market. Some of our biggest challenges in a market of change are always the changes themselves. It requires innovation and finding qualified tradespeople and partners willing to step out of the comfort zone!"

*Brenda Helms, owner/registered interior designer  
Edmond Kitchen & Bath  
Edmond, OK*

**"I THINK 2017** will be down from 2015-2016. The Louisiana recession is keeping people from renovation and construction. Until our state government gets with the program and increases job prospects, the outlook will continue to be very dim."

*James C. Bridges, sole proprietor/architect  
J C Bridges, Architect  
Natchitoches, LA*

**"WE ARE HOPEFUL** for a better 2017. If the new administration can positively affect the economy with solid positive changes and the public reacts to it, we should see some substantial benefit from the changes. Challenges still remain finding qualified trades people. The current craftsmen are aging and we do not see a trend emerging to replace these aging individuals."

*Mark Anderson, owner  
Persona Kitchen & Bath Solutions, LLC  
Wichita, KS*

**"OVER THE FOURTH** quarter [of 2016], we have seen an increased interest with many prospects showing buying signals. I don't want to jinx it, but December will be a very good month and January's forecast also looks strong. Growth will come from clients interested in a complete remodel of the kitchen or bathroom, whereas before they were more interested in an update of finishes. The biggest challenge will be budgets...clients have to understand that what they see on TV is not real."

*Stuart Harle, AKBD, Allied ASID, designer/president  
Carriage House Design, Inc.  
Tulsa, OK*

**"2017 WILL BE** better. There will be more work for sure. More people are ready and can afford to upgrade their kitchens, bedrooms and bathrooms. The economy is promising. People are investing in retiring and remaining in their own homes. Also, people are having their homes accommodate expanding families and making room for several generations. Growth opportunities are aging in place, in-law/caretaker quarter add-ons and ADA additions such as creative widening/expansion of hallways, ramps and accessibility overall. Challenges will always be finding competent young talent with the ability to legally work in the U.S. The work is there, but not a pool of good employees to get those jobs done to our high standards. There needs to be a push to create, train and excite a thriving new workforce. Right now it doesn't exist."

*Tina Riley, owner/designer  
Riley's Remodeling + Design, Inc.  
Campbell, CA*

**"I SEE GROWTH** potential in the luxury kitchen and bath remodeling sector. We have experienced increased requests for major expansions of kitchens (removing walls, creating larger spaces) in the older housing stock in our market of Ann Arbor, MI. The biggest challenge continues to be finding and retaining highly skilled tradespeople to fill the requests for new projects."

*Michael Clark, president  
Vinewood Custom Builders, Inc.  
Ann Arbor, MI*

**"PRIOR TO NOV. 8TH** we believed that 2017 would be a tougher year and we would struggle to remain flat to 2016. Since then, however, our outlook has changed and we sense a new optimism that could create an environment in 2017 for explosive growth. We expect to see double digit gains in all forms of remodeling in 2017 and especially in kitchens and baths. The biggest challenge we and many others face is the ability to hire and retain qualified and talented staff for both the showroom and in the field."

*DeForest Winslow, managing member  
Splash Kitchens & Baths  
LaGrange, GA*

**"BUSINESS WAS VERY** strong in 2016, much to our surprise, but 2017 leaves a lot of concern. With a new president, the future seems uncertain for at least the first six months or so. Growth opportunities will return to the times prior to the recession, it seems, and bring with it the challenges of those times, which were finding employees of the caliber needed (all positions, but sales and installation mainly) to maintain our reputation of detail and service during those hectic times. Manufacturers being able to maintain lead times is also of great concern."

*Paul Grabowski Sr., v.p.  
Tallahassee Kitchen Center Inc.  
Tallahassee, FL*

**"I EXPECT CONTINUED** growth in my growing market for the next few years as long as there are no major political changes. That worries me. People are staying in their homes and wanting to make them comfortable and updated for their future. Aging in place and new LED lighting are the biggest growth opportunities I see. The challenge is always a good budget for these projects. HGTV makes it look so easy."

*Gene Cherrnay, owner  
Village Designs and Remodeling  
Highland Village, TX*

**"WE EXPECT BUSINESS** to be better in 2017 than in 2016, which was very good in itself due to the recent hurricane that our area experienced. New construction continues to be very good, but now remodeling is picking

**WHAT DO YOU THINK?** Email your feedback, contact information and the subject, 'Market Pulse' with your message to [Janice@SOLAbands.com](mailto:Janice@SOLAbands.com)



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# Expanding Economy Fueling Housing

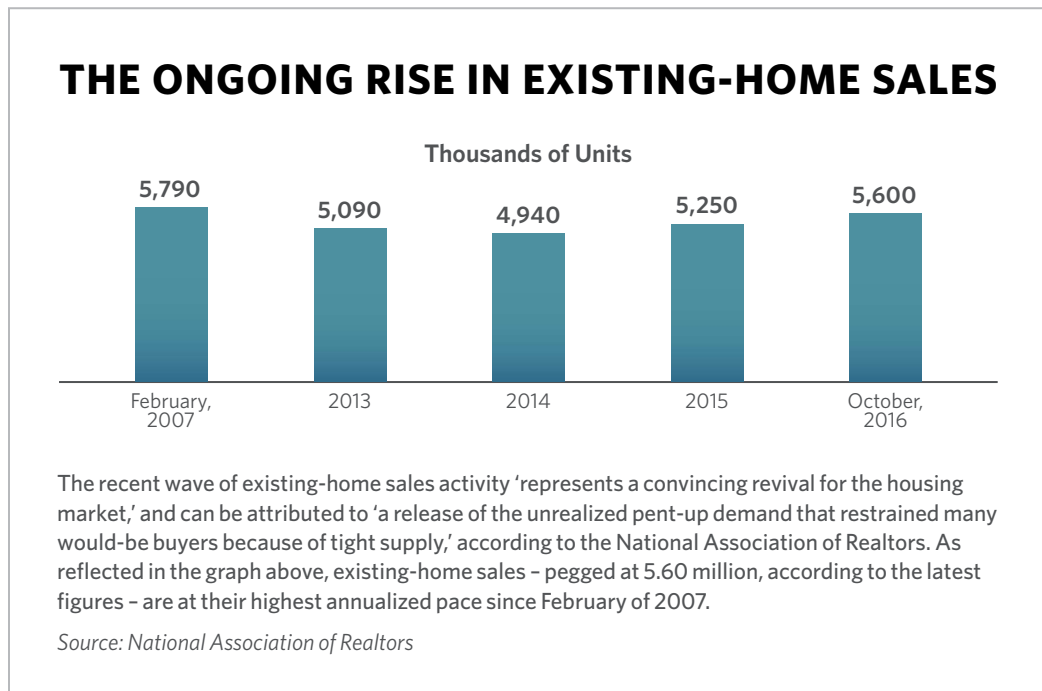
An expanding economy, firming employment market and rising household formations are among the key factors expected to keep the U.S. housing in recovery this year, according to leading housing analysts. Among the key statistics and forecasts released in recent weeks by government agencies, research firms and industry-related trade associations were the following:

## HOUSING STARTS & NEW HOME SALES

The latest “robust” figures for new residential construction “correlate with strong builder optimism in the housing market,” according to Ed Brady, chairman of the National Association of Home Builders. “A firming job market, growing economy and rising household formations will keep the housing recovery on track [in 2017],” Brady reported. Robert Dietz, chief economist for the NAHB, reiterated that point of view, adding that the Washington-based association expects “continued growth in the housing sector in the months ahead.” Single-family starts reached their highest level since October 2007, while new home sales have been on an upward trend since last year, according to the latest numbers. “Builders are adding to inventory based on consistent gains in sales, solid builder confidence and ongoing job and economic growth,” Dietz noted.

## EXISTING-HOME SALES

The wave of existing-home sales activity in recent months “represents a convincing revival for the housing market,” and can be attributed to “a release of the unrealized pent-up demand that held back many would-be buyers because of tight supply,” according to the chief economist for the National Association of Realtors. “Buyers are having more success lately, despite low inventory and prices that continue to swiftly rise above incomes,” said NAR Chief Economist Lawrence Yun, adding that higher wages and overall economic growth have combined with low



mortgage rates to keep “buyer interest at an elevated level.” According to the latest figures, existing-home sales ascended in October 2016, eclipsing June’s cyclical sales peak, to become the highest annualized pace in nearly a decade (see related graph above). October’s sales pace, pegged at 5.60 million, was 5.9% above that of October 2015 (5.29 million), and surpassed June’s pace (5.57 million) as the highest since February of 2007 (5.79 million).

## CABINET & VANITY SALES

Sales of kitchen cabinets and vanities hit a speed bump in October of 2016, compared to the same month the previous year, the Kitchen Cabinet Manufacturers Association said last month. According to the Reston, VA-based KCMA, manufacturers participating in the association’s “Trend of Business” survey reported that October sales of cabinets and vanities declined 1.2% compared to October of 2015. Sales of stock cabinets fell 0.5% for the month, while

semi-custom cabinet sales dipped 1.7% and custom cabinet sales fell 5.7%, the KCMA said. Despite the monthly decline, year-to-date sales for the first 10 months of 2016 were up 4.6% over sales for January-October of the previous year, the association added.

## APPLIANCE SHIPMENTS

Domestic shipments of major home appliances reported a significant change, rising sharply in October of 2016, while continuing to maintain an edge over year-to-date shipments in the previous year, according to the Association of Home Appliance Manufacturers. The Washington-based AHAM reported last month that October 2016 appliance shipments totaled 5.74 million units, up 7.6% from the 5.33 million units shipped during the same month in 2015. Year-to-date shipments for the first 10 months of 2016 were up 2.1% compared to January-October shipments in 2015, AHAM reported.

## MARKET ANALYSIS

# Housing Recovery Seen Continuing on ‘Upward Trajectory’

**WASHINGTON** — The latest barometers regarding new residential construction are “strong indicators that the nationwide housing recovery remains steadily on an upward trajectory.”

According to the National Association of Home Builders/First American Leading Markets Index (LMI), released late last year, markets in 162 of the 340 metro areas nationwide have returned to or exceeded their last

normal levels of economic and housing activity, a year-over-year gain of 73 markets. The LMI revealed that, based on current permit, price and employment data, the nation is running at 98% of normal economic and housing activity, while 91% of markets have shown an improvement over last year.

“Nearly 80% of metro areas posted an increase in their LMI score over the past quarter, while more than nine out of 10 recorded

an annual increase,” said Kurt Pfothenauer, vice chairman of First American Title Insurance Company, which co-sponsors the LMI report.

“Ongoing job growth, low mortgage rates and rising incomes are contributing to a firming housing market,” added NAHB Chairman Ed Brady. “Though some areas are recovering faster than others, the overall trend is positive” (see related ‘2017 Forecast,’ Page 65).





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# Labor Shortages Impact Project Cost

**PALO ALTO, CA** — An ongoing construction labor shortage is affecting the speed and cost of home renovation projects, although the impact on project quality and customer satisfaction is apparently minimal.

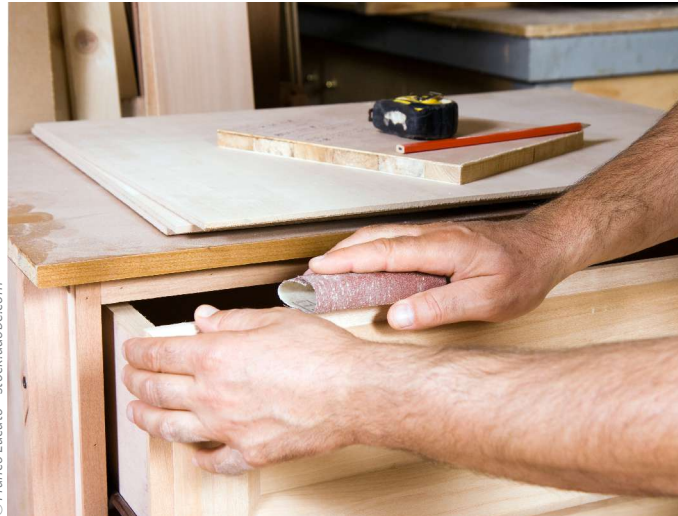
That's the key finding of the latest in a quarterly series of "Renovation Barometers" conducted by Houzz, the Palo Alto, CA-based online community focused on architecture, interior design, home improvement and related topics. The barometer, released in late November, covered the third quarter of 2016 and provided feedback from more than 2,500 architects, designers, residential remodelers, design-build firms and related professionals.

According to Houzz, 78% of the general contractors, remodelers and design-build firms surveyed reported labor shortages in the third quarter of 2016. Carpenters were reported in shortest supply. And among those firms reporting moderate to severe shortages, 42% said finish carpenters were especially hard to find. Thirty-five percent reported difficulty hiring general laborers, and 26% reported problems finding qualified framers.

Among the building professionals who reported moderate to severe shortages of workers in the specialized trades, as well as among general laborers, 59% said the lack is having an impact on project cost (see related graph, below). Half said the problem is affecting project length. However, despite its economic impact, comparatively few firms reported that the labor force squeeze is affecting project quality (10%) or customer satisfaction (11%).

"The sustained growth in consumer demand for residential remodeling services is naturally driving prices for remodeling services up. Yet, with systematic labor shortages and no major shift in labor conditions expected in the near-term, consumers will continue to experience significant increases in project costs and difficulty finding qualified remodelers," said Nino Sitchinava, principal economist at Houzz.

Sitchinava noted that residential remodelers, including kitchen and bath design professionals, "will continue to be squeezed to do more with less, be more selective about the nature of projects they take on, and be more cautious about committing to project cost and timeline estimates."

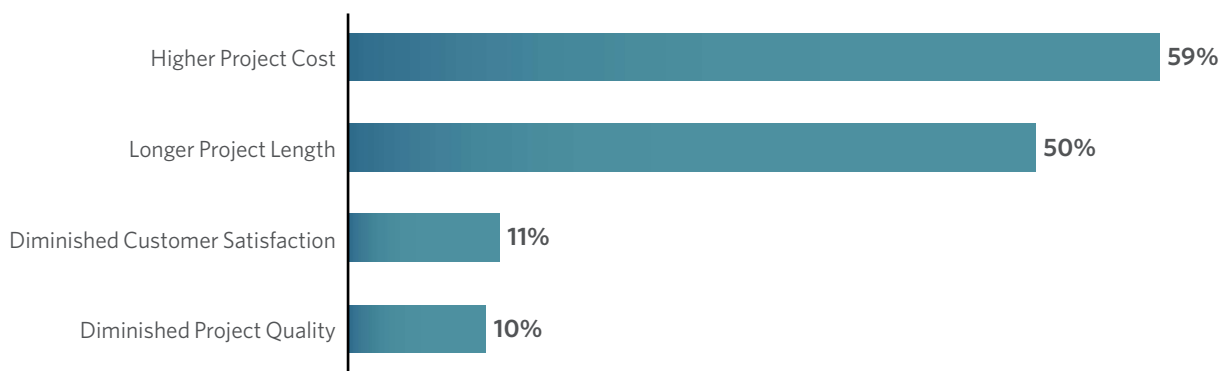


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Other findings from the Houzz survey were as follows:

- Half the surveyed general contractors, remodelers and design-build firms reported that labor shortages are driving up the cost of hiring subcontractors, while about one-third reported an increase in the compensation of their own employees. Some firms also reported a decrease in worker reliability and skill level, particularly among subcontractors.
- A lack of construction workers remains a problem across the country, but the shortfall appears to be most severe in the Midwest, followed by the South and the West.
- Despite the labor-shortage challenges, renovation professionals continued to feel optimistic through the third quarter of 2016 compared to the prior three months. The majority of firms reported they continued to see an increase in the number of inquiries, as well as the number of new projects or orders and the size of those projects or orders. ■

## IMPACT OF LABOR SHORTAGES ON REMODELING & DESIGN-BUILD FIRMS



Source: Houzz Renovation Barometer Survey, Q3 2016

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## SOLA Group Launches Residential Design

**EVANSTON, IL** — SOLA Group, the parent company of *Kitchen & Bath Design News* and *Qualified Remodeler*, has successfully rebranded and relaunched a 50+-year business-to-business media brand focusing on residential architects and true custom builders – *Residential Design: for architects and builders of distinctive homes*.

With the inaugural January 2017 issue, *Residential Design* fills a void in the market – providing a community and platform specially crafted to fit the unique business needs of residential architects and true custom builders. Through *RD*'s print and digital environments, industry professionals will share ideas, inspiration and best practices that are essential to collaborating and executing amazing homes that discerning clients expect.



Conroy

Leading this community is *Residential Design*'s Editor-in-Chief S. Claire Conroy. Not only is Conroy widely recognized in the residential architect and custom builder communities, but she was

regularly awarded in the journalism ranks for her segment command and expertise.

*Residential Design* also ideally complements SOLA Group's industry-leading media brands of *Kitchen & Bath Design News* and *Qualified Remodeler*. *RD* will continue that legacy, being a trusted brand for not only the audience, but



On the Verge

for manufacturers who are looking to build partnerships within the segment.

For more information, please contact Paul DeGrandis, president/owner of SOLA Group and publisher of *Kitchen & Bath Design News* and *Residential Design* at paul@solabrands.com.

## February to Mark Kickoff for KBDN Educational Seminars

**EVANSTON, IL** — February will mark the kickoff for the second year of a *Kitchen & Bath Design News*-sponsored seminar series aimed at enhancing the client-engagement skills and profitability of kitchen/bath dealers, designers and related industry professionals.



Gilmer

The educational initiative, entitled "Profitable Client Engagement Strategies for Today's Evolving Market," will bring *KBDN* "live" to eight major markets in 2017 through a program led by industry experts Jennifer Gilmer, CKD, and Eric Schimelpfenig, AKBD, delivering content created by Ellen Cheever, CMKBD, ASID, CAPS, the industry's leading design authority. Gilmer is owner of Chevy Chase, MD-based Jennifer Gilmer Kitchen & Bath, a leading design firm in the greater mid-Atlantic region, and Schimelpfenig is a leading authority on cutting-edge technology impacting the kitchen and bath industry.



Schimelpfenig

The program, launched in 2016, delivered a full day of in-depth education last year to some 500 design professionals in markets that included Atlanta, San Francisco, St. Louis, Boston, Minneapolis, Chicago and Seattle.

This year's seminars are tentatively scheduled as follows: Feb. 22, Phoenix; March 22, Orlando, FL; April 20, Portland, OR; May 17, Philadelphia; June 21, Milwaukee; Sept. 13, New York; Oct. 18, Detroit; and Nov. 15, Washington, DC.

Targeted at kitchen and bath design professionals seeking to optimize their client-engagement skills, "Profitable Client Engagement Strategies for Today's Evolving Market" will address how both traditional, brick-and-mortar and virtual environments are undergoing a revolutionary change, with the advent of new digital tools, including kitchen/bath-related apps, smartphones, mobile devices, augmented-reality, and powerful new software.

The program's emphasis is on how design firms of all sizes and business models can leverage traditional product displays, cutting-edge digital technologies and updated sales-presentation strategies aimed at key client cohorts, including the younger, more digitally savvy consumers currently impacting the market. CEU credit from NKBA and NARI will be applicable.

Additional details, including specific dates and hotel locations, as well as information for potential corporate sponsors, will be announced in the near future. Information can also be obtained by visiting [www.KBDNseminars.com](http://www.KBDNseminars.com), or contacting Publisher Paul DeGrandis at Paul@SOLAbrands.com.

## SEN Announces NEXTgen Conference

**CHARLOTTE, NC** — The SEN Design Group, the kitchen and bath industry's largest buying group, has created the NEXTgen: Future Business Leaders Conference.



The conference is designed to help shape the next generation of business owners and managers in the kitchen and bath industry, such as sales managers looking to move up, 2nd and 3rd generation team members who will inherently become owners and those looking to acquire from outside the industry. Its inaugural event will be held Oct. 18-19, 2017 in Austin, TX, complete with guest speakers, group workshops, roundtables, and financial and management seminar tracks to provide business education and best practices. Example sessions include titles such as "How to Get a Bank Loan for Your Business" and "Tips for Transitioning from Manager to Owner."



K. Peterson

"It has always been the SEN Design Group's mission to educate kitchen and bath dealers and design/build firms so they can become better business people.



L. Peterson

We recognize that this applies to the next generation of owners as well," states Leah Peterson, exec. v.p., SEN Design Group.

After recognizing the importance of educating the future business owners of the industry to become more profitable and successful, Caesarstone has signed on as the first Partner Sponsor of the event. Elkay Cabinet Group has also agreed to be a sponsor.

In conjunction with this new educational venture, *KBDN* will be featuring a regular column focusing on the next generation of business owners, authored by Ken and Leah Peterson. See the inaugural column, titled "NEXTgen Business Matters," on page 32 of this issue.

For more information on NEXTgen: FBL2017, please contact SEN Design Group, or visit [www.sendesigngroup.com/nextgen](http://www.sendesigngroup.com/nextgen).



## Hansgrohe Seeks Student Entries

**SCHILTACH, GERMANY** — Hansgrohe SE recently announced that entries for The Hansgrohe Design Prize 2017 by iF for young designers are now being accepted.

Design students and young graduates from all fields of design and from around the world are invited to submit future-oriented ideas and solutions that redefine the use of water in the kitchen. Submissions will be accepted through Jan. 13, 2017. The most innovative concepts will receive a prize of EUR 5,000. Entry is free of charge and projects can be submitted to [ifworlddesignguide.com](http://ifworlddesignguide.com).

## LivingKitchen Coming to imm

**PFULLENDORF, GERMANY** — LivingKitchen 2017 – a biennial international trade fair for kitchen furniture, kitchen appliances and accessories sponsored by both LivingKitchen and imm cologne – will be taking place this month from Jan. 16-22. As in the past, the event will be held in Cologne, Germany.

For its fourth edition, growth is expected in the following areas: exhibition floor space, exhibitors and visitors. Approximately 200 companies are anticipated to participate.

The event takes place every two years as a trade fair duo with imm cologne.

## Perlick Begins Cool Search

**MILWAUKEE** — Perlick is celebrating its upcoming 100th anniversary by announcing the launch of its 2017 Ambassador of Cool program – its first national search to find the person who reflects confidence and cool.

Perlick will host live auditions at the Kitchen & Bath Industry Show in Orlando, FL, on Jan. 10-11, 2017 from 9 a.m. to 2 p.m. in booth S3800. Perlick's Facebook page has additional information

to inform designers about the search and how to prepare for auditions.

"We are excited to celebrate our 100th anniversary with the Ambassador of Cool search," said Tim Ebner, Perlick's v.p. of marketing and business

development. "We are looking for the person who shares our enthusiasm for cool and commitment to top performing, high-quality appliances."

The selected Ambassador of Cool will be announced in spring 2017 and will re-

ceive Perlick products and a \$2,000 cash prize. The ambassador will be featured on Perlick's website and will participate in Perlick social media.

For more information about Perlick's line of products, visit [perlick.com](http://perlick.com).

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## Tim Wellborn Resumes Leading Role at Wellborn Forest

**ALEXANDER CITY, AL** — Wellborn Forest Products recently appointed Tim Wellborn as president and CEO of the company, roles he previously held from 1996-2008. He will be leading with a new strategic vision for the firm while renewing the foundation and legacy that the cabinet company was built upon. The plan is to advance the high-end semi-custom cabinet operation's growth and profitability with an emphasis on meticulous craftsmanship through product innovation and technology reinvestment.

Tim Wellborn's father, Doug Wellborn, and his brother, Paul Wellborn, founded Wellborn Cabinet Co.

in 1963, and Tim Wellborn served as v.p. of sales for Wellborn Cabinet Co. from 1980-1987, at which point Wellborn Forest Products was established in Alexander City, AL. The company produced low-end price-point cabinetry for the multi-unit housing industry. As the company grew, Tim Wellborn and his father Doug began to move toward higher-end semi-custom cabinetry, which is still being produced today. Tim Wellborn served as v.p. of sales at Wellborn Forest Products from 1987 to 1996, after which he became the company's president and CEO.

## Ferguson Offers First Look! Designer Experiences



Photo: Courtesy of Ferguson Bath, Kitchen & Lighting Gallery

← Ferguson First Look! attendees in Southern California recently took part in a cooking demonstration using appliance products from Thermador.

**NEWPORT NEWS, VA** — Ferguson recently held several Ferguson First Look! events - immersive experience trips that allow showroom associates to strengthen relationships with some of their interior designer customers. More than 100 designers attended this year's trips to New York City, Southern California and Chicago in September, November and December, respectively. The designers on these trips were selected from across the country through the recommendations of Ferguson showroom associates.

"For the designer customer, it's important that our showrooms and knowledgeable associates act as an extension of their business," noted Kate Bailey, director of showrooms for Ferguson. "Interior designers have a large influence on the purchase decisions of their builder, remodeler and homeowner clients. Relationship building with this influential audience is key, so the Ferguson First Look trips are purposefully coordinated to wow customers with inspirational product insight, fun networking opportunities

and world-class hospitality. We show designers what it truly means to work with Ferguson," she remarked.

One of the most influential aspects of the trips are the vendor-led product trainings. "We partner with vendors - this year, LIXIL, Sub-Zero Wolf, Kohler, Jenn-Air, Rohl, BSH and Littman Brands - to offer behind-the-scenes insight into product development and upcoming trends," said Bailey. Designers receive hands-on product training and personal vendor interaction.

For each trip, participants are encouraged to share their experience on Twitter, Instagram or Facebook using the hashtag #FergusonFirstLook. "Designers have an eye for design, the interesting and the unique, so we offer them a platform to share their experience," Bailey continued. The social posts give Ferguson and host vendors increased exposure. "To date, social sharing from the Ferguson First Look! trips generated nearly 2 million impressions and helped grow our social influence with the right followers."

## AMS Acquires Former Lumber Site for New Corporate Offices

**BEAR CREEK, AL** — Decorative wood products manufacturer American Manufacturers Supply, Inc. (AMS), parent company of the Castlewood line of wood products, has announced the acquisition of the former Babcock Lumber manufacturing facility in Haleyville, AL. The facility was built in 1996 and consists of 140,000 square feet.

"This acquisition will serve as the permanent home to

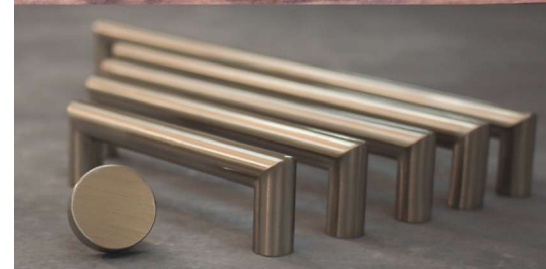
the AMS corporate offices and give the company room to expand both our import and manufacturing operations," said AMS President Blake Harmon. "The company has grown significantly since launching our hardwood range hood line in 2013, and we are fortunate to be able to move into this fine facility. We look forward to growing our brand and bringing our clients the best combination of quality, service and value."



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## LIXIL Receives Grant for Safe Sanitation Around the Globe

**TOKYO** — LIXIL Corporation has received a grant from the Bill & Melinda Gates Foundation to support the expansion of its SaTo (“Safe Toilet”) business activities, providing affordable, aspirational solutions to people who lack access to proper sanitation.

SaTo products are designed to improve the user experience and safety of open-pit latrines. They are refined yet affordably priced and simple to install, according to the company, and utilize an airtight counterweighted trap-door to prevent odors and the transmission of disease.

First developed by LIXIL’s American Standard Brands with previous support from the Bill & Melinda Gates Foundation, over one million units are currently in use in over 14 countries, starting with Bangladesh and now including the Philippines, India, Uganda, Kenya and Haiti.

Kinya Seto, LIXIL president and CEO, said, “LIXIL has set a goal to improve sanitation for 100 million people by 2020, and SaTo products will play a leading role in reaching this target. We look forward to now increasing SaTo’s presence in regions like Sub-Saharan Africa and South Asia, where these products can make a meaningful difference.”

The SaTo series today consists of several variations, adapted to suit local practices, cultures and regulations. This is the third grant provided by the Bill & Melinda Gates Foundation for the development of SaTo products.



■ Eggersmann showroom managers along with top staff recently took part in celebrating the opening of the company’s new West Hollywood location.

## Eggersmann USA Debuts New Los Angeles Showroom

**NEW YORK** — Eggersmann USA celebrated the grand opening of its newest flagship showroom in West Hollywood, CA, with a culinary event and ribbon cutting ceremony.

The 3,000-sq.-ft. showroom highlights the Eggersmann Kitchens | Home Living concept with five lifestyle displays featuring kitchens, dining, living and entertainment rooms along with a master suite wardrobe system by Schmalenbach. Over 150 guests enjoyed culinary specialties from LA’s Ago Restaurant.

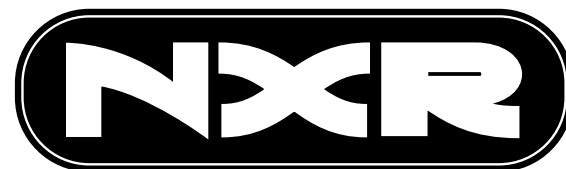
“With the opening of our new showroom in Los Angeles, we have raised the benchmark for European Home Luxury Showrooms,” said Michael J. Soltoff, CEO of Eggersmann USA.

## NKBA Names 2017 Board of Directors

**HACKETTSTOWN, NJ** — The National Kitchen & Bath Association (NKBA) has announced its 2017 Board of Directors. The nine-person Board of Directors, who together represent a wide spectrum of the kitchen and bath industry, will work with CEO Bill Darcy to guide the NKBA through the next year.

The 2017 Board of Directors, led by NKBA Chairman Lorenzo Marquez, v.p. of marketing, Cosentino USA, includes: Chris Terrill, CEO, HomeAdvisor; Mark Kovich, v.p. of sales and marketing, Waypoint, a division of American Woodmark; Neil Bailey, president, Smallbone of Devizes; Emilee Chappell, director of marketing, Toto USA Inc.; Steve Joseph, chief product officer, Side Chef; Patricia Davis Brown, CKBD, owner, Patricia Davis Brown, LLC; Young Huh, owner, Young Huh, LLC, and Steve Petock, senior v.p. of business development, Ferguson.

Marquez is expected to take office as Chairman of the Board on Jan. 1, 2017.



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## Pantone Honors Green Shade

**CARLSTADT, NJ** — Pantone Color Institute has announced its 2017 Color of the Year is Greenery (Pantone 15-0343). Described as a refreshing and revitalizing shade, Pantone says the following: "Greenery is symbolic of new beginnings. Greenery is a fresh and zesty yellow-green shade that evokes the first days of spring when nature's greens revive, restore and renew. Illustrative of flourishing foliage and the lushness of the great outdoors, the fortifying attributes of Greenery signal consumers to take a deep breath, oxygenate and reinvigorate."

As "nature's neutral," Pantone believes Greenery to be a versatile, "trans-seasonal" shade that can be paired with neutrals, brights, deeper shades, pastels and metallics. Pantone created 10 palettes to showcase color pairings and the 2017 Color of the Year's versatility.

## CTEF Launches New Website

**PENDLETON, SC** — The Ceramic Tile Education Foundation (CTEF) has launched a new website to better communicate the value of ceramic tile education and certified tile installation to homeowners, architects, design specifiers, dealers, distributors and tile installation contractors.

Visitors to [www.ceramic-tile-foundation.org](http://www.ceramic-tile-foundation.org), CTEF's new website URL, will discover many features that enhance their user experience and make finding and learning about Certified Tile Installers easier. Specific enhancements include: SSL security, responsive web design for easier navigation, a site search feature, a zip code locator to find Certified Tile Installers around the country, the weekly CTEF Blog and a calendar of upcoming training and certification events with online registration.

"The newly launched CTEF website takes the Mission of the organization to a new level," says Scott Carothers, director of

certification and training for CTEF. "It allows us to explain why tile installation certification is so important and reach new audiences - not just new tile contractors to certify, but also homeowners,

architects, designers, dealers and distributors who all benefit from quality tile installation."

Visitors to the CTEF website will find educational resources about tile instal-

lation, answers to Frequently Asked Questions about certification and downloadable information kits about becoming a Certified Tile Installer and tile installation tip sheets.



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ERIC SCHIMELPFENIG, AKBD

# How to Spot Technology Trends at KBIS

**FOR THE PAST** several years, technology has been popping up at KBIS more and more, showing up in places and products not necessarily expected. If you've been reading this column for the last few years, you'll know that it's also becoming an increasingly important part of our industry.

While it's easy to spot cabinet companies, appliance makers and other vendors at KBIS, sometimes the technology can be a little harder to find. The key is knowing where we've come from, where we are and where we're heading in each category.

## SMART APPLIANCES

For a long time, appliances were analog. Your stove had a manual timer and temperature settings. Even the first microwaves were the same way. Gradually, more and more technological advancements have found their way

## HIDDEN TECHNOLOGY

Tech can also hide out in places that you least expect to find it. There's a range of new faucets that have come out over the years that offer touch control and even completely hands-free experiences. Sometimes the functions aren't immediately obvious when first walking by, but they are definitely worth taking a look at. I've used many different types of these faucets, and they range from life-changingly good to frustratingly awful. KBIS provides a great chance to try them all out.

Toilets are another category to keep an eye on. We've seen units that have hidden wireless operation so that you don't have to touch the toilet at all to flush. There also have been units that offer incredible water-saving technology, including dual-flush. Last year I even witnessed a toilet that had more entertainment functions than my car and home theater

find out when I'm gone, so it's on me to make sure that I lock the door.

This is just a basic example, but it's an example of smart devices living in silos. You'll likely find a lot of this on the show floor. Working in silos is fine right now because often, people purchase a single smart device and are happy with it.

What will be really important in the very near future is how all of these devices will work together. Many large tech companies such as Amazon, Google and Apple are working very hard to marry all of these devices together.

Amazon has a voice-activated speaker that you can talk to and instruct to lock your door, dim your lights and play some music. This allows manufacturers of all kinds of devices to hook into Amazon Alexa so that the speaker is your center point of control.

Google has a similar system called Nest. The system is less focused on voice activation and more focused on being smarter. Their thermostat can talk to some smoke detectors to turn off your furnace in the event of a carbon monoxide leak. Nest can also tell certain dryers to run when the electricity is cheapest.

Apple has a system called HomeKit that uses your iPhone as a central remote control in your phone for any smart home device you have.

The key here is that there are three competing platforms right now that are all very young. It's hard to say which one or two are going to win out to be the dominant platform. For you, as you're walking the show floor and learning about tech, ask these companies what system they work with. It's likely they'll have a speaker, thermostat or a smartphone handy to demonstrate.

The kitchen and bath industry is starting to really embrace technology. This year is a great year to see what's out there, and where we're headed. If you ask good questions about these products, you'll learn a lot. Keep the focus on what makes them better than their analog counterparts. Ask how they are integrating with the aforementioned systems as well.

Lastly, if you want to get a really good indication of what our future is going to look like, find the Virginia Tech booth at this year's show. I won't spoil it for you, but I can promise you that it is an incredible look into our technological future. It is a booth that is worth seeking out and shouldn't be missed! ■

*“The kitchen and bath industry is starting to really embrace technology. This year is a great year to see what's out there, and where we're headed.”*

into these devices. In the mid '80s and '90s, we saw a lot of the analog displays get replaced by digital. We even saw the beginning of what we're calling “smart” appliances today. Microwaves started to have programs in them and even temperature probes to monitor cooking. Ovens started to have programmed start and end times. There was even a wave of coffee makers that could have coffee ready for you in the morning.

That level of technology leveled off for a while, but now we're starting to see a big resurgence of new technology being integrated into appliances. In the past few years, we've seen refrigerators ship with an entire touch screen in them. There are even some that have cameras in them so that you can monitor what's inside. Some ovens let you control them from across your house or the world. They often have many built-in functions that far surpass the digital timers of old. These “smart” ovens can guide you along as you cook and, in some cases, monitor food as it cooks to ensure that it comes out correctly.

Take a look around for these types of appliances. And make sure your clients would actually use them. Just because something has a touch screen, Wi-Fi, Bluetooth or any other technological wizardry in it doesn't mean it's good unless it actually works *better*.

combined. You'll never be able to spec and sell a \$5K toilet unless you've at least pushed all of the buttons yourself!

All kinds of things are getting remote controls that work off of your phone. I've seen lights, appliance and TV lifts, servo-controlled doors, shades, garage doors, locks, windows and cameras. The list goes on and on. Just about anything you can think of can be – or already has been – augmented by some sort of smartphone remote control. Go up and try these out. I've used so many different systems over the years and it's totally worth trying them out in person and asking reps what it takes to spec and sell them.

## SMART HOMES

This is where things get tied all together, and where it can be the hardest to identify what's going on. As I've said in the past, a lot of the “smart home” tech is very siloed.

Let's say you have two smart home devices, such as a smart door lock and a set of smart lights. My smart lights have an app that knows when I'm at home or away and they can turn the lights off when I leave, and turn them back on when I come home at night. I also have a smart door lock. This door lock lets me lock and unlock my door from anywhere in the world. My door lock doesn't talk to my lights to

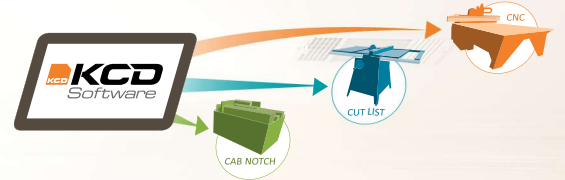
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LESLIE HART

# The Evolution of Luxury Consumerism

**ACCUMULATE BILLIONS OR** give them away? Cruise to your private island or be the first to practice an ancient form of yoga previously known only in a remote Tibetan village? Which choices will luxury consumers opt for in the future?

Trendwatching, (www.trendwatching.com) the company that helps businesses understand the new consumer via its network of 3,000 trend spotters and analysts around the world, has identified the ways in which it believes luxury consumerism will be changing in 2017 and beyond.

“Luxury is no longer simply about the supercar, the designer handbag and the expensive holiday (as desirable as they remain to many),” Trendwatching reports.

“We need to understand one fundamental truth: At its heart, luxury has always been about status.”

## THE QUINTESSENTIAL SELF

“Status used to be about the possession of certain objects. Now, so many people have so much. The result? Status has become less about ‘what I have’ and much more about ‘who I am’: namely, more ethical, creative, connected and tasteful than the masses. That’s how consumers arrive at their Quintessential Self,” Trendwatching explains.

In other words, bragging rights come from being “in the know” about experiences or products no one else has heard about yet. Luxury consumers want to be able to demonstrate “my self-actualization is faster, smarter and more exclusive than yours.” But this has nothing to do with putting on a hair shirt and renouncing the world.

“In 2017, then, high-end consumers will look to move – and be *seen* to have moved – to a higher plane. One way? Innovative products, services and experiences that combine supercharged self-actu-

the know, being the first to discover a new product, especially if it adds to their wellbeing.

Are you up on sous vide cooking (see related story, Page 54) or molecular cuisine? Can you bring in an expert? Can you invite the newest chef in town to give a preview of their unopened but soon-to-be-hot new restaurant?

Can you appeal to the luxury consumer’s desire to appear more sophisticated and creative by inviting them to share photos of parties... table settings and food...served from their new kitchen?

Can you bring in experts on wellness to talk about the latest products and techniques they are using?

## VERY IMPORTANT DATA

High net worth individuals are especially worried today about the security of their personal data. So much so that luxury jeweler Bvlgari has partnered with a Swiss security company to safeguard not its customers’ jewelry but their data. The information is stored by an app in a high-security bunker in the Swiss Alps.

Given all of the publicity about security risks related to the internet of things, luxury consumers may well have similar concerns about the privacy of their personal data when using connected devices in their home. Can you partner with a tech firm to advise your customers about digital security and these devices? This way you are providing what Trendwatching calls “the luxury of peace of mind when it comes to their data and their privacy.”

## PREMIUM REDEEMED

This trend is all about luxury that makes the world a better place.

“One sign of the epic shift in the nature of status...[is] the way we talk about billionaires,” Trendwatching observes.

“Sure, Mark Zuckerberg has changed the world. But today, his personal status story doesn’t just center on how he made his money, but how he’s giving *almost all of it away*. For the ultra-ultra-rich, philanthropy is the status story. And where their status trail goes, the rest of us follow.”

*Fortune Magazine* reported last year that 17 new billionaires had joined The Giving Pledge, a group started by Warren Buffett and Bill and Melinda Gates that requires its ultra-rich members to commit to give the majority of their wealth to good causes. The group includes Richard Branson, Ted Turner and Sheryl Sandberg, and now has 154 members from 16 countries.

“Millions of affluent consumers feel trapped in a guilt spiral when it comes to the negative impacts – on the environment, society and their health – of their consumption,” notes

*“Understanding the new luxury consumer means comprehending the new definition of status. Whereas it once was about physical possessions, now it’s all about intangibles.”*

So understanding the new luxury consumer means comprehending the new definition of status. Whereas it once was about physical possessions, now it’s all about intangibles.

Here are four of those intangibles identified by Trendwatching that seem relevant to the kitchen and bath industry:

1. *The Quintessential Self* or the quest for self-actualization.
2. *Very Important Data* or the need to safeguard personal data.
3. *Premium Redeemed* or luxury that makes the world a better place.
4. *The Extravagance Economy* or luxury on demand.

While these may seem a bit blue sky at the moment for our business, it’s important to recognize that these trends are already in motion around the world. And big companies are already acting on them.

Look at what some major global players are doing in response to these trends and then brainstorm how you might integrate some of these new aspects of the luxury mindset into your kitchen and bath firm.

alization with *true* luxury indulgence. Because for those seeking the Quintessential Self, the quest for self-improvement should never mean compromising on self-indulgence,” Trendwatching notes.

All the better if these products, services and experiences can be tweeted or posted on social media, with the attitude “I’m doing this, you probably haven’t *heard* of it yet.”

One example of this trend: luxury cruises with spa and wellness programs like the one Seabourn launched recently with holistic health practitioner Dr. Andrew Weil. The program will integrate physical, social, environmental and spiritual wellbeing with seminars on happiness, healing, nutrition and introspection. Luxury cruise meets self-actualization.

“So luxury Quintessential Selfers will seek out rare and shareable experiences or exciting and storied products that supercharge their self-improvement and wellbeing. Start by asking: What aspect of the self will customers trust your brand to help them improve?” Trendwatching suggests.

Some possible takeaways for showrooms: Don’t be afraid to present stealth brands or products people haven’t yet heard of. Luxury consumers may be enticed and intrigued.

It’s more important than ever for them to feel they are on top of the newest developments. Luxury consumers pride themselves on being in





Trendwatching. "The real luxury for these consumers? Indulgence without the guilt."

To "redeem" a luxury purchase, talk about the contributions your firm and your suppliers make to worthy causes. Where are your products made? In environmentally responsible facilities? With sustainable materials? Who are the factory workers? How are they treated? How well are they paid?

Consumers often judge a company by how it treats its employees. Do you feature them on your website and on social media? Do they have an opportunity to tell their stories and talk about causes that are important to them?

Take away the guilt of purchasing by donating and/or recycling materials from tear-outs. Make a contribution to a safe-water fund for each faucet, shower, tub or toilet sold. Donate to a soup kitchen for each range or refrigerator sold.

#### THE EXTRAVAGANCE ECONOMY

Forget Uber. True, it's quick, on demand and for some it has removed the need for car ownership. But for real luxury, how about a private jet on demand?

"Consumers will push their on-demand mindset to new highs, and into entirely new domains of consumerism. Think a move beyond on-demand functionality (taxis, laundry, haircuts, etc.) and towards on-demand extravagance," Trendwatching predicts.

"The very real benefits that on demand and access bring – freedom from the hassle of ownership, instant gratification and more – are universal," notes Trendwatching.

In an era of on-demand luxury, our industry falls woefully short. Backorders, long lead times and months of waiting won't cut it in the future. Why should a consumer have to settle for inexpensive but readily available faucets or cabinets if time is of the essence, when in their heart of hearts they want something much better? Seems like on-demand lower-end not on-demand luxury.

Our processes are arduously slow and out of touch with today's consumer. Suppliers, designers and showrooms should begin to figure out how to streamline

them in order to meet the anticipated rise of luxury-on-demand.

In the meantime, how can you bring freedom from the hassle of ownership of a kitchen or bath? A program of regular maintenance and tweaking? Guaranteed 24/7 service for

plumbing and appliances? On-site training for housecleaning staff?

Getting inside the mindset of the new luxury consumer won't be easy, but it's well worth the effort to consider what intangibles your business can offer. ■

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SARAH REEP, ASID, IIDA,  
CMKBD, CMG, CAPS

# Planning Your Strategic Showroom

**IF YOU'VE HEARD** me speak at kitchen and bath design industry conferences, you know that I often advise on the importance of “the strategic showroom.” I define this as a showroom specifically planned and appointed to help you meet the strategic goal and business objectives you’ve set in your business plan.

This probably calls for a few more definitions. First: your business objectives. These are the quantifiable results you seek, such as growth in customers, revenue and profit.

Your strategic goal is defined less precisely, but it’s just as important. Think of your strategic goal as what you want your business to be recognized as within your market. It’s the simple yet compelling idea you’ll aim to own in your customer’s mind.

For example, in general retailing, Walmart protects its place as the low-priced leader, while

your showroom isn’t appreciably different in some meaningful way, it isn’t strategic.

Marketing gurus call this competitive positioning – that is: No company, brand, product or service can be all things to all people. You must give up something to get something. This requires finding a strategic market segment where you can play to your strengths and be the leader. And your strategic showroom will be your customer’s most directly experienced representation of your competitive difference. It should help you win the preference of customers who want just this kind of shopping experience.

## WINNING SHOWROOM STRATEGIES

Where will you look for a winning competitive position for your strategic showroom? I’m seeing approaches that are working well for storeowners in a broad range of markets.

also draw upon community pride. For example, the hot-hot-hot Shinola stores, based in Detroit, have ultra-chic showrooms with decorative touches making nostalgic notes to Motor City heritage.

## THE ONLY CERTAINTY: CHANGE

It’s up to you to find the competitive distinction that will work best for your strategic showroom. You’ll need a master plan. You must ask: Where are we now? Where do we want to be in the future? And how will our strategic showroom help us get there?

But your showroom design challenge doesn’t end there. Another critical success factor will complicate your task. That factor is, in a word: change. You’ve seen how tastes and trends in kitchens and bath design so quickly evolve – and you surely know that whatever showroom concepts seem new and fresh today will soon enough be out of date. In our business, change is always right around the corner. It’s only a matter of time.

“It’s not the plan that’s important, it’s the planning.” Have you heard this saying? Versions of it have been attributed to notable people past and present, in various fields.

I’ve thought of these words as I’ve consulted with kitchen and bath firm owners on their showroom designs. The most forward-looking owners will project five or more years ahead as they set their goals and devise their plans. And they see how strategically urgent it is to align their showroom designs to these larger purposes.

Yet no plan can be cast in stone. As you build the vision for your own store’s future, I urge you to keep that famous quote in mind. Yes, you should set your showroom’s master plan – but you should also plan to be flexible. The future can never be predicted with supreme confidence. The realities of your marketplace will inevitably twist and turn. In fact, the only certainty – in our industry, as in all others – is continual change.

In the showroom, what’s working well today may easily fall behind the curve within only a year or two – and could become completely passé just a few years beyond that. So you must plan to *keep* planning your strategic showroom, with a clear eye to market shifts.

This is not to say that you can’t have a hard and fast completion date for your master plan. But the time you invest in showroom planning can never really stop. Your steady attention to planning, even more so than your plan, will be key to creating a strategic showroom that continues to attract the kinds of customers you’ll need to succeed. ■

*“If your showroom isn’t appreciably different in some meaningful way, it isn’t strategic. Marketing gurus call this competitive positioning: No product or service can be all things to all people, so find where you can play to your strengths and be the leader.”*

Target kicks up the economy shopping experience with added dashes of style. Consumers can easily distinguish between these two store concepts and choose accordingly.

The strategic showroom thus makes you think hard about exactly what your storefront will need to accomplish. It can’t simply be a place to show product samples and talk. You must instead view your showroom as the place to create a uniquely valuable experience for your customer, so you can nurture an ongoing relationship of win-win benefit.

There’s no falling back on a belief in: “If I build it, they will come.” That may have worked years ago, but in today’s super-connected world, you can expect your customers to be savvy shoppers who have already explored and narrowed their buying options online.

Your strategic showroom must give your customer a compelling reason to visit you – and once they walk in your door, your showroom should truly exceed, not just meet, your customer’s expectations. It’s no longer enough to merely satisfy your customer; rather, your strategic showroom today should consistently work to surprise and delight.

Nor can your strategic showroom simply copycat other successful stores in your area. If

Here are some possibilities to consider:

- You could focus on creating **the experiential showroom**. Here you may hold a regular schedule of educational events, with “get to know us” opportunities, on kitchen and bath design. This should encourage customers to see your team as friendly, helpful experts – a trusted resource. You can also carefully curate your product displays so your showroom operates as a kind of mini-museum of the current state of the art.
- Another proven strategy is to provide **the exclusive showroom**. Here your aim is for customers to see your showroom as “just for me.” This may call for you to rethink much or even most of your showroom space as a design studio. Displays may feature fewer but better-selected products – and you can designate areas, with high-style tables and chairs, for close collaboration between your designers and customers.
- There may also be an opportunity to create **the localized showroom**. This is a showroom that highlights your regional distinctions. A localized showroom can





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DENISE GROTHOUSE

# How to Use SEO and AdWords for Your Website

**EVERYONE WANTS THEIR** website to place on the first page in the first position on Google, Bing and Yahoo. It is the coveted position for traditional brick and mortar as well as online businesses today.

First position placement requires your website to not only be desirable to human visitors, but search engines as well. Your website is placed in position as a paid advertisement or a free position, referred to as organic placement. Search engine optimization (SEO) plays a huge role in your website visibility.

Having a site that is attractive to the search engines crawling the internet is paramount in being selected as a candidate for being shown either way. Google AdWords requires a related keyword match on your site – if your web content doesn't match the ad, it simply won't be shown.

Google processes trillions of searches per year worldwide, and the fierce competition creates an SEO environment that is much like

will commonly use to find your services. If you are unsure, ask friends and family to help brainstorm the process.

If you are a kitchen designer, chose keywords like: Kitchen Designer, Kitchen Design Pictures, Kitchen Design Ideas, Cabinetry. Then add variations that include your city and state such as Kitchen Designer, Chicago Illinois. This will help you to be found by your local audience. The words should be woven into your website pages in a manner that is natural to the topic of the page, and does not detract from the user experience when exploring your site.

Having the keywords in your site will help your positioning to your audience on the internet. New websites or those with few pages of content may benefit from using AdWords or paid advertising to increase the exposure of your site while you weave your keyword content into your website.

## HELPFUL TIPS

**Do:** Enrich your site with content that supports your keywords in a fashion that is informative and helpful to people surfing your website.

**Don't:** Overuse keywords in an unnatural fashion to increase the keyword content. This is called keyword stuffing. Keyword stuffing may lead to a website being banned or penalized in search ranking on major search engines either temporarily or permanently.

**Do:** Your own research by searching for terms that seem relevant to your product or services. Take time to see the results and garner your ideas for the keywords that suit your business best.

**Don't:** Permit agencies that manage your AdWords to do so without disclosing the keywords and results the keywords are garnering. This practice will likely result in higher traffic to your website, but tends to be untargeted and generates significant AdWords expense with little return on your investment. They need to work with you in an open, collaborative fashion to ensure the best results for your advertising spend.

**Do:** Work continuously to improve and add to your website content to make the experience of your visitors better and increase your keyword presence.

**Don't:** Assume website maintenance is a once and done effort. It requires ongoing updating and adding content. Just like with your showroom, a website needs constant updating and refreshing to stay relevant.

Developing a website for SEO is a long-term commitment. The search engine algorithms are constantly changing as well as your competitors. This article touches on the fundamental components of the SEO needed for a healthy website presence that will increase your visibility to potential clients.

When I started my website journey with [www.glumber.com](http://www.glumber.com) we had zero visitors. Today the website receives over 250,000 visitors per year. You can accomplish this as well.

The ability for you to reach millions of customers is limited only by your time and old-school perseverance to updating your website. The next article will explore website design and content to keep your visitors engaged. ■

#BeKnown #BeSocial #BeEverywhere

*Denise Grothouse has an extensive background in international business, branding and marketing. She specializes in digital and social platforms, and integrating them with traditional marketing and branding strategies. No stranger to the kitchen and bath industry, she is best known for her work as chief brand officer of Grothouse, Inc., and president of the marketing company Perfect Six.*

*“Starting with a proper keyword foundation to your website is no different from building a house; the foundation supports the entire structure and assures a solid footing for your internet presence.”*

speed dating. Your website has an astonishingly short amount of time to be deemed worthy of search engines that work at warp speed giving viable results to users.

Much like speed dating, it starts with the introduction “Hi my name is” (user search term), “I am interested in a mate that likes” (matching keywords). When those two match, you become more interesting. Having mutual friends is a major bonus (backlinks that point to your site from other relative websites). If you live close by, even better, as long-distance relationships are never the preferred choice.

## A FOUNDATION OF KEYWORDS

Starting with a proper keyword foundation to your website is no different from building a house. The foundation supports the entire structure and assures a solid footing for your internet presence. Always consider the search terms people will use to find you and develop related keyword clouds on your website that support them.

Explore your target market's interests and speak to your personal strengths. A great rule of thumb is to create a list of 10 keywords that are developed from your list of searches people

## THE ADWORDS EXPERIENCE

Since Google owns the lion's share of internet searches, it's only natural to utilize this platform as a vehicle to boost the visibility of your website. Google places the ads carefully and selectively by ranking each page submitted for advertising. Every time someone does a search, it triggers an ad that competes in an auction. The resulting advertisements that are shown are chosen in part by the Google Ad Rank calculation.

Ad Rank is calculated using your bid amount, the components of Quality Score, comprised of the expected click-through rate, ad relevance and landing page experience. Simply put, you cannot pay your way into a high placement Google Ad. Your keyword content greatly impacts the quality score. Quality scores are rated on a scale from 1 to 10, with the rating of 10 being considered AdWords quality perfection.

If your related keywords, ads and landing pages are in good shape, Google probably will have a high opinion of them. Your Adwords keywords should mirror the keywords you previously determined. Armed with a solid keyword list, you are off to a fantastic start.







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# Cabinet Doors Deliver Soft Texture And Natural Wood Appearance

Beautiful. Durable. Personal. These are among the buzzwords of today's kitchen designs.

With the introduction of REHAU's RAUVISIO terra™ kitchen cabinet doors, words like Distinctive, Textural and Affordable can be added to this list.

RAUVISIO terra™ doors are fashioned using High Pressure Laminate (HPL), the strongest laminate on the market. Unlike the thinner melamine, which bonds a resin and paper finish to a compressed wood particle core, HPL is several layers of paper applied to a composite core with high pressure to seal and secure the bond between the core and the laminate material. The HPL is used on both sides of the door and then sealed with REHAU LaserEdge™, a two-layer, adhesive-free edgeband that welds to the carrier board, resulting in a seam-free bond. This technique makes the door significantly more durable than melamine, which is subject to chipping and warping when exposed to moisture.

As a result of REHAU's production process, RAUVISIO terra™ is highly resistant to scratches, impact, chemicals, heat, moisture and UV damage, which can result in fading and discoloration. The anti-static surface also resists dust, and is easily cleaned with common household products.

What truly sets RAUVISIO terra™ apart, however, is its unique look and feel. The HPL allows for a more authentic and deeper embossing texture, which is used to achieve the look of elegantly weathered wood surfaces that are soft to the touch – a feature not usually found in a laminate.

The doors are currently available in six colors in mixtures of maples, rift-grain and grey-wash, inspired by reclaimed wood, in both five-piece shaker and slab styles. Additional colors and styles are in development.

## COLOR CHANGES

Providing a subtle shift from the white cabinets that dominate the market, kitchen designers are now incorporating shades of grey, greyed brown and taupe for a fresher, more up-to-date look. These hues work well with the soft, muted colors and neutral pastels that are trending due to their calming effects.

RAUVISIO terra™ doors are available in slab and five-piece shaker door styles in a range of warm wood tones.



The textured wood-look of RAUVISIO terra™ complements a range of cabinet finishes to create stunning multi-toned kitchens, such as the one shown here using REHAU's RAUVISIO crystal™ and FENIX NTM™.

The refined and earthy-toned cabinets also complement other current design elements – especially metals such as copper and updated tones of brass and gold. Neutrals add warmth, and also provide freedom to use bolder colors in islands, tiles and appliances.

In addition to providing a warm alternative to the starkness of white, the wood looks of RAUVISIO terra™ also speak to the rising desire for two-toned kitchens, offering a balancing element to rich accents in a transitional setting or to high-gloss finishes for a more contemporary, fresh aesthetic.

RAUVISIO terra™ is also at home in two of the hottest trending styles – midcentury modern and Nordic design. The simplistic lines and unfussy elements of both require a cabinet that is clean yet sophisticated – something seen in RAUVISIO terra's slab and shaker door styles.

## TEXTURAL TOUCHES

"REHAU wanted to provide a product that would meet the texture trend, but with a distinctive

twist," stresses Jesse Collins, marketing manager with REHAU's furniture solutions division. "RAUVISIO terra™ is that product – offering beauty, durability, texture and a style all its own."

Bringing nature inside remains an enduring trend for the home – especially in kitchens, which often open up to the outside yard. Natural interior elements help homeowners disconnect from the hectic pace and high-tech world where they spend their days. Textured elements are a reflection of nature.

Textures add depth and interest to a room, and layering a variety of textures is gaining in popularity. In fact, many designers agree that creating variation of texture is as important to today's designs as color choice. Texture can be used to set the tone of the design, and can also help create a focal point.

Textured laminates can add a warm element, and provide a touch of luxury without the high cost associated with natural pieces. In addition, textured laminates can replicate wood, including distressed and weathered looks, yet provide the benefit of being resistant to scratches and staining. They are also more environmentally friendly, since they are not fashioned from a solid piece of wood.

The RAUVISIO terra™ line provides the weathered wood looks that work so well in a range of designs – from industrial to rustic to contemporary.





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BY KEN PETERSON, CKD  
AND LEAH PETERSON

# Supporting The Next Generation

**JUST AS THE** population is aging, so, too are the people who make up the kitchen and bath industry. As owners of today's kitchen and bath firms begin to think toward retirement, the industry looks to the next generation of dealers and designers to carry on the important work done by these kitchen and bath firms.

But this creates certain challenges. For older kitchen and bath firm owners, questions arise about what they can do to make their businesses more desirable and profitable so that they can sell this valuable asset when they're ready to start the next phase of their life – as well as to whom they might look to find a buyer who will carry on the work they've done.

At the same time, for young, up-and-coming designers, it's important to work on building not just design skills, but the business skills needed to ensure they have the ability to run these kitchen and bath firms of the future.

to be a lot of executives interested in these kitchen and bath firms. Yet they certainly have the money to pay a premium price – and would welcome the opportunity to leverage their well-honed corporate management and marketing skills in a small business they owned. But few dealers have developed their teams sufficiently, so revenue would not continue to grow unless the owner remained, tethered to the business, to carry the sales load. And fewer still have automated their companies so their operating procedures aren't parked in the owner's head.

**Ken:** Well, a lot of young people coming out of design schools have landed entry-level design assistant positions with these dealer/owners. Among their many accomplishments, the National Kitchen & Bath Association has done a fine job in creating and developing industry-specific curriculums with educational institutions around the country. Many of our

**Leah:** Exactly. It's why so many of the vendor partners I regularly speak with today are concerned about kitchen/bath dealer succession – especially the cabinet manufacturers. They have now had a few good years of sales growth. But with the aging of the key accounts who dominate their networks, continued revenue growth is in question. They are scared that many dealers in their 60s will simply shut down operations because they won't have anyone to sell to. Going forward, making up those millions of dollars of lost sales is going to be a huge challenge for these manufacturers and our industry as a whole.

**Ken:** I am going to go out on a limb here. Frankly, the industry probably could have served kitchen/bath firm owners a bit better. Over the years there's been a lot of focus on design professionalism and edgy, fashionable products. It may be what owners and designers love, but probably not what they needed the most to succeed beyond their current level of production. In my view, there could have been considerably more focus on financial management, marketing, professional salesmanship, sales management, technological innovations and efficient operational management – just to name a few of the pivotal disciplines necessary to trigger both professional and business growth today.

*“The industry should rally around this ‘next generation’ who want to run the kitchen and bath dealerships of the future. Together, we need to identify who these people are and support them in providing comprehensive business education.”*

This month, *KBDN* introduces NextGen Business Matters, a quarterly column authored by a father and daughter business team, that will focus on matters addressing business succession, generational differences and how dealers and designers can prepare for the future – whether that means older owners selling their businesses or soon-to-be younger owners learning the all-important business skills needed to become a successful entrepreneur in the kitchen and bath industry.

**Ken:** We have a serious problem in our kitchen and bath industry. The vast majority of dealer/owners who made it through the 2008-2009 Great Recession are facing retirement soon, and collectively we had done a poor job educating the next generation on how to run a business.

**Leah:** Let's face it. Even if we did have this education readily available, we've done a poor job of identifying who the next generation is. Who is going to buy these businesses? Coming from the corporate world, there doesn't seem

members have tapped this source for their personnel needs. Eventually, with a half a dozen or more years of experience under their belts, these people could possibly elevate to buying out their owners.

**Leah:** True, there are some really talented young designers coming into the industry every year. But these institutions historically haven't provided them anything in the way of business management education – like how to write a business plan, understand financial statements, buy a business or price their services so they can make a decent net profit.

**Ken:** From my vantage point, too many dealerships are marginally profitable anyway. These designers probably think their bosses are making a ton of money when, in fact, most have weak financials. And that's an understatement! Most dealers haven't made enough net profit annually to build up sufficient funds to properly backstop their businesses. Most don't even know what those numbers should be.

**Leah:** You are right. With greater knowledge in these areas, and the implementation of this knowledge in their operations, kitchen/bath dealers would be far more productive, efficient and profitable. It's very unfortunate that these owners don't see that. Their businesses could be turned into highly marketable assets within a few years of concentrated development. They could stand to sell their businesses at a real premium.

**Ken:** They don't see it because they are just too busy, grinding away in their operations six days a week. Sometimes seven. I think the three most used words in this industry are: “We're really busy!” But being busy does not directly equate to people being productive. Or a company being profitable.

**Leah:** I hear that all the time! Our vendor partners hear the same thing, too. But as you always say, Ken, we have to do a better job working “on our business rather than in our business.” And as this current generation of business owners looks toward retirement, what are we teaching this next group of





owners about successful business strategies? Think about what they need in their arsenal to make them successful: financial planning, overcoming startup challenges, the pros and cons of buying an existing business, the fundamental relationships with business accountants and attorneys, and the list goes on...

**Ken:** There are resources that do exist today – business and marketing management schools, online courses, industry-specific business coaches and now NEXTgen: Future Business Leaders Conference (see related story, Page 14). This next generation needs to take advantage of them!

**Leah:** Sometimes it can be hard to get started. It takes a lot of self-discipline. People can become paralyzed at the enormity of the opportunity. Or they can feel paralyzed by how much they still need to learn. But really, for anyone who aspires to owning his or own kitchen/bath firm one day, it's important to take advantage of the educational programming that's out there. They just need to take the first step to get started.

**Ken:** You know, we can't just put this on the rising leadership. Our industry-manufacturing partners need to help as well. The industry should rally around these guys – the 'next generation,' as you call them – who want to run these dealerships. Together, we need to identify who these people are and support them in providing comprehensive business education. After all, the manufacturers whose products these dealerships sell must recognize that these are the very people who will be most responsible for their future revenue growth. Collectively, those looking to retire, those looking to rise up and own a business one day and everyone in between needs to help support the next generation of the kitchen and bath industry. ■

*Ken Peterson, CKD, is founder and president of the SEN Design Group, the industry's first buying and*

*business development group. Leah Peterson joined her father in 2013 after more than a decade in corporate sales and marketing; she is now the company's executive v.p. Representing both industry-specific and corporate business experiences, as well as different generational points of view, Peterson & Peterson will*

*be addressing industry issues for KBDN in a new, quarterly column, NextGen Business Matters. For more information on this column topic, please contact Ken at [kpeterson@sendedesign.com](mailto:kpeterson@sendedesign.com) or Leah at [lpeterson@sendedesign.com](mailto:lpeterson@sendedesign.com). The Petersons welcome comments, questions or concerns.*



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## What is the Most Used Appliance in the Kitchen?

### You Might Be Surprised.

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The ROHL® Water Appliance™ delivers unparalleled functionality and exclusive style indoors and out. From the main kitchen to the prep area, from the bar to the laundry, there is a ROHL® Water Appliance™ for every home.

Since 1983, ROHL has thoughtfully integrated the finest components – sink, faucet, and peripherals including filter faucets, handsprays, soap/lotion dispensers, and sink grids. Exclusively from the House of ROHL®.

## TWO TAKES ON DESIGNING FOR THE MOST USED APPLIANCE IN THE KITCHEN



**Robert Bakes**  
*Bakes & Kropp, LTD.*  
*Sag Harbor, NY*

### Flexibility for Family Occasions

Designing a kitchen for a large extended family that gathers frequently required careful consideration of their needs. The homeowners needed a water appliance that could take the extra rigor when their extended family returns for family gatherings, yet not feel oversized when it was just the two of them. Designer Robert Bakes chose the 30" Shaws Original Farmhouse Apron Front Fireclay Kitchen Sink, because it accommodates large items with its generous depth and width, while still integrating well into cabinetry. "We find that the 30" sink is a nicely balanced size," he says.

"ROHL has a wide range of beautiful options like the Perrin & Rowe® Bridge Faucet, and the sense of quality in styling and product is clear. This family has a great sense of style, and they wanted the new design to complement the view from their kitchen window, which overlooks the harbor. ROHL made it easy to match the beauty of the inside to the stunning scenery outside."



**Matthew Quinn**  
*Design Galleria*  
*Kitchen & Bath Studio*  
*Atlanta, GA*

### Modern Convenience, Sophisticated Style

Every designer's dream is to renovate a kitchen using every premium appliance, gadget, and special feature imaginable. Matthew Quinn took on just such a challenge with gusto, creating a kitchen that boasts a traditional feel, an abundance of work space, and integrated storage solutions. Two ROHL® Water Appliances™ are central to the preparation of food – pairing ROHL® Stainless Steel Kitchen Sinks and ROHL® Italian Country Kitchen

Faucets with Sidespray and accessories in both the main and prep sink areas. "When it comes to designing an elegant space that's also stocked with premium, hard-working products, ROHL has an endless number of gorgeous options," says Matthew. "The homeowners were after a sophisticated look that blended traditional style with every modern convenience. ROHL sinks and faucets gave them just the look they wanted."





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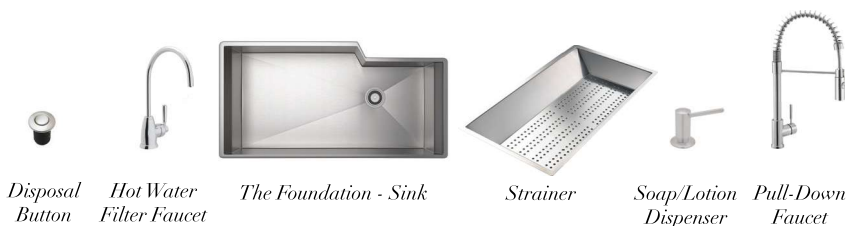
With a complete host of traditional, transitional and modern designs in a variety of finishes and configurations, there is a ROHL® Water Appliance™ to suit every style.

**Exclusively from the House of ROHL®.**



## The Culinary Connoisseur

These at-home chefs are all about creating the perfect “professional” kitchen at home. Sleek lines, along with Stainless Steel finishes define the space. The ROHL Single Bowl Stainless Steel Kitchen Sink is at the core of their water appliance. Teamed with the ROHL Modern Side Lever Stainless PRO Pull-Down Kitchen Faucet, this is a no-frills, get-it-done combination.



*Disposal Button   Hot Water Filter Faucet   The Foundation - Sink   Strainer   Soap/Lotion Dispenser   Pull-Down Faucet*

## The Epicurean

These adventurous cooks like to have many functions at their fingertips. From washing tomatoes with filtered water out of the tap to blanching them with the Hot Water Filter Faucet that delivers near boiling water instantly - Epicureans take great pleasure in working with food. This ROHL® Water Appliance™ offers a complete collection of water solutions to satisfy the sense of cooking curiosity.



*Kitchen Faucet with Filtration   The Foundation - Sink   Hot Water Filter Faucet   Soap/Lotion Dispenser*



## Modern Family

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# Bull Outdoor Kitchen Designer

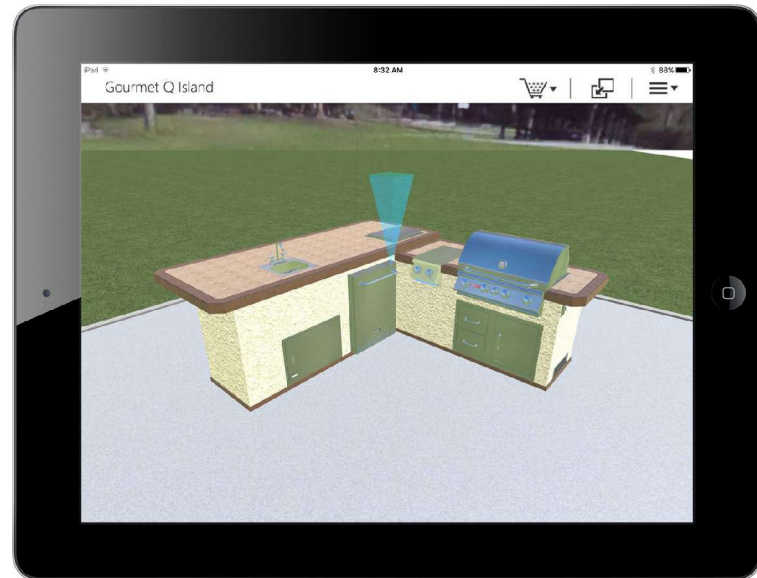


**WHAT IT IS:** An app to design and customize an outdoor kitchen with Bull Outdoor Products.

**WHAT IT DOES:** The Bull Outdoor Kitchen Designer app was created to make the designing and ordering process more streamlined for everyone who uses it. The app is powered by Powertrak 3D Product Configurator, allowing users to design an outdoor space and buy Bull Outdoor kitchen products through the app. The configurator displays virtual 3-D kitchen models, enabling customers to drag and drop compatible components and accessories (drawers, doors, refrigerators, sinks, side burners, barbecues, sound systems, etc.) into the appropriate location. Customers can customize, price and buy their very own outdoor kitchen while Bull Outdoor Kitchen dealers can ensure that the prices and configurations are correct.

**WHO IT'S FOR:** Designers and homeowners.

**WHY KITCHEN AND BATH DESIGNERS NEED IT:** This app helps designers create an outdoor kitchen space alone or along with clients right from their phone, ensuring that the space includes everything the owner desires.



**AVAILABLE SINCE:** April 2016

**WHO MAKES IT:** Axonom, Inc.

**PLATFORM:** iOS for the iPad

**WHERE TO FIND IT:** On the iTunes Store

**FOR MORE INFORMATION, GO TO:** <http://www.axonom.com/bull-outdoor-products>

# LinkedIn Learning: Online Courses to Learn Skills



**WHAT IT IS:** An app that provides training videos from industry experts on a variety of subjects.

**WHAT IT DOES:** LinkedIn Learning offers a compact, easy way to find instruction, advice and education on many career-related topics, including owning a small business, kitchen and interior design, social media marketing and more. With more than 4,000 courses in business, tech and creative subjects, the app offers personalized course recommendations in addition to the ability to download courses for offline viewing. Other features include: curated courses with a guided learning experience, the ability to save courses to watch later so users can learn at their own pace, the ability to add certificates of completion to a LinkedIn profile and access to LinkedIn Premium networking tools and insights. The app is free to download, but access to the courses and LinkedIn Premium features costs \$29.99 monthly or \$299.99 annually.

**WHO IT'S FOR:** Designers, business owners and anyone who likes to learn useful skills from professionals outside a classroom setting.

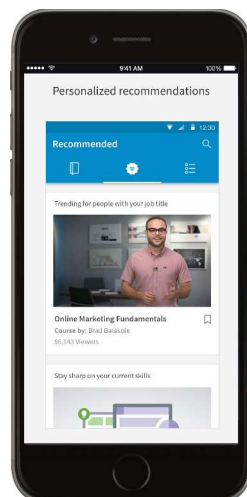
**WHY KITCHEN AND BATH DESIGNERS NEED IT:** While these courses do not offer CEUs, they do offer an informal, inexpensive and quick way to learn useful skills from experts in both design and business. You can get career skills on the go, when you want them, at your own pace.

**AVAILABLE SINCE:** July 28, 2016

**WHO MAKES IT:** LinkedIn Corporation

**PLATFORM:** iOS for the iPhone, Android OS

**WHERE TO FIND IT:** On the iTunes Store, on Google Play



# iHandy Carpenter



**WHAT IT IS:** An app that has five tools used for spatial measurements.

**WHAT IT DOES:** This app includes the following five tools: a plumb bob, an easy way to verify the verticality of lines or walls; a surface level for leveling a flat surface; a bubble level bar; a steel protractor to measure angles from 0 to 180 degrees, and a steel ruler supporting both inches and centimeters – by swiping it left and right, the ruler is capable of measuring things longer than the phone. In addition, once calibrated, the plumb bob, the surface level and the level bar can also be used as an inclinometer/clinometer by reading the angles on the device's screen. The cost of the app is \$1.99, which is less than the cost of buying each individual tool separately.

**WHO IT'S FOR:** Designers, contractors, builders and anyone who needs an easy way to take accurate measurements of a room.

**WHY KITCHEN AND BATH DESIGNERS NEED IT:** This is an inexpensive tool to allow a kitchen and bath designer to take measurements on a project site. It is particularly helpful to have five tools all encompassed within one mobile app on your phone.

**WHO MAKES IT:** iHandy Inc.

**PLATFORM:** iOS for the iPhone, Android OS

**WHERE TO FIND IT:** On the iTunes Store, on Google Play



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# Salesman Finds Calling in Kitchen Design

BY ASHLEY LAPIN OLIAN

When the opportunity to take over a design firm after only six months of working there arrived, a former salesman jumped at the chance and ended up finding a life-changing passion for kitchen design.

**PARAMUS, NJ** — It is not too often that someone hired as a salesman gets the opportunity to take over an entire company after only six months on the job. However, that is exactly what happened to Amir Ilin, president of Paramus, NJ-based firm Küche+Cucina. When Ilin came to New York to pursue a sales position at the showroom, he had no idea that he would soon be running it.

“[The owners] decided that the company wasn’t making money and they didn’t want to continue,” says Ilin. “I was just here for six months and I said, ‘Listen, if you’re going to close the company, do you mind if I just continue?’ And they said, ‘Lovely, sure.’ And that’s basically the beginning – that’s how I started.”

## MOVING ON UP

Originally from Israel, Ilin moved to California in 1986 to attend college. He went to classes during the day and worked in the timeshare industry at night. In 1989, he got a job offer from Poltronova International, owned by IDI North Inc. in New York, a showroom that had just added a kitchen line to its furniture collection. It was at this point that he decided to take his chances and leave school.

“I kept switching majors – I wasn’t really sure what I wanted to do. Then I got an offer to move



Photo: Ken Laubien

➤ This kitchen is the Warwick, NY country weekend home of a Wall Street executive. A dark, depressing kitchen was transformed into a bright, inviting room that makes it fun to cook and entertain. Professional appliances, white Carrara marble tops and a built-in table are some of the notable features.

to New York for this company that was selling furniture and decided that I had nothing to lose. It was an adventure. So, I packed up my stuff, moved to New York and started working in this company,” recalls Ilin.

Six months later, Ilin started the process of taking over Poltronova and within the year was in charge, working alongside a kitchen and bath designer. Ilin handled operations and sales, and the designer worked with clients on project designs. The company was facing serious financial difficulties, so the first thing Ilin did was move the showroom from Long Island City, NY, to Paramus, NJ, where it was less expensive, and where there would be more foot traffic.

“The original showroom when I took over the company was in IDCNY – International Design Center New York,” explains Ilin. “It was a great

concept, except it was in Long Island City and, in those days, Long Island City was not in and hip like today. Designers from New York City would refuse to go there. We had a beautiful, beautiful showroom that was designed by Vignelli. It was stunning, but nobody was coming in.”

When he first came from California, Ilin had rented an apartment from his relatives in Edgewater, NJ. He had gotten to know the area, so when he decided to move the showroom, he looked around and found a spot on Route 17 in Paramus that was a perfect fit.

Ilin worked 12- to 15-hour days, six days a week. He would have worked seven days if allowed, but Paramus has a “blue law” that bans the sale of clothing, shoes, furniture, home supplies and appliances on Sundays. He was doing everything from painting to changing light bulbs – whatever needed to be done.

Despite taking over a business with little experience, Ilin loved owning his own company and liked what he was doing. He says it was the little successes, such as a client purchasing from them or a satisfied customer, that kept him going. Ilin doubted himself many times, though – often on Fridays, when he needed to write checks. However, he kept on going no matter what.

“I didn’t have much of a business plan – it was a gut feeling. It was being young and courageous, and taking chances more than anything else. I figured I had nothing to lose,” he remarks.

Ilin’s hard work paid off. By 1995, the firm had started to grow, and the volume of sales became substantial. He added more staff and, in 2004, opened a satellite showroom in Madison, NJ.

Ilin even started a Küche+Cucina house cabinet line. He had gotten fed up with the inconsistent product and service quality from several local cabinet brands, so he decided to



Photo: Peter Rymwid

➤ This Saddle River, NJ mansion was designed as a dream house for a potential buyer. ‘The Best of Everything’ was on the design wish list, including two Sub-Zero refrigerators and a full-size wine fridge.



contract cabinets built to his own specifications for residential projects.

“It works out great because we don’t sell a [well-known] brand, so you don’t have to pay for the name. You get a better value and a better product. It’s a win-win,” he reports.

### BUSINESS EVOLUTION

The business’ corporate name is still IDI North Inc., which was chosen by the original owners. However, a few years after Ilin took over, an advertising agency thought it would be a good idea to include the German and Italian words for kitchen – Küche and cucina, respectively – in an ad since the company sold both German and Italian kitchen furniture. The name caught on.

“I remember the first time that somebody called and said ‘Is this Küche Cucina?’ and the girl who answered the phone said, ‘No, wrong number’ and she hung up,” says Ilin.

The second and third time this happened, Ilin figured out that people were relating better to the name Küche Cucina, so they decided to stick with it and ended up legally filing a DBA (“Doing Business As”), designating the company as Küche+Cucina.

Over time, in addition to the company’s name change, Ilin’s role also evolved as a designer. With no prior design experience or training, Ilin’s domain had been sales. However, slowly over time he became more involved in the design process with clients, and they eventually started asking him directly for designs.

“It probably took about five to six years to get to that point where, all of a sudden, it was all of my ideas on this kitchen, and people said, ‘We want you to do the kitchen for us, we don’t want somebody else,’” he notes.



Photo: Ken Lauben

■ The owners of this Saddle River, NJ Mid-Century home did a gut renovation. The walnut colored cabinets against the high-gloss white lacquer created a beautiful palette, finished with a splash of blue in the painted glass backsplash.

Since he did not have formal design training, Ilin built up a support team around him that would handle drawing the designs and ordering products, while he had face time with the clients, came up with the ideas and focused on the big picture.

His designs have grown in popularity, so much so that he is even called upon by developers to give input on kitchen design and room layout for multi-unit buildings before they are built.

“I guess I have a knack for it,” says Ilin. “Not to make a comparison, because I don’t think it’s fair, but it’s like a musician that doesn’t read notes – because I don’t do drawings.”

### INTERNATIONAL APPEAL

Küche+Cucina is truly an international firm. In addition to Ilin, who comes from Israel, members of the staff hail from Singapore, Italy and the U.S. They do projects all over the world, including a large multi-unit project done in Angola.

When discussing the opportunity for international projects, Ilin explains, “It doesn’t

really matter where the job is. In this day and age, with emails and everything else, it’s so easy. Even before email, you just [got] on a plane and you [went] there.”

Another aspect of the firm’s business is as a wholesaler for an Italian cabinet company. Küche+Cucina is the exclusive distributor in the U.S. and Canada for Italian brand Pedini. Ilin says this is also a large part of the business, for which the company has expanded its network over the years.

When discussing the future of his firm, which celebrated its 30th anniversary this year, Ilin only sees more work on the horizon. The firm is in the midst of finishing the Toll Brothers’ Pierhouse at Brooklyn Bridge Park condo project, and has new projects coming in every day, including a 287-unit project in western New York.

“I’m always interested in talking to designers if somebody’s good. We have so much work that there’s room for more people here. But,” he stresses, “they have to be good.” ■

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# California Glam Meets Rustic Charm

BY KIM BERNDTSON

A designer mixes glamorous elements with bursts of rustic charm to give this kitchen the perfect reflection of its homeowners' personalities.

**SAN MARCOS, CA** – When this couple approached designers at Home Remodeling Center in San Marcos, CA to transform their kitchen, they wanted their new space to reflect a combination of California glam with bursts of rustic charm in a transitional style that would blend the best of traditional details mixed with trending colors and finishes of today. Blending the distinctive design styles seemed appropriate given their own personalities, notes designer Barbara Preston.

“This family is charismatic...glittery, yet down to earth and full of positive energy,” says the designer, who worked with her clients to select materials and finishes while co-designer, Nora Bloomfield, CKD, focused on space planning and cabinet layout. “Rustic touches allow the kitchen to be a true workhorse, without the

fear of dents and nicks, while the glamorous elements shine in a kitchen that is both beautiful and useful.”

## RUSTIC TOUCHES

Open shelves made from reclaimed barn wood – a 100-plus-year-old ‘find’ diligently researched and selected by the homeowner – replace upper cabinets along the outside perimeter of the kitchen for an open, contemporary look that also supports the rustic vibe. Although a relatively short four feet in length, each 50-lb. shelf is supported by hand-forged iron brackets that are securely bolted to the wall. This rustic combination of wood and iron complements dramatic ceiling beams and also ties in with the wide LM Flooring weathered/distressed oak planks that provide a hand-scraped look.

Additional rustic touches include a Rohl Fireclay farm sink, accented with an industrial-style Kohler faucet with pull-down spout that gives a nod to the rustic side as well. “She entertains a lot and is always cooking for guests,” Preston says. “A large, open sink – rather than one that is divided into two sections – can accommodate the big pots she uses. Plus, she just fell in love with the look of a farm sink.”

Opaque gray Qortstone Steel quartz countertops around the kitchen’s perimeter provide a scratch- and heat-resistant surface that can withstand the rigors of food prep. “Quartz also won’t stain, so we wanted to use it for the counters that get the most use,” she adds.

As a complement, Preston incorporated Super White Quartzite on the large ‘eating/entertainment’ island. It serves as a glamorous element while offering a lot of visual movement. “Quartzite is beautiful, but it takes a bit more maintenance,” she notes. “It needs to be sealed and isn’t quite the workhorse of quartz so we used it on the eating/entertaining island. It’s the ‘beauty’ while quartz is the ‘beast.’”



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**RUSTIC OPEN SHELVES**  
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**PENDANT GLOBE LIGHTS**  
Patinaed metal combines with crystals to solidify rustic/glam design style

Photos: Mark Krause







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Open shelves made from reclaimed wood replace upper cabinets along the outside perimeter of the kitchen. Each 50-lb. shelf is supported by hand-forged iron brackets that are securely bolted to the wall. This rustic combination complements dramatic ceiling beams, tying in with the weathered oak floor.

Dark walnut butcher block on the small island fulfills the client's desire to include wood. "She really likes the richness of wood, and it was important to her that it be included in the design," says the designer.

All three surfacing materials sit atop Shaker white and charcoal gray cabinets from Envoy Cabinetry. "Mixing the color of the cabinets plays into the overall yin-yang balance of the design...glam versus rustic, light versus dark," she says. "We also wanted to incorporate some of the trends seen on shows where designers, such as Chip and Joanna Gaines, are using a lot of white and gray. We didn't want to go quite as rustic, so we chose glossy finishes while staying with trending colors. It's a bold design move that helps create an unforgettable kitchen for this jet-setting couple who travel the world, but who also want a comfortable nest to come home to."

Striking pendant globe lights hover above the sink and large island, providing a complementary mix of rustic and glam. A third sphere located in the living room melds together the two rooms, which flow into each other. "Solidifying the rustic/glam styles, the spheres are made from patinaed metal with dripping crystals inside," notes Preston.

Furthering the 'glam' look, illuminated glass cabinet doors showcase a display of bar supplies used for entertaining. Undercabinet

task lighting highlights Bianco Gioia marble laid in a herringbone pattern that serves as the backsplash. Preston repeated the marble on the sink side of the kitchen. Since the living room is connected to the kitchen, she also used it as a fireplace surround to tie the rooms together, using a herringbone pattern for the hearth.

#### DETAILS MIX WITH SHOW-STOPPERS

While rustic and glamorous elements provide the foundation for the kitchen, attention to details – such as the quartz-lined niches to each side of the range for oils and magnetic spice jars, as well as the show-stopping cooking niche – further enhances the space.

"This project is a head turner from the moment you step in the door," she says.

"Rounding the corner, visitors come head on to a major 'wow' factor...the range nestled in an arched alcove and accented with recycled brick becomes the main focal point."

The brick was chosen to tie in with a similar brick that was used in the office nearby. "As you come in the front door, you walk by the office and into the kitchen," she says. "The brick used in this room provides reference to the brick backsplash."

The designer's clients selected the Thermador appliances – including the dual-fuel range with steam oven, 180-bottle wine cooler column, freezer and refrigerator columns, vent



The cooking alcove serves as a major 'wow' factor, featuring a Thermador dual-fuel range with steam oven, quartz-lined niches and recycled brick backsplash.



hood and dishwasher – to support their love of cooking and entertaining.

Two islands improve the kitchen's functionality by providing separate work and gathering/entertaining spaces.

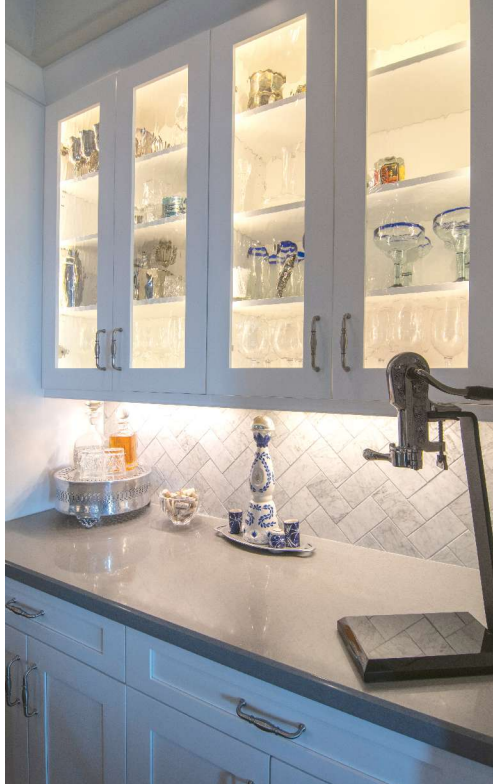
"We took into consideration the types of pots and pans she uses and adapted the design accordingly," Preston mentions. "We chose mostly drawers in the islands to give full access so she can easily see and access everything stored within them."

The two-island design also gives her client the ability to cook without guests crowding her. A pass-through between them keeps them separate but connected. "She has one space near the oven, while the long island with barstools nearer the living room keeps guests within talking range but out of the bustling cooking area," she explains. "Wine and margarita glasses are conveniently located in the glass-front cabinets nearby for easy access."

#### LAUNDRY ROOM ADDITION

Part of the renovation also included a new laundry room, which was actually downsized from the original footprint to create a larger kitchen.

"We knocked down some walls to make better use of some wasted space in the existing laundry room, reconfiguring both footprints to



↑ Glass cabinet doors are illuminated to showcase contents and marble laid in a herringbone pattern serves as the backsplash.

expand the kitchen," she says. "That meant we had to create more storage in the laundry room to make it more useful."

As such, the designer added a slim cabinet between the washer and dryer, repeating the same materials from the kitchen, including the charcoal gray cabinets and gray quartz countertops. A pantry-style cabinet was also added to the opposite wall, while a second one was placed between the laundry room and kitchen to serve as overflow storage for both spaces. ■



↑ Two islands improve the kitchen's functionality by providing separate work and gathering/entertaining spaces.



↑ Since the living room is connected to the kitchen, Preston used Bianco Gioia marble as a fireplace surround to tie the rooms together, laying the tiles in a herringbone pattern for the hearth.

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# Looking Ahead: What's Trending for 2017

BY JAMIE GOLD, CKD, CAPS

In the kitchen, induction, steam cooking, integrated wine storage and well-accessorized water stations are trending, while in the bath, luxury showers with personalized touches, built-in tubs with customized colors and patterns, soft-close, dual-flush toilets and integrated technology are hot.

**A NEW YEAR** is upon us, with a new administration in Washington and new business opportunities around the country. Here's how some of the top kitchen and bath industry experts see 2017 shaping up in terms of how sales look, where the market is going and what product trends are expected to be hot at KBIS and beyond.

## ECONOMIC TRENDS

Manuel Gutierrez, NKBA consulting economist and principal of Manuel DJ Gutierrez, LLC foresees some gains: "For the residential construction sector, we expect a modest improvement (mostly in the single family sector)." He's projecting a conservative 3% gain overall, with some notable differences: Single family housing starts will increase by 6%, he predicts, while the multi-family sector will drop by 3% (see related **Forecast story, Page 65**).

How will this play out where you work, and with the new president's campaign promises to renegotiate trade agreements? "It is definitely too early to speculate on any 2017 impact from our newly elected president," Gutierrez says, cautioning, though: "Global trade patterns could have an impact. Political leaders in many countries are showing a tendency toward

restricting imports. If these tendencies turn into reality, we will see a further contraction of global trade with serious implications for the U.S., mainly for states that rely heavily on exports." Is yours one of them?

On the flip side, there's good news in sales trends. Erin Gallagher, chief of insights for RICKI, the Research Institute for Cooking & Kitchen Intelligence, is bullish on 2017: "Based on our research, all signs point to continued growth. In RICKI's *Designer Talk Trends* study conducted earlier this year, almost two out of three designers (63%) say their business is trending up and seven in 10 (69%) expect their business to be even better in the coming year."

The growth isn't just in the number of projects, but in their size, Gallagher notes. "Half or more of designers surveyed say budgets for major appliances, storage/organizational features, cabinets, countertops, lighting and faucets and sinks have increased."

This is good news for the Kitchen & Bath Industry Show, scheduled to run January 10 through 12 in Orlando (see related **KBIS coverage, Pages 88-105**). "A good number of new exhibitors have joined KBIS – currently at 128 new exhibitors for 2017," Brian Pagel,



Photo: Lenova Inc./2017 KBIS Exhibitor

☛ Sinks continue to evolve into workstations with ledges and available accessories.



Photo: Iriox through PM Portfolio, North American Distributor

☛ Pro-style tools like blast chillers are trending.



Photo: Hastings Tile & Bath

☛ The unique and customizable are trending in bath fixtures.

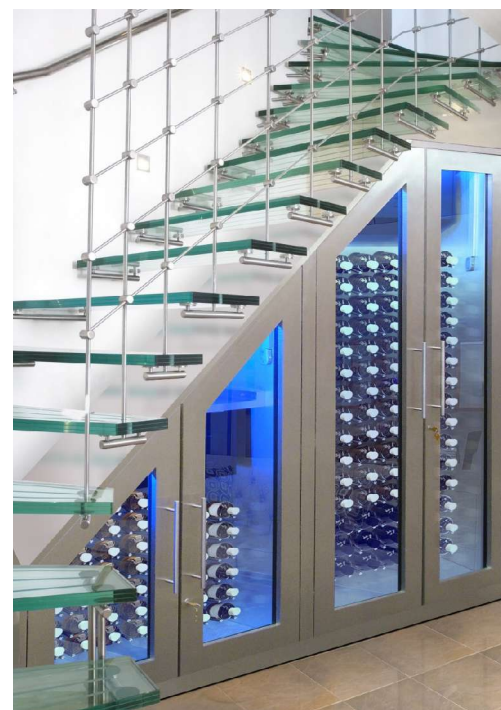


Photo: Vinotemp/2017 KBIS Exhibitor

☛ Wine storage is trending, with both undercounter and full-sized units in demand.



v.p., Kitchen and Bath Group of Emerald Expositions, KBIS' show management company, reports. They're also seeing exhibitors increase their booth size from last year's show, so designers can expect to see more product selection. (Exhibit space growth for KBIS is up 28% over 2016.)

The exhibitor growth is being mirrored by attendee growth. "KBIS attendance is tracking 22% ahead of the 2016 event at the same time," Pagel notes.

Here's what you're likely to see there, along with a new home technology pavilion and panel discussion provided by the Custom Electronics Design and Installation Association (CEDIA) and the International Builders' Show, all combined into another dazzling Design & Construction Week.

#### KITCHEN PRODUCT TRENDS

"Everyone is talking about connected kitchens. The reality around interactivity and connectivity is that we are in the dark ages of this revolution," shares Matt Murray, managing director for appliance distributor Purcell Murray. "Just as when the iPhone was announced at launch, no one could predict what the killer applications or uses would be. Similarly, killer apps do not exist yet for connected home appliances."

One California company is trying. "Hestan, the second

largest cookware manufacturer in the world, is actually developing cookware that contains a Bluetooth plus sensor system-on-a-chip that both detects the actual temperature of the pan and then communicates that information to the cooktop via Bluetooth so that the power

level can be adjusted to maintain the desired temperature," Murray says.

Induction is trending strongly, the distributor says, with some added innovations: "New technologies are emerging that allow homeowners to set the actual temperature they'd



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Photo: Lenova Inc./2017 KBIS Exhibitor

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## TREND SPOTTING

like their pan, pot or skillet to maintain. Bosch, Thermador and Gaggenau are now leaders in developing this new level of precision, and they showcased [the technologies] at the EuroCucina Fair in Milan this past April.”

Expect to see steam cooking continue its

popularity, Murray predicts, along with pro-inspired tools like sous vide and blast chillers. He also points out the growth in undercounter refrigeration and integrated appliances (the latter are second only to stainless steel as the leading finishes, with all others coming in far behind).

Vinotemp is one of the manufacturers benefiting from the undercounter boom, says CEO India Hynes. “Although there is still a demand for wine cellars, [we have] seen an increase in demand for storing wine throughout the home.” This includes kitchens, bars, living

rooms and under the stairs. Expanded capacity, decorative and wall-mount wine refrigeration are also trending, she says.

On the fixture trend side, kitchen sinks continue to evolve into work stations, with ledges for cutting boards, colanders, drying racks and other accessories. It’s about “ultimate versatility and space saving in the kitchen,” declares Jay Beaumont, national sales and marketing manager of Lenova, which is introducing its new entrant to this category for 2017.

### BATH PRODUCT TRENDS

The unique and customizable are trending in bathroom fixtures, notes Bob Gifford, director of bath products with importer and distributor Hastings Tile & Bath. “We continue to see an interest in the unusual. Designers are specifying sinks in a variety of colors that weren’t available a few years ago.” Solid surface materials for tubs are also doing very well, he adds, especially those with distinctive shapes. Designers are ordering built-in tubs with customized patterns and colors, he notes.

For toilets, Gifford is seeing soft-close lids, dual flush, comfort height and more wall-mounted models as the leading trends. Just as dual flush helps toilets meet stricter conservation codes, faucets are delivering water savings, too. “People don’t want to think about having to save water – they just want to know their faucets are ‘green’ without losing any of the functionality it takes to have them fill a sink or tub,” Gifford observes. “In the bathroom, hands-free is becoming popular again, but faucets are still less about technology and more about style and finish. In this day and age, there is no reason for anyone to have a faucet that doesn’t meet the strict water conservation guidelines.”

Showering has to meet those guidelines, too, but also needs to feel luxurious. “Showers continue to become a much more personalized experience; everything



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from chromatherapy to aromatherapy, and video and music – everyone wants their shower to be as close to a personal spa as possible.”

If your client doesn't have a large budget, the spa-inspired renovation set is another trend. You'll see more shower panels with jets, hand-holds and rain showers being offered with easy installation and affordable pricing.

Technology has also come to bathroom furniture: “Our vanities have USB ports and lighted drawers; these ‘features’ were unheard of a few years back but now that they are here, everyone realizes how useful they are,” Gifford points out. Medicine cabinets are also getting charging ports and lighting, typically LED. Style-wise, he adds, color is a big trend in bathroom furniture, too. “Plain vanilla is rarely specified.”

Kountry Kraft's Sales Manager Roger Yiengst is also seeing a wide range of colors and sheen levels, from 5 to 80 degrees. And he's seeing textures in both wood and laminate, and metal finishes applied to wood components.

Expect to see a lot of creativity in cabinet hardware and bath accessories this year, as well. “Mix and match hardware creates more choices for the consumer and designer,” shares Ewa Zielinski, Atlas Homeware's director of marketing. Based on trends spotted in Europe last fall, rose gold, copper and bronze may show up strongly as well.

#### LAST WORDS

I hope 2017 is a terrific year for our industry – and our country! Keep learning, keep exploring, keep growing, keep giving back, keep succeeding! ■



Photo: Kountry Kraft, Inc./2017 KBIS Exhibitor

Texture is trending strongly in both wood and laminate.

Photo: Atlas Homewares/2017 KBIS Exhibitor



Mixed finishes are trending in the hardware and accessories categories.



Jamie Gold, CKD, CAPS is an independent designer in San Diego, the author of *New Kitchen Ideas That Work* and upcoming *New Bathroom Idea Book* (Taunton Press), and a blogger, design journalist, seminar developer and industry consultant.



Photo: Hastings Tile & Bath

Color is showing up strongly on faucets, cabinets and fixtures.



Photo: Bosch Home Appliances

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# Design Dream Teams

Recognizing that it often takes a team of professionals to create and deliver a client's dream space, designers share their tips for forging successful collaborations.

BY KIM BERNDTSON

A client may start a dream kitchen, bath or other-room project by walking through the doors of a design showroom to enlist the talents of a professional whose forte is space planning, and creating purposeful and beautiful layouts. However, given the extensive laundry list of elements and features to be included in these highly detailed and critically functional spaces, sometimes the totality of a project goes beyond the expertise of a kitchen and bath designer.

For that reason, kitchen and bath designers oftentimes collaborate and partner with other industry professionals – including architects, interior designers and decorators, builders, remodelers, fabricators, lighting specialists, plumbing, tile and hardware specialists, and more – all of whom may provide additional knowledge to help the designer create the client's dream space.

This month *KBDN* asked those who work in the kitchen and bath industry to share their thoughts about collaboration, the benefits profitable partnerships offer and tips about how to ensure each collaborative project is a success.

## COMBINING INDIVIDUAL STRENGTHS

Understanding and appreciating each other's strengths is a critical component to a successful collaboration, according to Paul Greenspan. The general manager for Central Kitchen & Bath in Winter Park, FL, often collaborates with custom home builders and interior designers on many new construction projects. "We are known in central Florida as the company to go to if you want to collaborate," he says. "Those we work with understand what we bring to the table, marrying our expertise in designing and installing kitchens with their expertise in overall home design."

The greatest beneficiaries of those collaborative efforts are ultimately his clients, he notes. "We may get a plan where an architect has created a kitchen," he says. "But it may not be to the liking of the homeowner because [it doesn't mesh with] their individual taste. When we meet with the homeowner, we get an understanding of their wants and needs to create the kitchen of their dreams. They get the expertise of someone who knows kitchens and baths, since it's all we do, whereas an architect is more focused on the entire house."

There are additional advantages as well, he adds. "When we collaborate with home builders, they want a reliable source who they know can provide quality work. They don't have to worry about getting it done right, or on time. When we meet those expectations, we gain the benefit of repeat business. In the end, product is product, but people buy from people... from friends. It's about establishing relationships and a rapport so your collaborators don't want to go anywhere else. They know how you work and vice versa."

## KEEPING UPDATED

Keeping updated on new products and trends is another benefit of collaboration, according to Danielle Bohn, CKD, and Hollie Ruocco, CMKBD, of Creative Kitchen Designs in Anchorage, AK, who specialize in custom cabinetry and design for new construction and remodels. Because they don't do any install for their designs, they are always collaborating with others, enlisting the assistance of other NKBA members when possible and, oftentimes, working with the same core group of people with whom they have developed strong relationships.

Jay Young worked collaboratively with several suppliers, including his countertop fabricator to create a special island top for this client. 'The trend in our area right now is for a monochromatic, tonal look,' he says. 'But clients still want some drama and interest in the space. In this case, we worked in great detail with our countertop fabricator, who was able to take a photo of the slab, then lay it on top of the digital template to see exactly where the movement is located. That is critical in showing our clients how the countertop will look when it's installed.'



Photo: Lance Holloway, Holloway Productions





■ This modern Palm Beach home combined the talents of an architect and a designer. Architecturally, the axis lines worked and had a very clean look, according to designer Sarah Blank, but she notes that it was important that the proportions worked, too, and that all of the cabinets were the right size and that appliances were incorporated in such a way as to keep the look as clean as possible. Two equal-sized Gaggenau towers (one all-refrigerator, and one refrigerator/freezer) were designed in to meet the client's need for ample food storage.

"I would say every project is a collaboration for us," says Bohn. "We work with flooring installers, countertop installers, etc., and Hollie on many occasions also works with interior designers and architects, depending on the size of the job. Using other professionals' expertise is ideal for us because we can't be perfect at everything. We know the ins and outs of our cabinet lines, but there are details others can help us with, such as a contractor who may point out that a particular countertop needs extra support, or an appliance rep who may know that a certain model requires an extra 1/8" beyond what is listed in the specs."

The two also collaborate with product suppliers, including those for tile, appliances, lighting, etc. "This makes it easier for our clients because they don't have to shop around for someone to trust," states Ruocco. "We can make referrals and give them ideas about what products to use."

But trying to keep updated in an ever-changing market can be difficult. "I haven't sold appliances for about 17 years," she continues. "Trying to keep updated can be challenging because products change so frequently. The lighting market has changed so much as well. Specialists within these areas know their products, so we rely on them to keep us updated on trends and new models, and they rely on us for our specialty. It works out well."

#### BUILD RELATIONSHIPS

Sarah Blank, of Sarah Blank Design Studio, in Greenwich, CT, realizes and appreciates the benefits of building and nurturing relationships as well. Since she started in the kitchen design industry in 1981, she has worked to build trust in the select group of architects and interior designers she wishes to partner with.

"From a business standpoint, some of the most important collaborations I have are with my colleagues...with architects and interior designers," she says. "When I opened my business in 1999, I set out to collaborate with some of the finest architects and designers in the country, so I have studied – and still study – classical architecture to understand the integration of a kitchen or bath into the architecture of a home, while making sure it functions for the homeowner in the 21st century."

Collaboration is the key to creating the very best projects imaginable, she continues. "When you combine a high-end decorator who understands fabrics and textures, with someone like me – a kitchen and bath designer – who understands the function of the space, then add an architect who helps integrate everything together, you end up with a fabulous team," she maintains.

Blank has developed close relationships with many of her vendors as well, noting that loyalty is critically important,





Photo: Stacy Bass



↑ Sarah Blank credits the success of this classical architecture home to Sheldon Kostecky, the architect she worked with to design its kitchen. 'My client brought me the plans from three architects, none of which she liked,' says Blank. 'I referred her to Sheldon. He 'listened' to the home and put on an addition that made it beautiful. My job as a kitchen designer is really easy when I have a chance to work with a great architect.'

especially when executing the high-end kitchens and baths she creates. "I am very loyal to my vendors," she says, pointing out a 15-year relationship with her stone fabricator. "When I need something, they perform. My stainless steel fabricator is always there for me, too, as are my mill shops and cabinet makers. I have developed a team that really strives for excellence, just like I do."

#### EXTENSION OF THE BUSINESS

Jay Young, CKD, Toulmin Cabinetry and Design, Tuscaloosa, AL, considers his collaborative partners to be an extension of his business. "We rely heavily on suppliers we collaborate with, and we value their opinions," he says. "We really couldn't do what we do without them. It's a team that makes everything work."

In particular, collaboration gives him the ability to deliver spectacular design elements to his clients, such as stunning countertops. "My fabricators can take a photo of a specific slab and lay it on the digital template to see exactly where the movement is," he says. "I can give that information to my clients so they can see exactly how the stone will look, especially where cutouts will fall. These types of collaborations are huge when you are looking to add drama and interest."

Young also notes that relationships with other professionals can serve as a valuable resource for product information to ensure product packages meet client needs, acknowledging that kitchen and bath designers may not be experts in every aspect. As specialists within their particular niche, Young says his collaborative partners also know what is on trend, citing plumbing fixture finishes as an example. "Unlaquered



Photo: Dave Davis with DMD Photography

▣ Collaboration was critical in completing this home, which was located 2.5 hours from Creative Kitchen Design's studio in Anchorage. 'I needed to place a lot of trust in my collaborative partners for this project since I could only be at the jobsite three times during its construction,' says Hollie Ruocco. 'Trust is something we are very reliant upon because of where we live.'





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Photo: Michael Lowry Photography

Paul Greenspan worked extensively with Steve Robertson Construction to create this dream kitchen for his client. The design required removal of a couple of walls, along with relocation of plumbing and electric. 'Our relationship with Steve allowed open conversation on how to best accomplish what the homeowner was looking for,' says Greenspan.

brass is coming back," he says. "Not every manufacturer offers that particular finish, so our suppliers can help direct us to those that do."

Ultimately, working in collaboration is beneficial to clients, he believes. "They get a sense that there are a lot of people trying to help them achieve the best end result," he notes. "They feel like they have a team of industry professionals who are helping them build their dream space."

#### FOCUS ON PRODUCT SELECTIONS

Even those who specialize in design/build realize the benefits of collaboration and seek out the expertise of other professionals for many of their projects.

"Collaboration is a constant for us," says Bryant Boyd, J. Bryant Boyd Design-Build, in Georgetown, TX. "Even though we do a lot of our own design and construction internally, we work a lot with interior designers and, certainly, trade designers...people like cabinetry, countertop and plumbing suppliers. I would say every project has some type of collaboration. I don't think we can do a job without it."

Boyd especially appreciates joining forces when he can take his clients to kitchen and bath product showrooms, and collaborate with designers who can help sort through the nearly endless array of products.

"We can take our clients to, for example, a plumbing showroom and work with designers to make selections," he says. "They are so familiar with their products that they can quickly narrow down the choices. If someone has a particular design style in mind, they can help figure out what to eliminate so they can focus on things to look at. That's true for lighting, countertops, cabinetry, etc."

#### TIPS FOR SUCCESS

Because collaborations and partnerships are such an integral part of many kitchen and bath designers' businesses, ensuring their success is critically important. When asked for what they see as the most important factors in successful collaborations, the following topped their lists.

##### Hone communication skills:

"When you have the amount of people collaborating on a project that we do, we need to make sure everyone is on the same page," says Bohn. "We are in constant communication with everyone involved in the project so everyone knows what is going on. If someone doesn't know what they are responsible for, it all falls apart."

Young agrees, emphasizing that it's all the more critical given the overlap in job duties between professionals in the industry. "For example, someone may sell and fabricate, but



Photo: Lance Holloway, Holloway Productions

This kitchen design, completed by Jay Young, was done in collaboration with a structural engineer and contractor. The previous kitchen was tiny, so the trio worked to create a new floor plan where some walls could be moved without creating load-bearing issues.





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Photo: Carlos Barron Photography



Photo: Carlos Barron Photography

📷 📷 Bryant Boyd collaborated with interior designer Linda McCalla of Linda McCalla Interiors to select finishes for this new-construction home. 'It's a beautiful space that is elegant, yet comfortable... something that is livable,' says Boyd. 'That is a result of working with Linda and her team to select just the right finishes.'

"You have to listen, and be a good team player," agrees Blank. "Learn to give and take, and be willing to let go sometimes. Put your ego aside, and be understanding and compassionate."

**Give credit:**

Young suggests offering praise for a job well done. "Give credit to others," he says. "Everyone likes recognition when they pull off an awesome project."

**Be patient:**

"Relationships take time," says Greenspan, who adds that being active in associations affords an opportunity to meet people with whom you can build relationships. "They won't happen overnight. Keep going, keep calling. Ask to bid a project so you can show the value you offer."

"A lot of people expect business right away," he continues. "But it takes time to build trust in people to bring you jobs. There isn't someone out there just waiting to give you a job. You have to do something to earn it."

Blank agrees. "I am honored to be brought into some great teams," she says. "I have worked hard on building relationships, and I have spent a great deal of time developing trust."

"I recently worked with an architect who said he would never work with a kitchen designer," she continues. "But one of his clients asked specifically that one be brought into the project. I also work with the Institute of Classical Architecture and Art, and because of that association, he knew about me. I worked with him on the project and he told me partway through that I brought so much to the table. Now I am working with him on another project. But it has taken 10 to 15 years for that to happen." ■

for a particular job, maybe they are only selling so it's important that everyone know the scope of the work they will do on each project," he says.

A tool he uses to keep everyone connected is Basecamp, a web-based program that organizes projects, internal communications and client work in one place. "It's private, so messages, pictures, to-do lists, reminders, comments, etc. are only shared with people we invite," he says. "We can also share certain parts of the collaboration with clients and they can provide feedback. It's an easy platform for communicating, and it's the best thing we use within our team."

**Learn to listen:**

Designers emphasize the importance of listening as a vital part of communication as well.

"Always be a good listener," says Greenspan. "When you listen well, you can often hear things between the lines. Most people are happy to tell you what they want. If you stop talking and start listening, you'll find out what that is, and then you can work it into the design."







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# New Cooking Appliances

The 'combi' steam oven and microwave/convection/browning appliances offer new cooking possibilities - and when planned properly, can add excitement and enhanced functionality to the kitchen.

BY ELLEN CHEEVER, CMKBD, ASID

**A**s we begin the New Year, some of you may be planning on walking the halls of the 2017 Kitchen/Bath Industry Show. You'll be meeting with your trusted and respected current suppliers, as well as searching out new products your firm can benefit by representing, or new technologies that you, as a design professional, should be aware of - regardless of whether you specify and sell the products.

For those who will not be attending KBIS, I encourage you to visit all the major manufacturers' websites during the month of January. When new products are introduced at KBIS, they are featured as "New Products" on the manufacturer's website. Therefore, you can learn about these new products even if you're not able to travel to Florida.

But regardless of whether you sell/specify specific brands

or simply recommend a generic category of appliances, smart designers realize the value of being familiar with new appliance technologies. Knowing how they work is essential to determine if they are viable options for a prospective client. Knowing how new appliances work also leads to finding the best place to put these new appliances in the kitchen design so they are accessible and usable by all.

This month, we'll look at two new, small, special-purpose cooking appliances: the "combi" steam oven and the microwave/convection/browning appliances that take the place of a standard microwave and give the cook an option of a second smaller oven. First, I'll give you an overview of how these appliances work, and then suggest some placement locations that you may not have thought of.







By replacing a traditional wall with door leading from the kitchen to the space behind it with a partial wall ending behind the back wall of the kitchen cooking center, the opposite wall could flow into the back area. This extension, designed by Jonas Carnemark, CR, CKD, KONST Kitchen Interior Design, in Bethesda, MD, provided tall cabinet space for the appliances.

Photo: Anice Hoachlander, Hoachlander Davis Photography, Washington, DC, www.hdphoto.com

technique. Therefore, these food products must be browned after being removed from the water bath using techniques such as grilling or searing in an extremely hot pan or with a blowtorch.

The introduction of the “combi” steam oven, which uses preset recipes to cook with steam and then finish with convection, offers the consumer a very functional alternative oven.

These new versatile “combi” ovens use the steam to preserve nutrients and tenderness in meats and other products. The revolutionary advantage of adding convection is that the oven now also evenly bakes breads and pastries, and browns roasts or other meat products. Therefore, when steam and convection are used together, food is always going to be tender and juicy inside, and roasted or crisped outside.

You have excellent results in the finished product because the convection mode gives you high heat, which circulates around the food surface, cooking from the edges all the way to the core. This heating via air movement improves moisture retention. And then, when you add steam, you inhibit cellular breakdown, and that improves texture and flavor in your food.

Cooking with steam is also an excellent choice for the home pastry chef or bread maker! In a conventional oven without humidity, a rigid crust forms on the bread, preventing the dough from fully expanding. The difference with steam is this: Steam delays the crust from forming too soon. The flexible dough fully expands. This significant rise in dough is known as “oven spring,” and the steam helps create a light, airy loaf. Steam ovens also offer a “proofing” setting that’s useful at the beginning of the baking process.

Additionally, steam is excellent for defrosting. No “hot spots” are created, which is a typical concern of microwave reheating. Another advantage that home cooks rave about is the ability for a steam oven to “refresh” the food, rather than just reheating the food. For instance, your leftovers won’t be dried out anymore; you’re not going to have soggy pizza slices.

#### PLANNING DETAILS

- Currently, these ovens are all 24" wide. Do not hold your breath for bigger steam ovens: As I understand it, the size, the stainless steel interior and the racking system are all engineered to maximize the steam’s ability to fill the cavity and surround the food.
- Appliances are on the market that are both 110v and 220v powered. In my research, when cooking a 3-1/2 pound roasting chicken, there was only about a 10 minute difference in the cooking time between the 110v and 220v units. Therefore, I believe the power source does not dictate the quality of the results.
- For all of these ovens, the door hinges down and the water reservoir is either accessed at the top of the appliance or on the side. For that reason, you do not want to install these appliances too high!
- The appliance comes with very specific racks, which are used interchangeably. Try to include a drawer immediately below the steam oven so there is a place to store racks not in use – this saves adjacent countertop space for the cook’s prep work.

#### STEAM/CONVECTION COMBO OVENS

Steaming is considered a healthy cooking technique for vegetables. The advantages of steaming have now been incorporated in built-in ovens and are combined with convection heat transference in these new appliances.

We all understand the health benefits of steamed vegetable cooking. Let’s talk about cooking a wider variety of foods in a steam bath. There’s been some current interest in a cooking method first described in 1799, and then rediscovered in the mid-1960s and employed in the industrial food industry, called “sous-vide” (French for “under vacuum”). Sous-vide is a method of cooking food sealed in airtight plastic bags in a water bath for longer than normal cooking times – 72 hours in some cases – and an accurately regulated temperature much lower than that normally used for cooking (typically around 131° F to 140° F for meats and higher for vegetables). Advocates of this method of cooking feel that this is the best way to cook an item evenly, and to prevent it from being overcooked on the outside; therefore, the food is the juiciest.

For sous-vide enthusiasts: It’s all about control. In normal cooking, heating stops a few degrees below the targeted temperature while residual heat continues to cook the food for a while; overcooking can be the result. In sous-vide cooking, the process stops when the center of the food has reached its targeted temperature. It is then removed and will not cook more after it stops being heated.

The limitation of sous-vide cooking is that the low temperature does not brown foods. And, the flavors and texture produced by browning cannot be obtained with only the sous-vide





➡ In this kitchen designed by Jonas Carnemark, CR, CKD, CARNEMARK, in Bethesda, MD, the designer placed tall cabinets facing each other at the two doorways leading into the pantry space behind the kitchen. In this solution, wider framed openings without doors or with pocket doors should be used. It is a very functional solution as counter space can be easily placed on the kitchen side of the overall space.

*Photos: Anice Hoachlander, Hoachlander Davis Photography, Washington, DC, www.hdphoto.com*

### MICROWAVE/CONVECTION/BROIL

Cooking with microwave energy combined with a convection air movement function and broiling/browning element is the second valuable appliance designers should be familiar with.

While we all know how a microwave works (energy is transferred from a microwave element to the liquid molecules in the food itself and these molecules begin moving rapidly, causing the food itself to heat) – we all appreciate that microwave cooking is not a great idea for many food products.

However, when microwave energy is combined with a convection cooking system, the microwave oven becomes a “speed cook oven.” All the limitations are gone. The oven still serves as a simple microwave – or it can be a straightforward, small convection oven. The best application of the combination technology is when both heating methods are combined and controlled by the oven’s built-in preset control panel, that way the appliance can serve as both a regular oven and a source for quick microwaving. Foods will always be moist, juicy and browned in a shorter amount of time.

### PLANNING DETAILS

- These ovens are available in varying widths so that they can be combined with 27" or 30" full-sized ovens.
- The appliance door hinges down. Do not make the mistake of assuming the appliance has a typical left hinge door. You cannot place this appliance above the user’s eye level.
- The appliance typically has a set of special cookware to assist the browning process. Try to include a drawer below the appliance to store these items when not in use.



- These appliances are available in both 110v and 220v units. There is a difference in the cooking speed of these two voltage appliances. Speak with your appliance specialists so you can fairly compare 110v vs. 220v appliances.
- Some appliances on the market have an oven browning element that provides even coverage. Others use a halogen light source. Make sure you see both in action.
- Figuring out how to combine a microwave energy/convection air movement and browning element is tricky: The best appliances have preset menus to take the guesswork out of this for your consumer.







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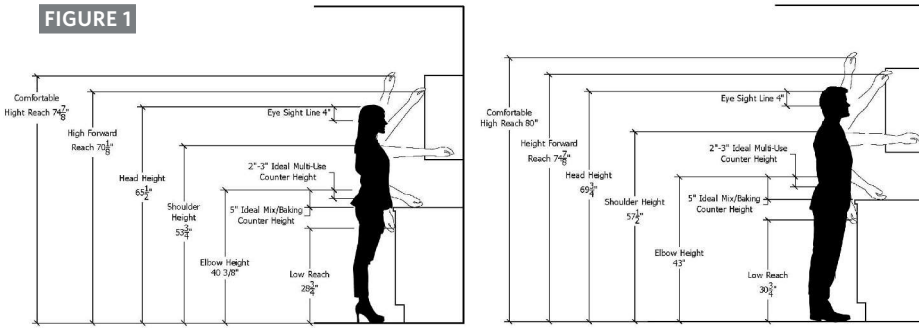
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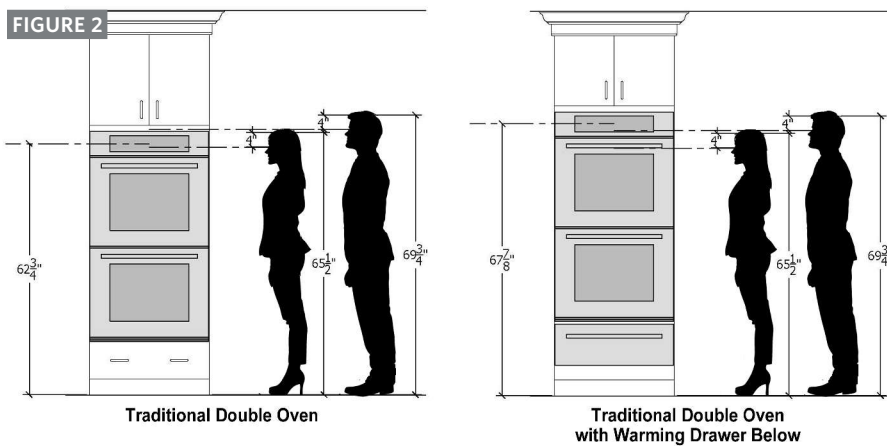


FIGURE 1



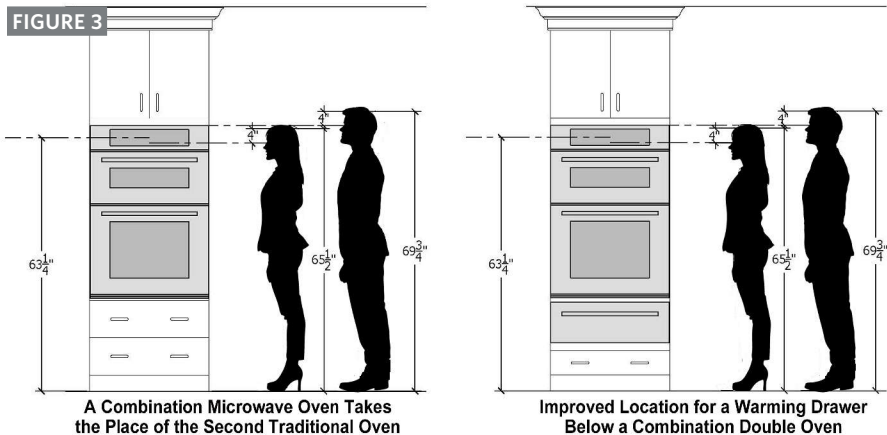
A useful chart to refer to is found in Architectural Graphic Standards. The key is the user's eye level (4" below their overall height) and their reaching ability.

FIGURE 2



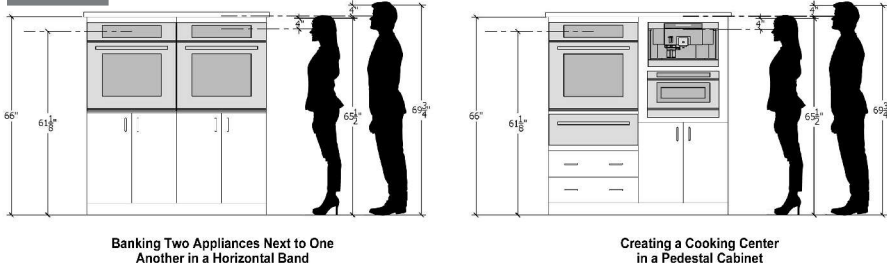
The graphics in Figures 2 and 3 demonstrate how the user's eye level is impacted when we install a traditional double oven in an oven cabinet, or squeeze a warming drawer below.

FIGURE 3



The second set of drawings demonstrate the eye level resulting from the specification of one appliance that combines a typical oven and a combination microwave/convection/browning element above.

FIGURE 4



When space and funds are available, and a client is planning on adding these special-purpose appliances to a full complement of standard appliances, designers should wisely consider the possibility of 'ganging' or 'banking' these appliances adjacent to one another. This is the ideal installation for any expanded complement of cooking equipment that is going to be located together so it is accessible to the primary cook.

**APPLIANCE APPROPRIATE COOKWARE**

There are specific recommendations for cookware in an oven cavity that combines microwave/convection/conventional browning elements. All recommendations are the same: glass, ceramic glass or earthenware (pottery or clay) bakeware, which is ideally suited to cooking when combining microwave energy and convection heat transference. While these cookware materials can work in a combination oven, they vary in their desirability as a container to bake in. From a baking standpoint, metal bakeware has always been considered the best because of even browning. However, this is simply not a choice for the microwave/convection oven.

- **Glass Bakeware:** Glass conducts heat extremely well. Therefore, it is an excellent baking container. A word of caution: recipes with a lot of sugar (pound cakes and cookie bars) might start to burn before being cooked all the way through. Glass always has the advantage of being non-reactive: You can store foods in the baking dish without worrying about the food picking up metallic flavors. It is excellent for baking, casseroles, puddings and other dishes where browning is not of key importance. Pyrex® is a popular brand.
- **Ceramic Bakeware:** A similar concern as stated above with glass pans regarding browning. A well-known brand is CorningWare®. The original pyroceramic glass version of CorningWare® was introduced in the 1950s as a product usable on a cooking surface, as well as in the oven. Current CorningWare® is no longer pyroceramic – it has been reformulated in vitroceramics (this is aluminoflucate glass) for cookware. Usage instructions for newer CorningWare® branded cookware says specifically they are not for stove top use: they are for oven use only.
- **Silicone Bakeware:** Silicone has great non-stick attributes; however, it is a poor heat conductor and baked goods tend to brown very little, if at all, when baked in these pans.
- **Earthenware (Pottery and Clay):** Earthenware bakeware has a clay base that is sometimes fired with a ceramic coating. Popular brands are Emile Henry® and La Chamba®.

Emile Henry® is made from local clay in a small town in Burgundy, France. It is fired with a ceramic top coat. These earthenware products slowly and evenly diffuse the cooking heat to the very center of the cooking dish. Therefore, food is cooked evenly. The products have superior heat retention properties, which keep food hot when resting on the dining table or kitchen table. They can go from freezer to oven because of their thermal shock properties. These products should be seasoned prior to their first use.

La Chamba® cookware has an equally impressive pedigree: its origin traces back 700 years to vessels and pitchers found in pre-Columbian archeological sites. La Chamba® pottery is made from the area's coarse black clay, which is crafted, dried outside and then fired in small ovens. A red or terra cotta colored slip is applied prior to firing and enables La Chamba® to be burnished in a fine sheen.

**ERGONOMIC PLACEMENT**

Now, to the big question: Where should these ovens be placed? These new cooking ovens have new touch-control technology that the user interfaces with – much like a tablet screen. Some ovens can be controlled remotely by a hand-held device. Because of these control factors, it's important to know who will be using these appliances – the full-time cook in the







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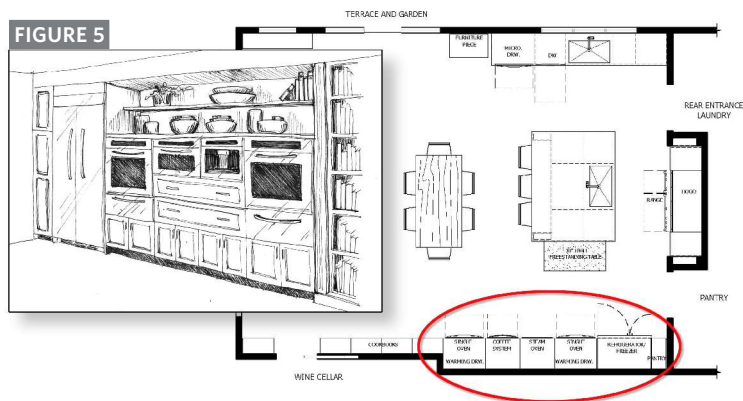
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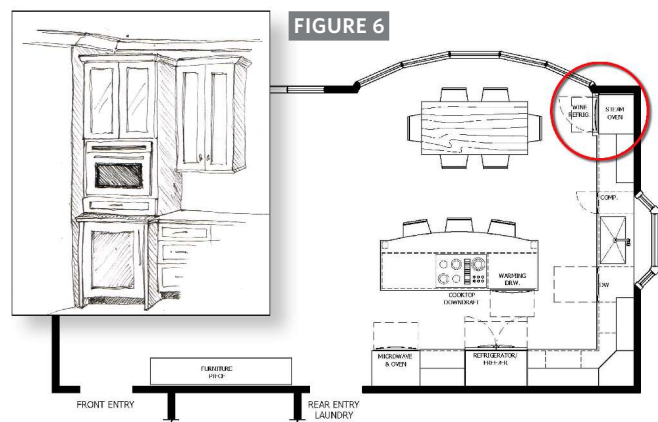


FIGURE 5



▣ In this kitchen, created by Julia Johnson, CKD, CAPS, of Kitchen for Cooking in Boca Raton, FL, the concept of banking appliances is well demonstrated. The cooking appliances stretch between the refrigerator and the chef's cookbook collection. Warming drawers are placed below each of the full-sized ovens. A great idea!

FIGURE 6



▣ Sometimes a special area can be created if we reconfigure long runs of standard base and wall cabinets. In this kitchen, created by Susan Broderick, CKD, CBD, CID, UDCP, of Broderick Design Associates in Sacramento, CA, the end of a prep counter that is close to the table is re-purposed so that it can serve as a beverage center, with a steam oven above it. This placement gives much more purpose to the counter extending from the sink to the wall near the table.

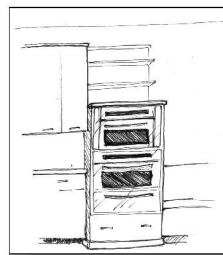
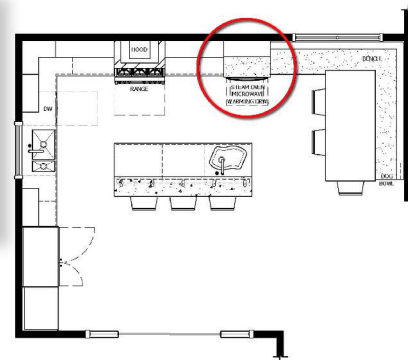


FIGURE 7



▣ Here's another idea for end-of-the-run special appliances. I call this a 'pedestal cabinet' - in that it is neither a base, nor a tall. It can finish at anywhere from 48" to 72" off the floor, depending on the user's height. It is not a large monolithic block of cabinetry with huge appliances installed. It is an ideal place to stack small special purpose appliances - just make sure they are the same size, or that they have trim kits available. Remember, these appliances have doors that hinge down - not hinged left as you are accustomed to with typical microwaves.

*Design by Ellen Cheever, CMKBD, ASID, CAPS, Ellen Cheever & Associates, Wilmington, DE, www.ellencheever.com*

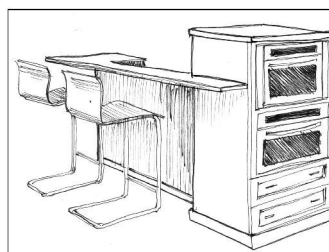
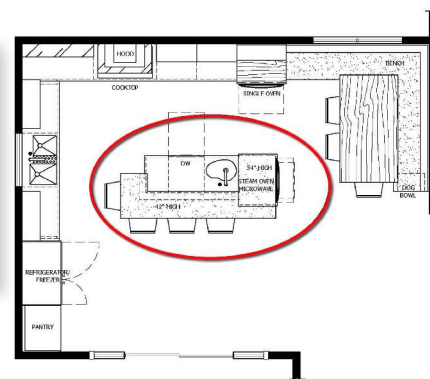


FIGURE 8



▣ Another great use for this pedestal-type cabinet is to incorporate it as part of an island. It creates a great three-tiered island when combined with a working surface, a raised snacking counter, and then the pedestal unit housing one or more of these smaller special purpose appliances. They can be turned to face the work area, or to face outward if you have a concern about doors interrupting one another.

*Design by Ellen Cheever, CMKBD, ASID, CAPS, Ellen Cheever & Associates, Wilmington, DE, www.ellencheever.com*

family, or maybe a specialty cook - before determining placement. Is the new appliance considered a special ancillary tool - or is it literally taking the place of another appliance?

Find out how each cook operates within the space. If there are several individuals who cook together concurrently (people will be moving around one another in the cooking center at the same time), traffic patterns and door opening swings become an important consideration for this type of "team" cooking. Separating "point-of-use" equipment will help separate the cooking activities.

Alternatively, when a prospective client says, "We cook together," do they really mean that one person is the helper who does not enter the cooking zone nor use the cooking appliances? In such a situation, the cooking center is really serving only one cook - so "point of use" appliances should be grouped together.

**CASE STUDIES**

Designers are challenged to create more extensive cooking centers that combine traditional radiant ovens and a variety of new combination or new special-purpose oven-type appliances.

Let me share with you four great kitchen solutions that propose new installation possibilities for the innovative equipment I've been discussing (see figures 5-8). I hope these design ideas suggest a fresh approach to a cooking center you are planning.

Over the span of my career, one ongoing discussion among designers had been about how involved they should get in the appliances planned for a client's new kitchen. In the past, it was so much easier - you picked the best brands, you worked with a trade professional and our classic kitchen guidelines provided all of the direction we needed. Today, there are so many special pieces of equipment that may be just right for a client you will serve this year. So I think wise designers realize that in 2017 and beyond...they must understand how these appliances work and how they interface with the classic range, range top or built-in oven.

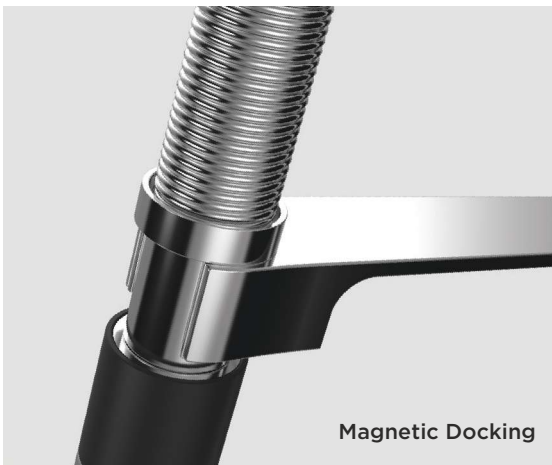
That is why I wanted to take a moment to share with you some planning thoughts in this article about these two very intriguing special-purpose appliances. I hope the information helps you "get the sale" - and create great kitchens your clients enjoy working in for years to come! ■



*Ellen Cheever, CMKBD, ASID, CAPS, is a well-known author, designer, speaker and marketing specialist. A member of the NKBA Hall of Fame, Cheever gained prominence in the industry early on as the author of two design education textbooks. She manages an award-winning design firm, Ellen Cheever & Associates, and has been part of the management team of several major cabinet companies.*



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# Improving Conditions

Economists and industry experts forecast strong gains for the kitchen and bath industry in 2017, with continued growth projected through 2019.

BY PATRICK L. O'TOOLE, EDITORIAL DIRECTOR

**T**he market for kitchen and bath design services will most certainly grow in 2017. Many of the primary indicators point toward a good year ahead, and optimism is high among kitchen and bath dealers and designers as well (see related *Market Pulse*, Page 8).

Gross domestic product (GDP), household incomes, home equity, consumer confidence, existing-home sales and mobility are all headed upward. That is the consensus of several economists and full-time industry observers *Kitchen & Bath Design News* interviewed early last month. The only real questions: How much will the market grow, and for how long?

Todd Tomalak, a remodeling industry analyst with John Burns Real Estate Consulting, is perhaps the most bullish. Driven in part by gains in big-project remodeling activity over the next two years, his forecast projects 24% growth in overall remodeling by the end of 2019. According to the forecast, big-project remodeling – of which kitchen and bath design is a major part – will have grown by 8% in 2016, and by 6% this coming year, 2017. But it is also an unusual remodeling market, he says.

“Today’s remodeling and housing market is a bit different than those of the past,” says Tomalak. “It is constrained by low supplies of homes amidst strong demand. So we have lower home sales, while at the same time we have home-price appreciation, we see credit loosening and we see income growth.

“As far as kitchen and bath remodeling goes, we know that people who stay in their homes longer-term – nesters with 10-plus years in their home – might do fewer projects than recent movers, but they spend a lot more when they do.”

It stands to reason, then, that of the 6% gain in big-project activity forecasted among owner-occupied households, only 1% of the gain will be attributable to a greater number of projects. Fully 5% of the gain will come from higher spending per project, the Burns forecast predicts (see related *Trend Spotting*, Page 44).

Harvard University’s Joint Center for Housing Studies is also bullish on remodeling spending in 2017. Its Leading Indicator of Remodeling Activity is suggesting a 7.7% increase in overall remodeling this year, very near Burns’ overall forecast (big remodels as well as small projects) of 8.3%. Harvard’s Kermit Baker, who also serves as chief economist for the American Institute of Architects (AIA), credits income growth and rising levels of home equity due to price gains.

“In terms of our LIRA, we expect pretty healthy growth in the overall market in 2017,” notes Baker. “I think that is driven by continued strengthening in home values. One of the major home-price indexes recently showed that home prices nationally have returned to pre-downturn highs. This suggests that most homeowners are pretty comfortable with the value of their homes. They have a fair amount of equity to protect. And secondly, they have some equity to tap into if they want to finance those projects.”

## OUTLOOK AT-A-GLANCE



### KERMIT BAKER

Chief Economist, AIA

Director, Harvard Remodeling Futures Program

- Harvard’s LIRA is showing healthy growth of 7.7% for remodeling in 2017. This is driven by higher home values, increases in existing home sales and income growth. This has resulted in higher activity among larger remodeling projects.
- Possible headwinds include higher long-term interest rates, which will hurt cash-out refinancing. Additionally, the skilled labor shortage may also limit market growth.



### JOHN BURNS

CEO, John Burns Real Estate Consulting

Author: *Big Shifts Ahead*

- There is a general pivot from new construction activity to remodeling, with remodeling growing by 8.3% in 2017.
- Demography research suggests continued reliance on the baby boom generation, particularly those born in the 1950s, who will use their \$18 trillion in wealth to engage in large-project remodeling. This research also suggests that those born in the 1970s – Gen Xers – were hurt the worst by the bursting of the housing bubble. Thus, they are not moving up and are slightly less inclined to remodel than prior generations.



### TODD TOMALAK

Vice President

John Burns Real Estate Consulting

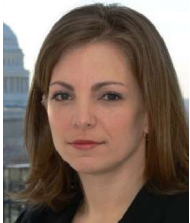
- Bullish on high-end remodeling, which will continue through 2017. Big-project growth will increase by 8.9% next year.
- Long-term shift will lower the growth of pro-remodeling activity in favor of DIY projects. We are on a remarkable 15-year run for growth in pro-remodeling. As more first-time buyers enter the market – millennials ages 26 and up – this will begin an era of faster growth for DIY. Pro-remodeling will still grow robustly until 2Q 2019.

New-home activity may also be a driver for professional kitchen and bath design services. According to Robert Deitz, chief economist at the National Association of Home Builders, growth in single-family new construction, which remains at only 60% of previous sustainable levels, will rise in 2017. It is estimated that 775,000 single-family homes were built in 2016, and NAHB is forecasting another 850,000 in 2017. But there is a long way to get back to the 1.3 million level that is consistent with long-term norms, says Dietz.

“There are sectors, and home building is the most important of them, that are still operating at below-normal levels. For example, multifamily is above normal levels of activity. It



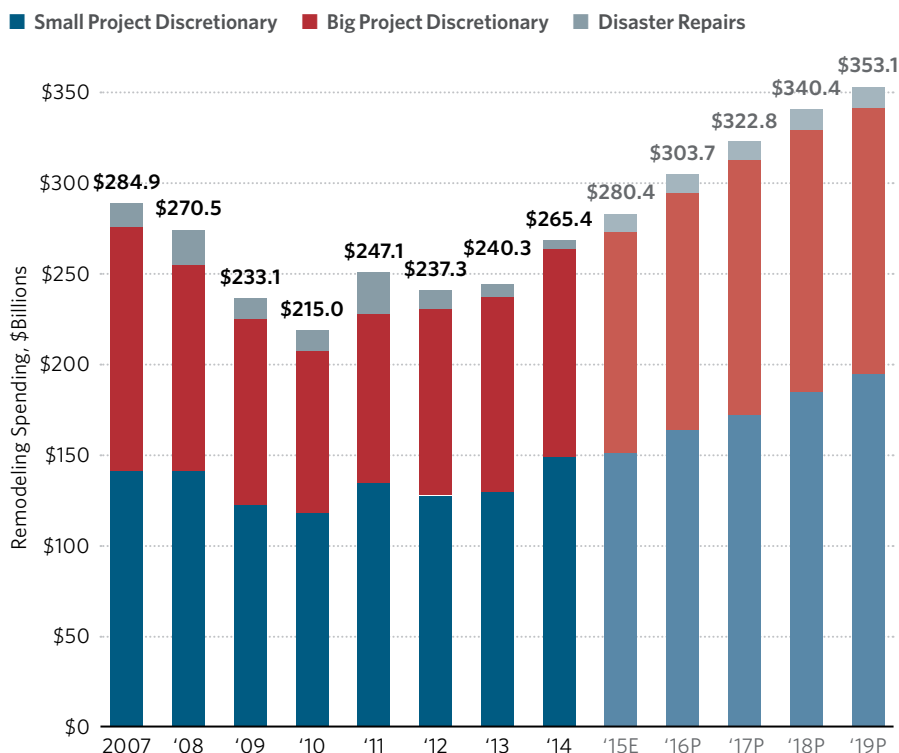
OUTLOOK AT-A-GLANCE



**DANIELLE HALE**  
 Director, Housing Research  
 National Association of Realtors

- The growth in GDP will be more robust in 2017 and the growth in the broader economy will lift professional kitchen and bath design services. "There is a lot of anticipation for the new administration."
- Existing home sales are forecast to hit 5.5 million in 2017 – a solid level despite housing supply constraints. Existing-home sales are a good bellwether of future remodeling activity.

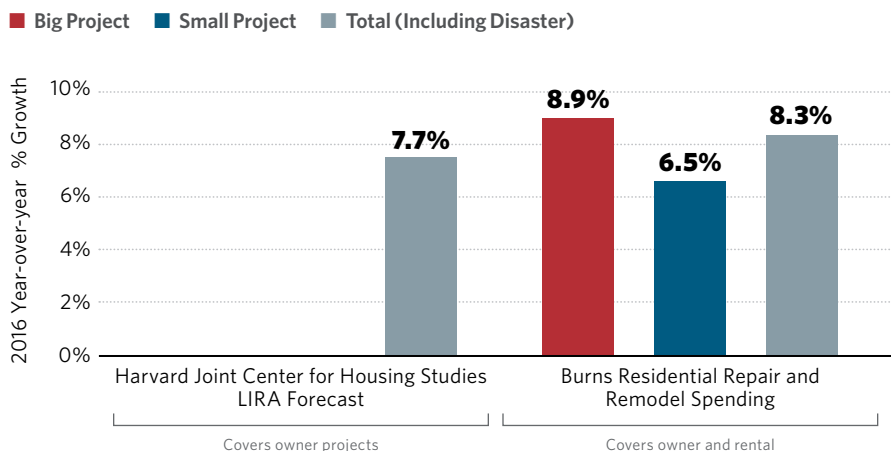
Burns Residential Repair And Remodel Spending



Source: John Burns Real Estate Consulting, LLC (Data: Aug-16, Pub: Aug-16)

The Burns Residential Repair and Remodel Spending outlook is segmented into projects over \$5,000 (big project discretionary), projects under \$5,000 (small project discretionary) and disaster repairs. Overall spending is forecast to grow 8.3% in 2016 and 6.3% in 2017.

Remodel Forecast Comparison



Source: John Burns Real Estate Consulting, LLC; Harvard Joint Center for Housing Studies (Data: Aug-16, Pub: Aug-16)

Harvard University's Leading Indicator of Remodeling Activity (LIRA) and the Burns Repair and Remodel forecast are in alignment for 2016.

rebounded after the recession and it operated at elevated levels due to the surge in rental demand. The level of new single-family construction is consistent with the level you might expect with the base need to replace older housing."

A good percentage of the new homes in 2017 will be targeted toward first-time buyers, while higher-end custom building will hold its own, notes Dietz. This is primarily due to the demographic shifts playing out in both new construction and remodeling. The giant boomer generation still dominates the higher end, while millennials – whose median age is only 26 – are just entering the prime age where they will be expected to buy homes. In the middle are Generation X, those in their late 30s on up to their late 40s, which are fewer in number. Gen Xers are not moving up consistent with previous generations.

"The housing market is a ladder," explains Dietz. "The initial rungs are typically renters, then moving to a starter home. The peak count of millennials are ages 25 and 26. As they move closer to the home-buying age, which is slightly above age 30, we are going to see significant upticks in demand in the starter market homes. This is good for remodelers as well, because over the next few years we are going to see an increase in existing-home sales and mobility. Those are all trigger events. There are a lot of really positive demographic factors that should help sustain and grow remodeling and home building."

DEMOGRAPHICS, BY DECADE

John Burns, founder of the Irvine, CA-based housing analytics firm that bears his name, recently wrote a book about housing demographics, *Big Shifts Ahead*, and he agrees that boomers and millennials are driving the trends. That is because Gen

*"Kitchen and bath designers with a large clientele who were born in the 1950s and early 1960s will benefit the most in 2017."*

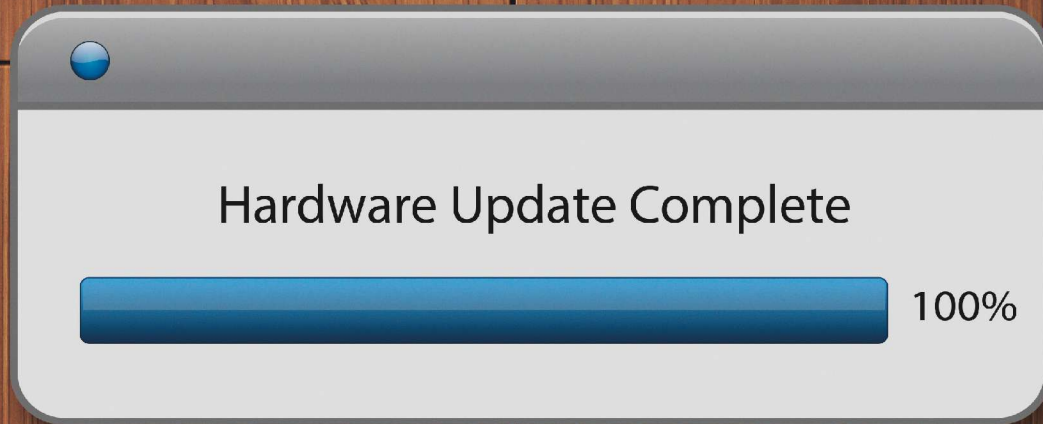
Xers, those born in the late '60s and throughout the '70s, who would otherwise be driving the market at this point, were hurt the worst by the 2008 housing collapse, says Burns.

"Those born in the 1970s are 37 to 46 years old today. That is your traditional move-up buyer. That buyer is smaller in numbers than the prior generation and suffered more than any other generation during the great recession," Burns explains. "They started their families in the early 2000s, so they needed to buy a house in the early 2000s. They were the ones who by far got hit the hardest with foreclosures. And, if they are still lucky enough to own their homes, they do not have a lot of equity in it. Or they got foreclosed out."

Kitchen and bath designers with a large clientele who were born in the 1950s and early 1960s will benefit the most in 2017. These are workaholics, says Burns, who number 41 million people and who have about \$18 trillion in wealth to tap. They are not doing what previous generations have done at their age – moving to Florida and playing golf. They are working longer. They are focused on health and fitness. And they are staying in their homes longer.

Danielle Hale, director of housing research at the National Association of Realtors, sees demographic drivers





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OUTLOOK AT-A-GLANCE



**ROBERT DIETZ**  
Chief Economist  
National Association of Home Builders

- Remodelers are expressing confidence about the year ahead in the Remodeling Market Index, which has a reading of 57. This is a high degree of confidence.
- Regulatory reforms of a new administration and a stronger GDP in 2017 will drive the remodeling and home building markets higher this year.

in 2017 similarly. “Baby boomers are getting to an age where they will be transitioning, perhaps downsizing or maybe doing some remodeling, as they think about aging in place. The challenge is that some of your Gen X buyers have not recovered well from the housing recession. So they might not be in a position, where normally they would be trading up and expanding their families.”

Even young doctors and lawyers, those with very bankable future credit ratings, have come to rely on new, alternative financing mechanisms to get into the homes of their dreams or to embark on the remodeling project of their dreams, notes Burns’ colleague Tomalak. SoFi, a fast-growing technology-based lender, is one example of a firm that is offering young people with advanced degrees the loan amounts and the terms they need because their credit scores are lower or non-existent.

“The strength of the market so far has really been on the upper end, folks that have access to credit, mostly older households that were buying more expensive homes,” says Harvard’s Baker. “So I think the next leg of this recovery is getting millennials into home ownership and more marginal households – marginal in terms of their credit rating – into homeownership.”

POTENTIAL HEADWINDS AND WILDCARDS

It is expected that the Federal Reserve will have raised interest rates – perhaps by as much as a quarter of a percentage point – at the end of 2016. Two or three more increases are expected in the year ahead. This tends to dampen cash-out refinance activity. But the real impact in terms of higher mortgage interest rates began last fall as traders bid up 10-year bonds. This happened as the economy showed more strength, unemployment fell to 4.6%, making it all but certain that the Fed’s multiyear effort to spur the economy with low rates had finally come to an end.

In addition to rising interest rates, there is also a question about how long the current economic expansion could possibly last. The U.S. economy is entering its eighth consecutive year of growth, making it “the fourth longest expansion since the Civil War,” says Dietz. And, though 2017 is set for strong kitchen and bath demand, there are questions about potential slowdowns in 2018 and 2019.

Baker says the fundamentals of housing and remodeling should be strong enough to withstand slowdowns in other sectors of the economy, but a broader market slowdown 24 months from now is not out of the question due to international weakness and trade concerns, he says.

The other continuing drag on remodeling and housing is the ongoing skilled labor shortage that is impacting nearly every metro area around the country. There are simply not enough people to keep up with the work. Experts agree that there are no quick fixes to this long-term structural problem.

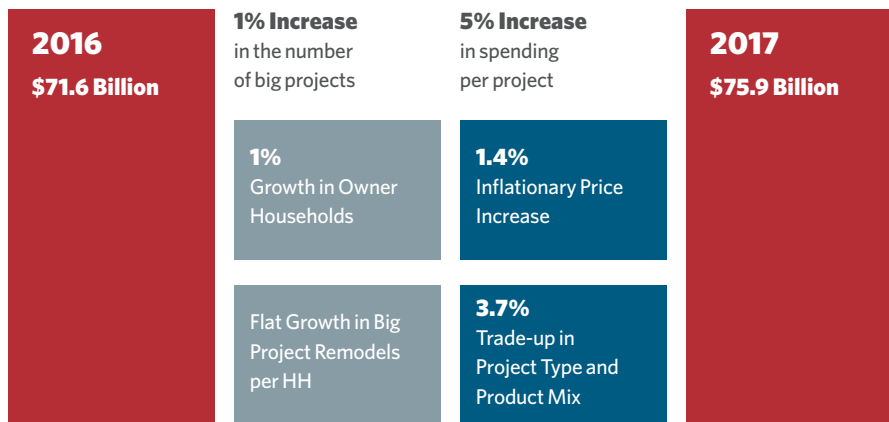
There are potentially positive wildcards. NAHB’s Robert Dietz sees the clear signs of regulatory easing by the new Trump administration as having the equivalent effect of a tax cut on builders and remodelers.

Then there is the increasing likelihood of a massive infrastructure spending bill making its way through Congress in 2017, says NAR’s Hale.

“Our forecast for next year is pretty moderate GDP growth,” Hale explains, “but I think our next forecast release [which was expected to come out later in December] will probably bump that up a little bit.

“There is a lot of anticipation for the new administration. And some of the spending proposals – whether or not those get passed into law, but just the idea that they are being talked about – creates additional economic activity. So I think outlook for 2017 is pretty positive for overall economic growth.” ■

Owner Big Project Spending

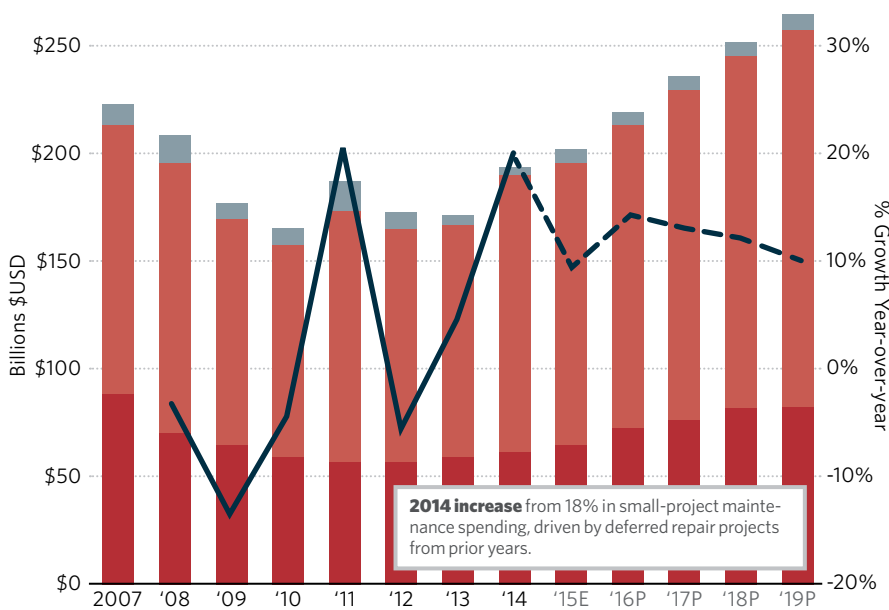


Source: John Burns Real Estate Consulting, LLC (Data: Aug-16, Pub: Aug-16)

A 6% increase in 2017 big projects (over \$5,000) will include 1% more projects and 5% higher spending per project. Burns expects trade-ups in project type and materials in 2016 and 2017. Home Equity Line of Credit will drive increased spending per project.

Burns Residential Repair and Remodel Spending: Owner-Occupied Remodels

■ Owner Big Projects ■ Owner Small Projects ■ Owner Disaster Repairs  
— % Growth Year-over-year



Sources: John Burns Real Estate Consulting LLC; FEMA (Data: Feb-16; Pub Jul-16)

Owner remodeling is set to grow 30% by 2019, driven by large gains in big project spending in 2016-2017 and small projects in 2018-2019 (up 8% and 6%, respectively).



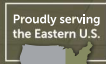


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# Outdoor Expansion

Outdoor kitchens have elevated fresh air entertaining far beyond the simple backyard barbeque. With customized setup and flexible options, these spaces are becoming true extensions of the home.

BY ELIZABETH RICHARDS

**M**ore and more often, consumers are looking for ways to expand their entertaining space. One of the best ways to do so is to take the party outside. Far beyond a backyard grill, these outdoor entertainment areas often incorporate a full kitchen, seating and shade options.

“As consumers spend more time entertaining and relaxing outdoors, they want to have the same amenities in their exterior spaces,” says Lorenzo Marquez, v.p. of marketing for Cosentino North America in Stafford, TX. He adds that homeowners want a seamless transition from the indoor kitchen to the one outside, which can mean replacing stand-alone grills with high-performing ranges designed to withstand the elements, along with full kitchen set ups that help to create a true outdoor modern kitchen.

Andrew Shead, marketing specialist at True Manufacturing in O’Fallon, MO, says that people are trying to bring everything they have indoors out. The functional trend, he says, is to have an outdoor kitchen that is always ready for use. “Time is more precious than ever, and no one wants to have to spend time getting a space ready to enjoy,” he notes. With the ability to have the kitchen stocked and ready to go, time with guests can be more easily enjoyed whenever the mood strikes, he adds.

Customer needs are specific and customization of these spaces is very important. Stephanie Muraro Gust, product marketing manager for Perlick Residential Products in Milwaukee, WI, says, “We are seeing a lot of creativity in how designers create spaces specific to the exact wants and needs of their



Viking Professional Outdoor 5 Series grills, carts and companion units have been added to the outdoor collection from **Viking Range**. The 24"-deep grills include 25,000 BTU stainless steel burners and a 15,000 BTU Gourmet-Glo Infrared Rotisserie Burner. Stainless steel grates, an Easy Lift Canopy System and Blue SoftLit LED lights are also featured. Circle No. 155 on Product Card



Defined by delicate, gray veins on a white backdrop, Neolith Calacatta from **TheSize** mimics the look of natural marble in a durable, low-maintenance sintered compact surface. The surface works in outdoor kitchens because it is non-porous, hygienic, easy to clean and resistant to changing weather conditions and fading from UV rays, according to the firm. Circle No. 156 on Product Card



**True Residential's** 15" Clear Ice Machine produces up to 70 lbs. of ice per day with a storage of 28 lbs. The unit makes clear ice with no air bubbles, and its dense cubes have a slower melt time, according to the firm. Complete with the patented TruLumina Lighting System, the machine is UL-rated for both indoor and outdoor use. Circle No. 157 on Product Card



**M S International** offers a range of hardscaping products for the outdoor kitchen made from a variety of stone. The products are available in an assortment of shapes, sizes and colors. Shown are: Tuscany Beige Travertine Tumbled Pavers, Rustic Gold Stacked Stone Ledger Panels and Babylon Gray Quartz. Circle No. 158 on Product Card

clients. Rather than just specifying a refrigerator, they are specifying a freezer for frozen treats, a beer dispenser for draught beer and beverage centers that store wine and beverages. Outdoor kitchens are becoming more elaborate because people are looking at it as another living space, not just a backyard.”

And these outdoor spaces aren’t necessarily more casual than indoor entertainment areas. “Homeowners are inclined to build an outdoor oasis that combines the conveniences and modern style of an indoor kitchen with the open-air feeling of the great outdoors,” says Jim Ginocchi, president of Coyote Outdoor Living in Carrollton, TX. “There are different dynamics a [designer] has to work with: background environment, sight lines, cooking and food prep, seating, heating and cooling elements, lighting and furniture areas.”

This rise in outdoor entertaining creates a demand for spaces that are flexible, durable and comfortable. The growing desire to personalize this space means a wide range of outdoor-rated products must be available, in styles that match that of their indoor counterparts. That’s according to manufacturers recently surveyed by *Kitchen & Bath Design News*.

## PERSONALIZED SET UP

Designers are tasked with setting up an outdoor space with all of the appliances and accessories needed to allow homeowners to entertain in exactly the way they want. And not every outdoor kitchen will include the same elements – those will vary with the way a homeowner likes to prep







The Rockwell is an estate-scaled, 360-degree walk around Social Grill, available from **Caliber Appliances**. This grill is designed to foster socializing and is inspired by the act of gathering around the hearth. It features a fully retractable, patent-pending 'disappearing' lid that creates a grilling surface that is accessible from all sides.  
Circle No. 159 on Product Card



An outdoor kitchen cabinet organizer to hold grilling tools and accessories is available from **Glideware**. The unit is made with a polyethylene housing and weather-resistant, stainless steel slides.  
Circle No. 160 on Product Card



The **Galley Workstation** is a functional and stylish workstation where the user can prep, cook, serve, entertain and clean up in one place. It works in an indoor or outdoor kitchen design and can be configured with multiple bins, boards and other accessories for a range of needs.  
Circle No. 161 on Product Card



**DCS** outdoor products are engineered to deliver professional-chef functionality and power. The hand-finished cooking units from Fisher & Paykel are designed to withstand the tough elements of the outdoors.  
Circle No. 162 on Product Card



Dekton by **Cosentino** is an ultra-compact surface with advanced technical properties for both interior and exterior applications. The surface offers resistance to scratches, stains, UV rays and temperature shock, according to the firm. From Dekton's Wild Collection is Aldem (shown), which takes inspiration from the look of weathered oak.  
Circle No. 163 on Product Card



Pre-designed and ready to install, Signature Kitchens from **Eldorado Stone** fits a variety of size and style arrangements for the outdoor kitchen. The kitchens ship complete with all of the necessary materials, including cabinets, bolts and end-caps. Shown is the Coastal Ranch Signature Kitchen.  
Circle No. 164 on Product Card



**Perlick** brings its RAPIDcool technology to its 24" Signature Series Outdoor Dual-Zone Refrigerator/Wine Reserve. Certified for outdoor use, it features two controlled temperature zones - a wine reserve temperature of 40° - 68° F, and a refrigerator temperature of 30° - 42° F. The wine reserve holds 14 wine bottles, while the refrigerator holds 41 cans.  
Circle No. 165 on Product Card



**Richelieu Hardware's** Polymer HDPE Revolution panels are FDA approved for food contact, highly durable and able to withstand sun, rain, snow, salt, water and temperatures from 200° F to -100° F, says the company. The panels can be worked with the same as traditional wood cabinets, and come in a variety of colors.  
Circle No. 166 on Product Card

and cook – but multiple options must be available.

“The great thing about outdoor kitchen environments is that a consumer can have either a full range of appliances or a smaller, customized setup,” says Ginocchi. No outdoor kitchen would be complete without a grill, he states, and often homeowners are looking to accessorize these grills. “The incorporation of additions that customize the cooking experiences maximizes [consumers’] initial investment,” he states.

David Domos, director of marketing for Atlantis Outdoor Cabinetry, a division of Custom Wood Products in Roanoke, VA, says more consumers are looking beyond simply having a grill. “Consumers are designing their spaces to include items such as pizza ovens, smokers, outdoor beverage centers, sinks and functional storage. Outdoor kitchens have become a place to gather and entertain,” he notes. Additional storage is of great interest, he adds. “When cooking outside [consumers] would like to reduce the number of trips they need to make into their house. So they look for familiar functionality like drawers to hold cooking utensils and a place for a pull-out trash can.”

“Outdoor kitchens vary widely in size and budget, but the must-haves remain the same,” says Russ Faulk, chief designer and head of product at Chicago, IL-based Kalamazoo Outdoor Gourmet. “A grill for cooking, a sink for washing your hands, enough refrigeration to support a single meal, enough storage for the essentials and as much countertop space as you can squeeze into the plan.” He adds that big trends are driven by the food itself.

“People are craving authenticity in their cooking. Dedicated smokers for traditional American barbecue, specialty wood-fired grills for Argentinian-style cooking, intensely hot pizza ovens for Neapolitan-style pizzas – these are the things getting Kalamazoo clients the most excited about their projects.”

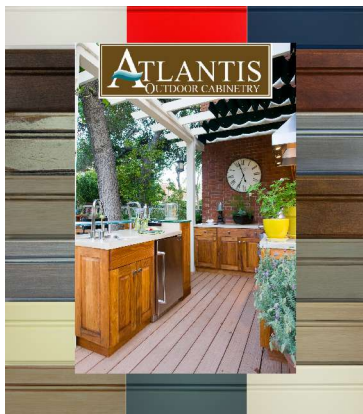
Emily Holle, trend & design specialist at MS International, Inc. in Austell, GA, says more consumers are seeking a full range of appliances and entertainment centers in the outdoor space, as well as seamless integration of interior design themes and elements that flow to the outdoor space. With an increase in overall square footage, these spaces are including all of the things needed to keep the entertaining outdoors, including large surfaces for serving and preparation, electronics like flat-screen televisions for watching the “big game” and organic gardens in raised beds close to the grill, Holle notes.

#### MAKING THE MOST OF SPACE

Large or small, whatever space a homeowner has to set up outside is being used to its fullest potential. The size of the outdoor entertainment space is often dictated by the way the property is set up, says Mitch Slater, president of Danver Stainless Outdoor Kitchens in Wallingford, CT. Zero lot line homes or multi-family homes typically have a smaller kitchen with a grill, refrigerator and possibly a bartending station and/or sink, he says.

Large properties, on the other hand, often include several cooking products, one or more refrigeration products, such as drawers, beverage center or





**Atlantis Outdoor Cabinetry** is launching interior colors for outdoor cabinet use. With its new process, Atlantis can stain, paint and even add glazes and aging techniques on any of the three wood species that they offer: Teak, Brazilian Cherry and TT Poplar.  
Circle No. 167 on Product Card



The **Vinotemp Designer Series Stainless Outdoor Refrigerator** has easy-to-clean stainless steel parts. The door protects against the elements, while the inside of the door has extra storage space. With a right or left hinge, it also has interior LED lighting, tempered glass shelving and adjustable 35-50° F temperature range.  
Circle No. 168 on Product Card



**Liebherr's RO 510** outdoor beverage/wine cooler chills beer, wine and soft drinks, keeps meats and veggies to grill on hand and stocks all essential condiments in the outdoor kitchen. The RO 510 fits seamlessly under the countertop, doubling as an outdoor food prep station.  
Circle No. 169 on Product Card



Nemo matte and polished stainless steel faucets from **MGS** are offered with a swiveling water outlet for ease of use. The high-precision knurled handle allows for easy grip, and the positioning of the mixer on the head of the tap allows the user to regulate water flow, temperature and direction in a single movement.  
Circle No. 170 on Product Card



The **ROHL Modern Architectural Side Lever Pull-Down Kitchen Faucet** has dual spray modes. It is paired with the ROHL Perrin & Rowe Contemporary Filter Faucet and a ROHL Luxury Stainless Steel Sink for an outdoor water appliance. The faucet comes in Polished Chrome, Polished Nickel and Satin Nickel.  
Circle No. 171 on Product Card



The **Asado Smoker** from **Coyote Outdoor Kitchens** has heat-resistant ceramic and a Signature Smoking Grate for smoking, baking, searing or grilling. It features 254 square inches of cooking surface and an adjustable venting system that can maintain precise cooking temperatures, the firm notes.  
Circle No. 172 on Product Card



The **Sonoma Smoker**, a built-in countertop smoker, is being introduced from **Lynx Grills**. The product has a 1,000-sq.-in. cooking surface and is Wi-Fi-enabled. A free app to control the smoker from a mobile device will be available on iTunes and for Android at launch.  
Circle No. 173 on Product Card



The **Built-in Artisan Fire Pizza Oven** from **Kalamazoo Outdoor Gourmet** uses propane or natural gas to cook and heats up in approximately 20 minutes. Stone lined, the oven reaches temperatures of 800° F via two independent burners. The pizza oven can be installed into a wall or masonry structure.  
Circle No. 174 on Product Card

ice maker, and many storage cabinets. In addition, he explains, more people are sheltering their outdoor areas with pergolas, pavilion roofs or roof extensions to create a separate indoor/outdoor entertaining room.

Shead says that the size of the outdoor kitchen space also depends upon the consumer's desires. In refrigeration, there are those who can entertain well with just a 15" glass door refrigerator and a 15" ice machine. Conversely, there are customers putting in four or five different refrigeration units. This might include freezer drawers, which have garnered a lot of attention since their introduction last year, along with a drawer for marinating meat, a glass door refrigerator, ice machine and dual-tap beer dispenser.

"Homeowners want to make the most of their space, but still want to customize the way they store and serve food and beverages," says Muraro Gust. The firm has seen a rise in the addition of multiple point-of-use refrigeration units outdoors. Rather than bringing items outside from the main kitchen, homeowners fully stock the outdoor kitchen so that everything they need to prepare an outdoor meal is available at a moment's notice. "Having a variety of sizes and styles gives customers the freedom to store and serve their food and beverages no matter what their space limitations are," she adds.

**CUSTOM STYLE**

Just as the indoor kitchen is a reflection of homeowners' personal tastes, the outdoor area should spotlight these preferences, too. That means that

manufacturers have to offer plenty of different looks in materials and finishes.

Faulk says, "The range of finishes and styles is broader than ever. The biggest expansion has been options geared toward the modern aesthetic."

"Homeowners still want to be able to select from different style doors, materials and colors," says Domos. "Color is always a key driver," he adds. "Color is often the most important consideration for a consumer when making an interior or exterior cabinet purchase."

Shead says a trend that has taken off is lighting in the outdoor space, which helps extend the use into the nighttime hours.

He adds that glass-door refrigerators are the top choice among True's customers, but the firm has also seen designers using panel-ready refrigeration to create the style the consumer wants. "Having that panel ready available for outdoors has been great for the designers we work with," he says.

A natural stone look is in high demand, says Marquez, but homeowners also expect livability and zero-maintenance surfaces.

In countertops, says Holle, natural stone is the best option since quartz and other solid surface materials may fade in the elements. "The introduction of stacked stone panels cut from natural stone has made installation much faster and easier," she says, and the palette of colors and looks is vast.

Holle sees colors shifting toward white, cream and gray. Advancements in technology allow for the use of colors and materials that are more challenging







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**U-Line's** outdoor undercounter frost-free freezer converts to a refrigerator with the touch of a button. Convection cooling provides consistent freezer temperatures from -5° F to +5° F and refrigerator temperatures from 34° F to 45° F. Three slide-out baskets are included. The unit, which comes with a stainless steel door, can be built in or freestanding. Circle No. 175 on Product Card



The compact size of the Cocina 21 undermount kitchen sink works well for an outdoor kitchen, prep area or bar. The artisan-crafted, recycled copper sink from **Native Trails** features a hammered copper texture. It is available in antique copper or brushed nickel finishes. Circle No. 176 on Product Card



**Danver Stainless Outdoor Kitchens'** new cabinet door finishes include the new cool-tone colors Slate, Winter Sky and Pearl Night Blue, and were created to meet demands of builders, architects and designers. These colors are applied through a powder coat process directly to the stainless steel and provide a virtually maintenance-free finish, the firm says. Circle No. 177 on Product Card



**Capital Cooking Equipment's** new Maestro Grill features a large glass viewing window in the lid that provides side-to-side visibility. The glass front panel enables bright circular LED indicators for each burner and the easy cleaning of glass. Circle No. 178 on Product Card



The **Marvel Outdoor Undercounter Freezer** has Dynamic Cooling Technology with rapid cool down, frost-free operation and accurate temperature stability, the company says. The unit can store up to 200 lbs. of frozen goods, is CSA certified for outdoor use and withstands rain, humidity and temperatures as high as 115° F, the company notes. Circle No. 179 on Product Card



**Walker Zanger's** Café collection is a simple selection of handmade subway tile shapes and colors. The collection is inspired by the tiles found in coffee bars around the world, and works in a variety of outdoor kitchen spaces, according to the company. Circle No. 180 on Product Card



Outdoor Range Hoods from **BEST** are made of corrosion-resistant stainless steel with controls designed to resist heat and moisture. The hoods are equipped with Heat Sentry for a safer cooking environment. Offered in a range of sizes, the hoods are available with an array of flue covers to cover up the duct. Circle No. 181 on Product Card



Styled after the front grill of the '69 Shelby Mustang GT 350, the American Muscle Grill from **Sunset Professional Grills** features multi-fuel burning cooking. Outdoor chefs can use lump charcoal, wood chunks, pellet fuels, charcoal briquettes, or natural and liquid propane gas, or a combination of these fuel sources. Circle No. 182 on Product Card

to maintain outdoors through porcelain options, which are exceptionally durable, realistic, slip-resistant and easy to maintain, she notes.

### FLEXIBLE FUNCTION

Choice is important not only in the aesthetics of the outdoor space, but in the functionality as well. This creates a demand for products that offer flexibility.

"Flexibility is crucial," states Muraro Gust. "As trends in food, beverage and design change, [people] want products that will evolve with their needs."

In addition to many cooking options rather than an all-in-one grill, Slater says people are looking for bar options and trash cabinets for prep, cooking and bar areas. Having multiple outdoor gathering areas is also on the rise, and homeowners want a consistent look throughout each area, he says.

"Flexibility is very important to outdoor trends," agrees Marquez. "Well-designed materials must be seamlessly incorporated into the overall design of the space, as well as contribute to its functionality. The flexibility of the materials – and ability to be used both indoor and out – goes beyond the aesthetic. It must complement the homeowners' lifestyle."

### STANDING UP TO THE ELEMENTS

Slater sees a big trend toward having the outdoor space look like it is indoors. This is driving demand for products that can withstand the elements, while also having all the style of their indoor counterparts. "We are seeing this all

over North America, in the expected warm climates as well as typically colder climates like the northern tier of the U.S. and in Canada," he says.

Durability is a key factor in selecting outdoor products. "In any outdoor kitchen, all materials and products should be able to withstand extreme temperatures and overall weathering," says Marquez. "Ideal products are not only fully functional, but also extremely durable. Technological advancements in surfacing mean homeowners can bring the same level of finish in their outdoor spaces as they have indoors."

Faulk points out, "The real purpose of the outdoor kitchen is to bring joy. That means it should be easy to live with. Appliances and finishes should be easy to clean and maintain, and impervious to the elements."

Ginocchi adds that demand for durable, high-end pieces is at an all-time high. "Homeowners purchase grills as an investment and do not want to have to replace the item every few years," he says.

Shed concurs: "You need the equipment that handles the job you are going to throw at it. The last thing you want is to figure out every spring what you have to replace or repair for the season."

Muraro Gust believes designers need to do the research to find out what makes a product outdoor rated. "You want products that will stand up to the hottest of summer days and perform in the spring after a long cold winter. Look for products that are designed for all weather types, not just perfect weather days," she concludes. ■



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# Honored Products

At the 15th Annual DPHA Conference and Product Showcase, held at the Gaylord Opryland Resort and Convention Center in Nashville, TN in late October, the Decorative Plumbing & Hardware Association tapped a number of products with Product of the Year honors. The awards were based on a product's uniqueness, design, functionality, innovation and technological superiority. The DPHA Plumbing Products of the Year were named in five separate categories: Plumbing Fixture, Water Delivery, Furniture, Hardware and Accessory.

First Place award recipients, as well as Honorable Mentions, were chosen by an independent panel of judges from the industry, and included: Veronika Miller, founder and CEO of Modenus.com; Mary Jo Peterson, Mary Jo Peterson Design; Eliot Seffrin, founding director and publisher emeritus of *Kitchen & Bath Design News*; Stacy Schoemaker Rauen, senior managing editor of *Hospitality Design News*; and Tony Vecchiarelli, owner of Tony V Plumbing in Arvada, CO.

The DPHA judges honored the following products:

## Plumbing Fixture

### ➤ FIRST PLACE

#### 2step Basin

Designed by Sieger Design, the 2step basin from Alape features a basin design that is split into two levels, where the main bowl is separated from the raised tap area that acts as a shelf for accessories and toiletries that get wet during use. The basin is fashioned from glass steel, which allows for the sharp angles, thin edges and precise geometric shapes of the contemporary design. The 2step is also available in a protruding installation, where the rim of the basin peeks over the countertop.

Circle No. 225 on Product Card



### ▾ HONORABLE MENTION

#### Harbor Washbasin

Showcasing a curved front and classic, elegant details, Stone Forest's CP-20 Harbor Washbasin is fashioned from blocks of marble, available in both Carrara Marble and Luna Bianca Oro Marble. The basin measures 5"Hx24"Wx20"D and fits neatly on the company's Harbor Washbasin Stand, which includes a glass shelf for storage.

Circle No. 226 on Product Card



### ↑ HONORABLE MENTION

#### Chef Center

Designed to enhance entertaining and function, Franke's Chef Center sink features two anti-microbial compartments and a removable storage bin for collecting food scraps, chilling wine or storing kitchen tools. An array of custom accessories are also available, including Franke's Roller Mat.

Circle No. 227 on Product Card



## Water Delivery



FIRST PLACE

### ShowerSelect SoftCube Thermostatic Trim

Axor's ShowerSelect Soft-Cube Thermostatic Trim from Hansgrohe includes thermostats that are equipped with sleek, black select buttons with white symbols that make it easy to understand at a glance how to control the shower at the touch of a button. The controls are used to turn on/off the different shower functions, such as the handshower or overhead shower. The Select feature is mechanical, not electrical, and the trim is solid brass. Circle No. 228 on Product Card



HONORABLE MENTION

### Artona Kitchen Faucet

Blanco's Artona kitchen faucet showcases dual finishes in coordination with the company's Silgranit sink colors. Complete with soft, rounded curves and edges, Artona is available in six colors paired with stainless finish and chrome. A semi-hidden, pull-down dual spray head is featured, along with a standard 2.2 or 1.5 GPM flow rate. Circle No. 229 on Product Card



HONORABLE MENTION

### Shadowbrook 3D Printed Faucet

DXV's Shadowbrook 3D Printed Faucets from American Standard are the first available residential faucets created with additive manufacturing, better known as 3D printing. Design craftsmanship and details offer a luxury faucet experience and collection in Butler finish. The water delivery emulates a natural river flow with several paths converging. Circle No. 230 on Product Card

## Accessory



FIRST PLACE

### Linear Steamhead

Distinguished by its minimalistic, unobtrusive appearance, Mr.Steam's Linear Steamhead delivers an even distribution of steam in an undulating ribbon replicating a reverse waterfall effect. Unlike conventional steam heads that protrude and deliver steam from a single exit point, the integrated unit is set flush to the wall. The broad, flat opening provides gentle, even distribution at a much lower velocity and lower noise level than traditional steam heads, the company notes. Circle No. 232 on Product Card



HONORABLE MENTION

### Contemporary Bath Rack

The contemporary bath rack from Dezi Home includes a holder for iPads and rubber nonslip surface handles to combat wet conditions. The piece features a wide adjustability range of 27-1/2" to 37-1/2". Constructed of solid brass, the rack is available in polished chrome, polished nickel and satin nickel finishes. Circle No. 231 on Product Card

HONORABLE MENTION

### ThermaTouch 7" Touch-screen Controller

ThermaSol's ThermaTouch in-shower 7" LCD touch-screen controller allows the user to personalize the home spa environment, including steam duration, temperature and the visual experience of the Serenity Light Sound Rain Head. The ceiling-mounted system utilizes LEDs for Mood Lighting mode. Circle No. 233 on Product Card





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## Furniture

**FIRST PLACE:**

### The Galley Dresser

Furniture for the kitchen is reflected in The Galley Dresser, a distinctive, handcrafted piece created by Chicago-based designer Doug Durbin to work in harmony with The Galley Workstations. The Galley Dresser is available in four sizes to accommodate the range of workstations, in 13 hand-selected, high-gloss finishes and nine custom hardware finish options. A range of unique and custom details give the piece its signature style, which works in traditional, transitional, modern and contemporary spaces. Circle No. 234 on Product Card



**HONORABLE MENTION:**

### SoHo Vanity

SoHo is one of the vanity collections from Madeli USA's new line of luxury bathroom furniture. Up-scale features such as European-designed handles and self-closing Blum brand hardware are standard. A variety of handle and feet options, along with a range of exotic colors, allows for customization of the floor-standing and wall-mounted pieces. Circle No. 235 on Product Card



**HONORABLE MENTION:**

### Pebble Collection

Part of the Signature Series of bath furniture, Ronbow offers the Pebble Collection by French designer Ora Ito. Reflecting Ito's idea of Simplicity - art to give an object with complex functions a visible simplicity - Pebble includes an organic and seamless glossy white vanity with LED mirror and solid surface sinktop, as well as wall cabinets. Circle No. 236 on Product Card



**HONORABLE MENTION:**

### Evolve Vanity

Sonia's designers have created a furniture program with pieces that complement each other, providing a comprehensive solution with personal character. Homeowners can choose between a variety of basins; a range of drawers, doors and shelves, and the addition of color, as well as legs or gold handles with Swarovski amber stone. Circle No. 237 on Product Card

## Hardware

**FIRST PLACE:**

### Triangular Door Pull

Developed as part of a custom series of hardware for a luxury building in New York, the DP14OZ Triangular Door Pull from Hamilton Sinkler is faceted in such a way that it evokes the geometry of precious stones. Designed for door pairs, when installed, the two halves form a whole with a gem-like geometry, notes the firm. When the doors are opened, the look is an entirely distinct form, the company adds. Circle No. 238 on Product Card



**HONORABLE MENTION:**

### Wave Knob

The design of Du Verre Hardware's Wave knobs and pulls is inspired by sea vistas and the horizon lines of the ocean. Fashioned from eco-friendly recycled aluminum, the hardware is offered in two knobs and four pulls in Satin Nickel, Antique Brass and Oil-Rubbed Bronze. Circle No. 239 on Product Card



**HONORABLE MENTION:**

### Dresser Hardware

Every detail of the hardware featured on The Galley Dresser, created by Chicago-based designer Doug Durbin, is proportional and intentional, notes the company, and each piece is machined, sanded and handcrafted. The hardware is available in four signature finishes. Circle No. 240 on Product Card







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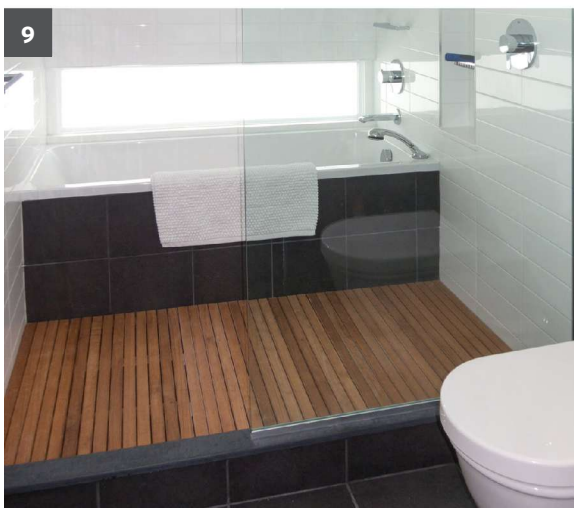


# A Touch Of Luxury

It's the little touches that add luxury to a bath. With technological advances, bath accessories not only provide increased comfort, but also added health benefits.

Products such as heated towel racks, decorative drains, grab bars, shower seats, fog-free and illuminated mirrors, in-bath stereo speakers and ventilation fans are finding their way into high-end master baths as they become a tranquil spot for consumers to relax and start their mornings on a good note.

This month, *KBDN* looks at a variety of accessories for the bath that blend luxurious amenities and beautiful design.



**1.** The Townsend collection from **American Standard** features a selection of bath accessories and faucets. Finishes of polished chrome, polished nickel, legacy bronze (shown) and satin nickel enhance its architectural statement. Circle No. 190 on Product Card

**2.** The Antus collection of heated towel racks by **Amba Products** can fit multiple large bath towels while providing heat. Each model comes with a Digital Heat Controller to control the almost 1800 BTUs of heat. Circle No. 191 on Product Card

**3.** The centerpiece of the Harmoni collection from **Dezi Home** is the distinctive towel bar. The bar is made with a single uniform piece with no seams. Circle No. 192 on Product Card

**4.** **Doug Mockett & Co's** towel bar set slides out for easy access, then tucks away when finished. The towel bar set comes in a Satin Aluminum finish. Circle No. 193 on Product Card

**5.** **Victoria + Albert's** sleek grab bars coordinate with some of its most popular tubs. Available in polished chrome, the handles improve ease of access. Circle No. 194 on Product Card

**6.** The Platinum Collection shelf from **Cool Lines USA** replaces commonly used rods with a tempered clear glass shelf, creating more diverse usage. It is available in polished and satin finishes. Circle No. 195 on Product Card

**7.** **Soko by Jaye Design** introduces the decorative Manhandles Free Standing Towel and Toilet Tissue Holders. They are handcrafted in two materials: hand-cast stainless steel and hand-cast bronze, and available in 10 finishes. Circle No. 196 on Product Card

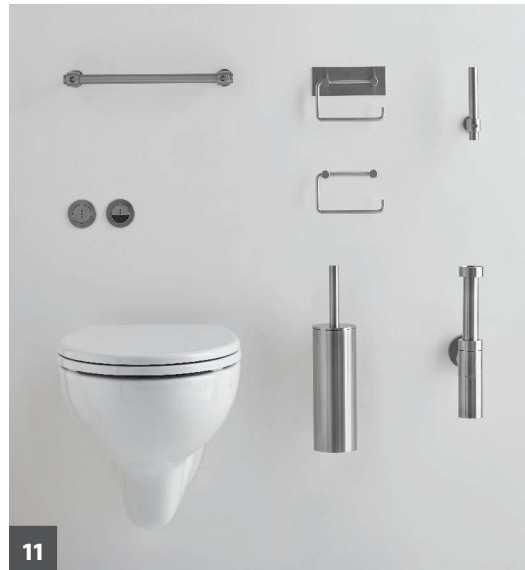
**8.** Designed by Cleber Luis, the ZEN Diamond collection from **Solua** features a range of decorative accessories. Incorporating Swarovski crystals, the pieces come in polished chrome, diamond chrome or white finishes. Circle No. 197 on Product Card

**9.** Shower mats from **Teakworks4u** are custom designed and made for all types of showers. The mats are crafted from high-quality teak. Circle No. 198 on Product Card

**10.** **WarmlyYours Radiant Heating's** Metropolitan has 10 sleek bars and a polished stainless steel finish. At 19.75"W x 41.5"H x 5"D in size, this towel warmer specializes in heating large towels and bathrobes. Circle No. 199 on Product Card



**11.** Vola's sleek, contemporary bath accessories are designed using the same principles that Arne Jacobsen put in place when designing the Vola bath faucet – hide what can be hidden and let the function of the product take center stage. The accessory line includes: a soap dispenser, soap magnet, mirror holder, towel hooks, grab bar, toilet roll holders, wall-mounted toilet brush holder and dual flush plate. Each accessory is available in any of Vola's finishes. Circle No. 200 on Product Card



**12.** The Aquatunes Bluetooth speaker from Grohe and Philips streams music into the bathroom via Bluetooth. Fully waterproof, it can be mounted inside the shower or used as a standalone speaker in the bathroom. Its holder will attach to all standard shower rails with a diameter between 7/8"x1"x1/8", all without removing the rail from the wall. Aquatunes has a water-resistant induction charging station, allowing the speaker to operate during recharging. Circle No. 201 on Product Card



**13.** California Faucets' patented StyleDrain series of decorative shower drains features seven decorative grid styles. StyleDrain features a flush grill, with smoothed edges and no visible screws. The drain offers a fast draining capacity that handles water flow at a high level of efficiency, notes the company. All seven StyleDrain designs are available in the company's selection of more than 30 decorative finishes. Shown here is the Wave style. Circle No. 202 on Product Card

**14.** Decorative ADA Grab Bars and Decor Assist towel bars, corner shelves and tissue paper holders from Delta Faucet Co. all support up to 300 lbs. of weight. An assist bar wall anchor is included with each product to guarantee a secure mount with proper installation. The accessories are available in Chrome, Stainless, Champagne Bronze and Venetian Bronze finishes. Circle No. 203 on Product Card



**15.** Noble Co.'s patented FreeStyle Linear Drains help ensure a watertight installation, with a clamping collar connecting the waterproofing membrane to the drain. It is made from PVC or ABS, and the waste pipe is connected directly into the drain. A low profile and high-drainage capacity make FreeStyle work effectively for barrier-free and ADA installations. The product is available in seven widths from 24" to 60". Circle No. 204 on Product Card

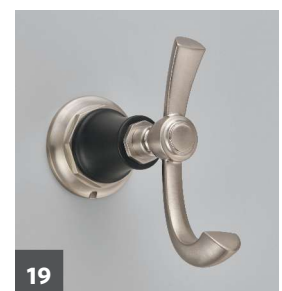


**16.** Hastings Tile & Bath's Roma collection of decorative mirrors has a Glass Frame Mirror with an LED Back-lit Frosted Design. Available in six sizes, it is a sophisticated and elegant addition to any bathroom, notes the company. Also included are a defogger and backlit on/off sensor. Circle No. 205 on Product Card

**17.** The Axor Universal Accessories collection is the Axor brand's first comprehensive system of accessories. Developed with architect/designer Antonio Citterio, the collection from Hansgrohe consists of handles, bars and shelf elements. The 12 pieces in the line feature materials such as chrome-plated metal, as well as mirrored and white glass. The collection will also be available in custom finishes such as brushed gold. Circle No. 206 on Product Card



**18.** Moen has introduced the Moen Press & Mark feature on its Darcy and Hensley bath accessory lines. The accessories have a washable ink stamp to show users exactly where to drill. Select accessories with Press & Mark even include a self-adhesive level, helping to ensure a proper and accurate installation. Available finishes are Brushed Nickel and Chrome. Shown is the Hensley Towel Bar in Chrome. Circle No. 207 on Product Card



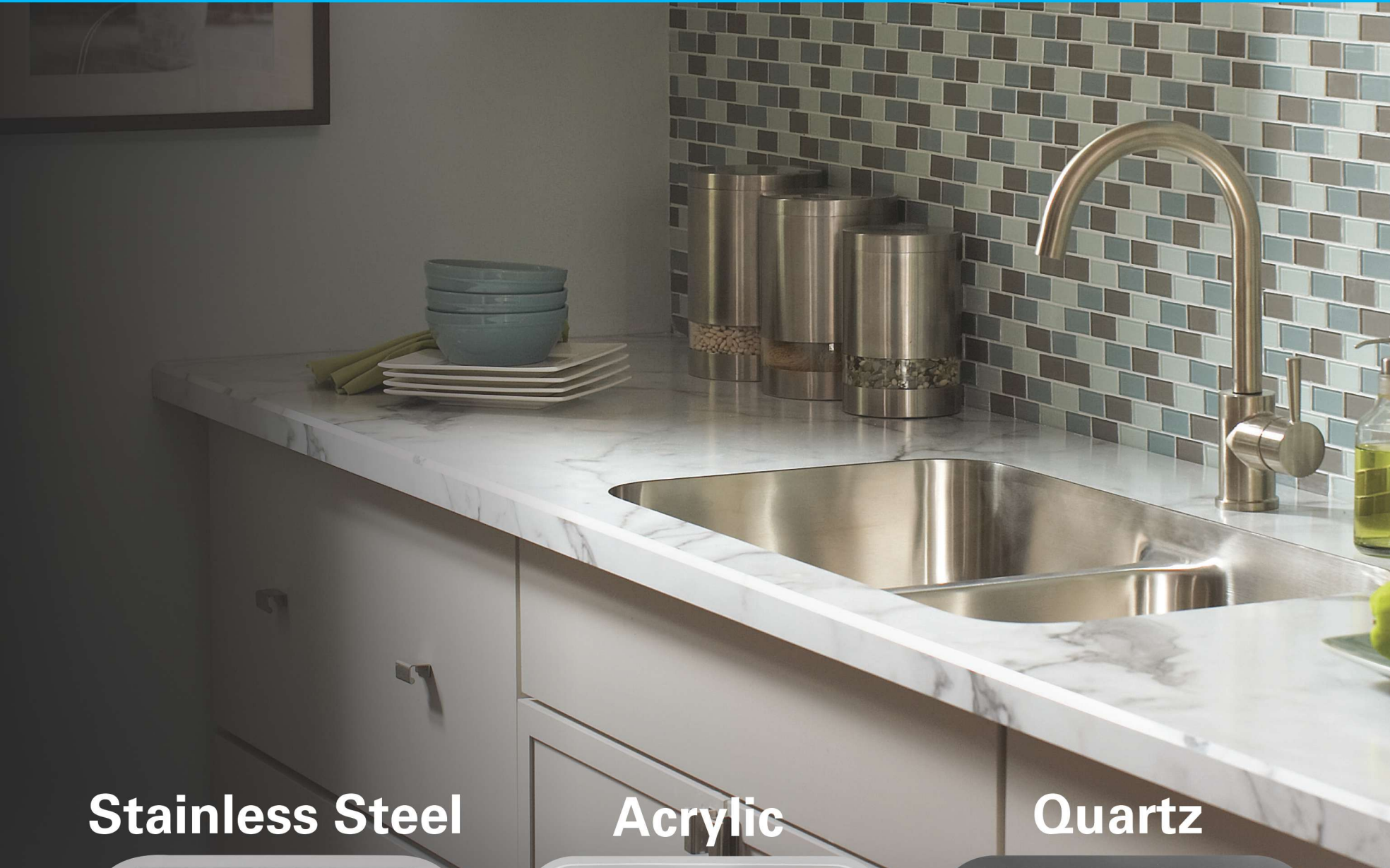
**19.** The Rook collection by Brizo has a full line of accessories that includes: an 8" mini towel bar, 18" and 24" towel bars, a tissue paper holder, double robe hook (shown in Brilliance Luxe Nickel and Matte Black split finish), universal tank lever, drawer knobs and pulls. The available finishes are: Brilliance Luxe Nickel and Matte Black split finish, Polished Chrome, Brilliance Polished Nickel, Venetian Bronze and Brilliance Luxe Nickel. Circle No. 208 on Product Card



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**20.** Ginger's Lineal Collection is made from solid brass and features a minimalist appearance. Available in Polished Chrome, Satin Nickel and Polished Nickel, the Lineal Collection includes all of the bathroom accessories necessary to complete the master suite.

Circle No. 209 on Product Card

**21.** UK manufacturer **Drummonds'** bathtubs are hand-cast and hand-finished, and their accessories are also designed and produced using the same observance to details. The light tilt of the tilt mirror makes it effective for various heights. It comes in brass, nickel or chrome finishes.

Circle No. 210 on Product Card

**22.** **MirrorMate** has introduced the new Highline Slim mirror frame style to its collection. The mirror frame is available in Satin Nickel and Silver Patina (shown). These styles round out an offering of over 65 frame styles available.

Circle No. 211 on Product Card

**23.** The new Voisin Double Arm Toilet Paper Holder, part of the Franklin Brass Voisin Collection from **Liberty Hardware**, features a single post twin toilet paper design for easy loading and extra paper storage. The paper holder is available in both shiny and mirror-like polished chrome, as well as soft and warm satin nickel.

Circle No. 212 on Product Card

**24.** In collaboration with Laura Kirar, **Kallista** created the geometric Paletta brassware collection, which features a combination of geometric design and texture. Shown is the Pinna Paletta toilet paper holder in Unlacquered Brass with Unlacquered Brass accents.

Circle No. 213 on Product Card

**25.** The **Broan** Ventilation Fan with Sensonic Stereo Speakers delivers audio via most Bluetooth-enabled devices. Sensonic Stereo Speakers are available in two configurations to fit seamlessly into new or current bathroom designs. The complete Ventilation Fan with Sensonic Stereo Speakers features a powerful yet quiet operating ventilation fan (110 CFM fan, 1.0 Sone) with built-in dual high-fidelity speakers concealed behind the fan grille.

Circle No. 214 on Product Card

**26.** The Bewdley towel warmer by **The Sterlingham Company** is available in bespoke sizes and configurations. The standard size has a wall-mount diameter of 88" and tubes with a 32" diameter; dimensions can be tweaked. Custom finishes and details are available, but standard finish options include polished brass, polished chrome, polished or matte nickel, antique gold, copper and bronze. The towel warmer is part of the company's Flair Collection.

Circle No. 215 on Product Card

**27.** The Tuck-Type wall shower seat, designed by Gianni Arduini and Marco Frigerio for **Ever by Thermomat**, is fashioned from soft polyurethane. An integrated patented mechanism allows the lower part of the seat to be lifted and repositioned vertically after use to open up the shower area.

Circle No. 216 on Product Card

**28.** The Hailo Laundry Hamper by **Häfele** is available in dual, stacked bin or dual, side-by-side varieties. Blue and white bins allow for separating laundry in real-time. The Hailo Laundry Hamper is designed in white with smooth, soft-closing slides.

Circle No. 217 on Product Card

**29.** **ThermaSol's** fog-free mirrors are suitable for placement inside the shower or within the bathroom. Guaranteed to never fog up, even in non-ventilated bathrooms, the mirrors are constructed of 1/4"-thick tempered safety glass with a 1" bevel, available in four distinctive designs and UL approved.

Circle No. 218 on Product Card

**30.** Each of the three new collections in **Lenova's** Apogee Bath Accessory line includes a towel bar, toilet paper holder, robe hook and towel ring in either a brushed nickel or polished chrome finish. The solid brass accessories are easy to install, according to the company.

Circle No. 219 on Product Card



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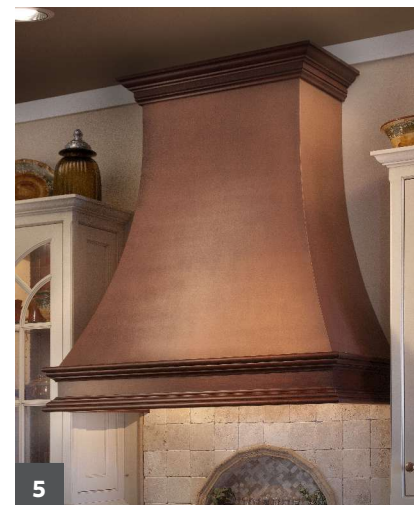
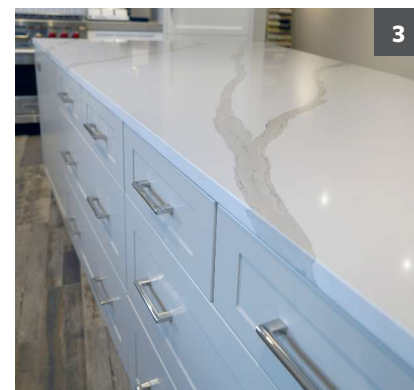


# Spotlight on KBIS 2017

**C**elebrating its fourth year, Design and Construction Week is trading in the bright lights of Las Vegas for the bustling hub of the Sunshine State – Orlando, FL. For three days this month, the halls of the Orange County Convention Center will host some 80,000+ design and residential construction professionals and more than 2,100 exhibitors at the Kitchen & Bath Industry Show and the International Builders' Show.

KBIS and IBS, hosted by the National Kitchen & Bath Association and the National Association of Home Builders, respectively, are expected to fill more than 900,000 sq. ft. of exhibit space with a wide array of products, demonstrations, live presentations and more. Both show floors will be open Tuesday through Thursday, Jan. 10-12, from 9 a.m. to 5 p.m.

On these pages, *Kitchen & Bath Design News* shares some of the stunning and innovative products that will be at the center of this year's show.



**1. James Martin Furniture's (Booth S3828)** Brookfield Collection vanity showcases hand-carved accenting filigrees and raised panel doors for a custom look. Antique Brass finish door and drawer pulls are available to complete the look. Circle No. 245 on Product Card

**2. Franke's (Booth W2185)** Chef Center features two anti-microbial compartments for collecting compost scraps, chilling wine or storing kitchen tools. An array of custom accessories are also available, including Franke's Roller Mat. Circle No. 246 on Product Card

**3. Arabescato** is the newest addition to **Vicostone's (Booth S5111)** Exotic collection of engineered stone surfaces. Soft gray veining on white provides the sophisticated look of marble. Circle No. 247 on Product Card

**4. True Residential (Booth W871)** is offering a color finish option for its stainless steel full-size refrigerators – Pearl Slate. The automotive-grade paint is added to the stainless refrigerator for a more luxurious appeal, according to the firm. Circle No. 248 on Product Card

**5. Metal Fusion** range hoods by **Kountry Kraft (Booth S6085)** are rendered in wood and bathed in a real metal finish that consists of pulverized metal particles combined with a special resin. The product is available in eight metal finishes, and the metal may be applied as a polished, polished patina or satin patina finish. Circle No. 249 on Product Card

**6. Platinum** from **Medallion Cabinetry (Booth W355)** showcases rich details and artistic touches. Shown is Providence Platinum in maple with Irish Creme Classic and Dove Appaloosa finishes, as well as cherry cabinetry in Peppercorn finish. Circle No. 250 on Product Card

**7. Docking Drawer (Booth S5627)** introduces the Docking Drawer 24 Slim, one of three sizes in the Slim Series of in-drawer charging outlets. This in-drawer charging solution can charge four devices simultaneously in drawers as shallow as 3". Circle No. 251 on Product Card

**8. Enviro Water Products (Booth S1854)** is introducing two new sizes of the Pro Combo System, which incorporates a three-stage Carbon Series water filter and a NaturSoft System. This combination protects against contaminants, sediment and scale build-up, notes the company. Circle No. 252 on Product Card





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**9.** The Gaucho Grill from **Kalamazoo Outdoor Gourmet (Booth S3834)** is an Argentinian-style grill that uses a wheel/cable to raise and lower the cooking surfaces and regulate cooking temperatures. All cooking is done over a wood fire. Circle No. 253 on Product Card



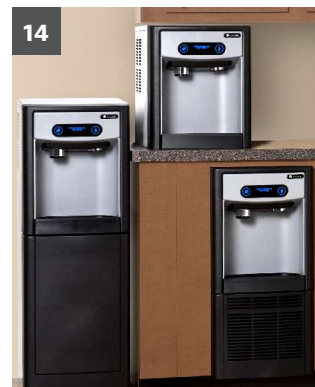
**10.** Häfele's (Booth W729) decorative hardware Tab collection works either top-mounted on drawers or bottom- or side-mounted on swinging cabinets. Depending on the viewing angle, the cabinets may not even appear to have handles. Circle No. 254 on Product Card

**11.** Rentown – a transitional door style combining a wide rail Shaker with a traditional flat panel, mortise and tenon door – has been introduced by **Kountry Wood Products (Booth W301)**. It is offered in full-overlay with two drawer front options: slab or an upgraded five-piece. Circle No. 255 on Product Card



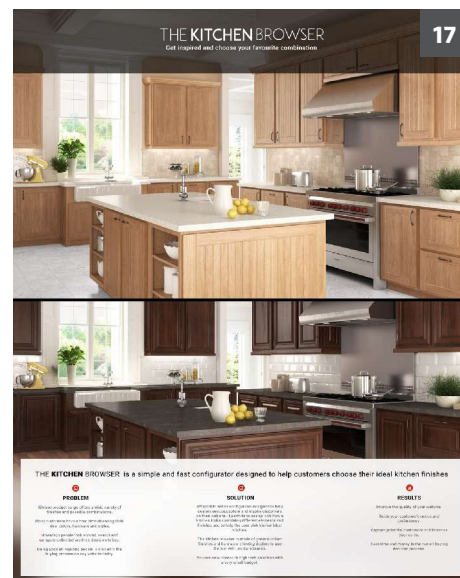
**12.** Wellborn Cabinet's (Booth W1271) Set 7 is a set of contemporary, clean-lined cabinets that will feature many of the trending gray tones. The set is from Wellborn's Estate Collection and features an oak door with the Davenport Square design (concealed hinge/no bead). This door features the new Oak Tensile finish. Circle No. 256 on Product Card

**13.** Poggenpohl (Booth W1971) is offering new, chrome-plated, high-gloss lacquers for its cabinetry in 14 metallic shades. These are available both in a modern front design and as conventional framed fronts and in select 'architect colors' – Polar White, Blossom White, Sand, Pebble Grey, Sand Grey, Stone Grey, Diamond Grey and Black. A variety of surface finishes, lacquer fronts in all RAL, design and NCS shades are also available. Circle No. 257 on Product Card



**14.** U-Line (Booth W805) has introduced a chewable ice and filtered water dispenser designed for residential use. Delivering up to 125 lbs. per day of nugget/pellet style ice, all models use only 12 gallons of water for each 100 lbs. of ice. Models offered include: countertop, freestanding, ADA built-in, and standard built-in with stainless or integrated door. Circle No. 258 on Product Card

**15.** A custom look can be created using the new Tableau Collection from **Atlas Homewares (Booth W1157)**. Inspired by a modernist take on classic geometry, the pieces come unassembled and feature round or square bases that work with rectangular or arc handles. The hardware can be installed horizontally or vertically. Circle No. 259 on Product Card



**16.** Federal Brace's (Booth S5228) Floating Shelf designs include a hidden ¼"-thick steel supporting bracket for added strength and an elegant look. The brace allows the floating shelves to be well-balanced and offer strength to hold a larger weight than other similar shelves available, the firm notes. Circle No. 260 on Product Card



**17.** Interiorvista's (Booth S5687) Kitchen Browser is an online configurator available to kitchen and bath designers for their websites. The tool addresses the vast array of finishes and possible combinations that can confuse customers, providing website visitors a chance to play with different looks. Various elements and finishes made up of generic colors, finishes and hardware allow the dealer to use the tool with multiple brands. Circle No. 261 on Product Card

**18.** Vent-A-Hood (Booth S5420) offers its proprietary 3-D Build-A-Hood program to create a custom hood. Users can choose widths, CFM, ceiling heights, finishes and decorative treatments from the entire Vent-A-Hood product line. JPEG and PNG images from every angle of the 3-D range hood can be downloaded. Circle No. 262 on Product Card



**19.** Hand-hammered in copper, the Haven sink by **Thompson Traders (Booth S5824)** features an apron-front form that adds a distinctive touch to the kitchen. The sink, sold through Ferguson Bath, Kitchen & Lighting Gallery locations, can also be retrofitted onto any cabinet and is available in dual-mount style. Circle No. 263 on Product Card

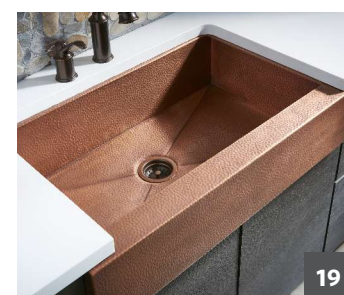


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Projects must have been completed between  
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**20. CNC Associates (Booth S4620)** has added the Victoria line to its offering of cabinets for the kitchen. Made of birch wood, Victoria is built with a semi pillow effect that sharply levels down to the center panel.  
Circle No. 264 on Product Card



**21. Native Trails (Booth S5677)** has expanded its line of copper sinks with two new finishes: Polished Copper and Polished Nickel. Polished Copper is a luxe shade with hints of rose gold, while Polished Nickel is a warm-toned silver color, with both finishes hand polished to a mirrored shine. All Native Trails copper pieces are forged of 100%, high-quality recycled copper.  
Circle No. 265 on Product Card



**22.** The new Series 145 from **Isenberg (Booth S4408)** embodies the modern minimalist look, and has been fully developed to include 21 coordinating pieces. The line sports faucets and tub fillers in a variety of configurations. Thermostatic shower valves and diverters are also part of the line, as are coordinating accessory pieces such as towel bars, robe hooks and paper holders. Made with solid brass construction, the series is available in chrome, polished brass and polished nickel finishes.  
Circle No. 266 on Product Card



**23. Gerber Plumbing's (Booth W1415)** new Hinsdale suite features a modern traditional styling with a blend of contemporary design elements. The lineup includes a 1.28 gpf toilet that features the brand's QuietClean flushing system with dual-siphon jet technology. Two pedestal sink options are also part of the suite.  
Circle No. 267 on Product Card



**24.** The **IAPMO Group (Booth W1283)** now offers one source Water Systems testing through R&T Lab and certification by R&T. The Water Systems program, which tests and certifies such products as point-of-use drinking water treatment units, shower filters and microbiological purifiers, ensures that products have been tested and certified to all applicable standards, notes IAPMO.  
Circle No. 268 on Product Card



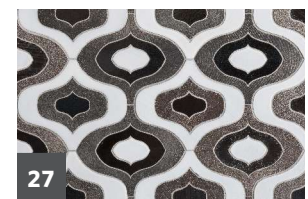
**25. Osborne Wood Products' (Booths W1900; S4093)** new Bendix Collection offers a wide variety of incredibly detailed molding and trim, and accommodates any ornate, traditional or Shaker style home. The collection is available in a wide variety of carved, pierced, rope, dentil, and pearl and bead.  
Circle No. 269 on Product Card



**26. Aga Marvel's (Booth W805)** Aga Elise multi-oven range in full matching suite is a French-inspired range built on a 48" multi-oven platform, with three ovens and five-burner cooktop, in gas or induction options. It features brushed chrome accents and a bespoke style, and is available in six finishes: gloss black, matte black, white, scarlet, ivory and stainless steel. The suite includes an integrated dishwasher and counter-depth French door refrigerator with bottom freezer.  
Circle No. 270 on Product Card



**27. Walker Zanger's (Booth S4631)** Stardust collection showcases mosaic tile that is waterjet-cut from lava stone and glazed to achieve a textured, hand-crafted aesthetic. The Stardust Collection draws inspiration from celestial themes, 1970s glam and textiles. Stardust's celestial-themed colors - Moon Rock, Twilight, Nova, Solar, Midnight and Glam - alternate between silver, black, white and gold.  
Circle No. 271 on Product Card



**28.** New designs focusing on whites and grays have been added to **Wilsonart's (Booth W1470)** Solid Surface Collection for 2017. The new White Sands pattern features lineal white on white translucent design that can be backlit.  
Circle No. 272 on Product Card



**29.** The radiant collection by **Legrand (Booth W5360)** - comprised of switches, wall plates, outlets, dimmers and home automation controls - brings technology and timeless aesthetics together. The product lineup eliminates unsightly screws, offers a clean low-profile design and is available in one-gang to six-gang configurations in a curated range of colors and finishes, including six solid, neutral hues and two metallic finishes.  
Circle No. 273 on Product Card





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## Entries for the 2017 Chrysalis Awards are now being accepted.

All entries must be in a **digital format** this year. Complete information is available at [ChrysalisAwards.com](http://ChrysalisAwards.com).

**DEADLINE:** Entries must be received by **March 25, 2017**. This deadline may be extended.

**ELIGIBILITY:** Projects completed after January 1, 2014 are eligible for the 2017 program. This includes previous Chrysalis entries that did not win a Chrysalis Award, as well as entries in other competitions.

**WHO MAY ENTER:** Any remodeler, architect or design professional in the United States. Chrysalis is open to everyone. There is no requirement to be a member of a specific professional organization to enter.

**ENTRY CATEGORIES:** A complete list and description of the categories can be found at [ChrysalisAwards.com](http://ChrysalisAwards.com) and on the entry page. Entry categories include several price ranges in almost every aspect of remodeling.

**ENTRY FORMAT:** You can create your entry on the Chrysalis Award Entry page, or submit any digital entry from another remodeling competition without change.

**THE CHRYSALIS WEBSITE:** You will find complete information at [ChrysalisAwards.com](http://ChrysalisAwards.com). You can also see all the winning projects since 1998. This site promotes winning Chrysalis projects to the industry and public.

We are available to answer any questions at [info@ChrysalisAwards.com](mailto:info@ChrysalisAwards.com) or 888.263.5687

Winners will be featured in our publishing sponsors' magazines:



### 30. KWC's (Booth W2185)

Intro line of bath faucets features a swiveling jet regulator, which allows users to change the direction and angle of the jet of water to suit their needs. The collection also features a single-lever faucet and a widespread faucet. Circle No. 274 on Product Card

### 31. The Stealth Phantom by Niagara Conservation (Booth S4444)

is a single-flush toilet that features patented Stealth Technology, allowing the ability to flush the least amount of water (0.8 gallons per flush). Other features include: EZ Height design; a standard Fluidmaster II valve; an inconspicuous flush push button; a low friction ceramic surface, and no flapper to cause leakage. Circle No. 275 on Product Card

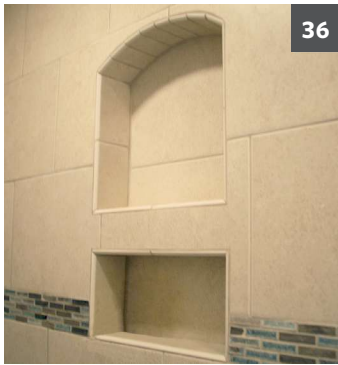
### 32. Cook-N-Dine International's (Booth S5152)

Teppanyaki Grill Cooktop with a built-in plancha griddle is made in Germany. The solid stainless steel product cooks on contact, with no radiant heat. Patented Shallow-Dip-Technology allows for social cooking. When on, a large hot cooking center forms a shallow depression to catch all the juices. When off, the center reverts back for use as extra workspace or a warming area. Circle No. 276 on Product Card

### 33. GE Appliances (Booth W1201)

is offering Wi-Fi connected dishwashers with Dash Replenishment reordering capability. The homeowner can set up Dash Replenishment through the GE Kitchen app using an Amazon account and select the dish detergent pods they want to automatically reorder. The connected dishwasher will keep track of the number of pods used by counting wash cycles and will reorder when supplies are low. Circle No. 277 on Product Card





**34.** The unexpected geometric lines of the doors and drawers give **Ronbow's (Booth W371)** Amora Vanity a distinctive look. The cut lines delineating the vanity's storage compartments, including the door and drawers, are done at unconventional 45-degree angles, for a modern yet classic aesthetic. Circle No. 278 on Product Card

**35.** **DuPont Surfaces (Booth W1183)** is showcasing five new residential sink shapes, including small and large U-shaped rectangles, a flat-bottom U-shape sink, a double-bowl sink and large single sink. The sinks can be seamlessly integrated into a Corian or Zodiaq quartz surface countertop material to create contemporary looks, including Industrial Loft (shown). The kitchen sink collection includes 18 sinks in six families: Neat, Simplicity, Smooth, Precision, Efficiency and Bold. Circle No. 279 on Product Card

**36.** With **Noble Co. (Booth S6028)** Niches, watertight, recessed shelving in shower walls for shampoo, soap, etc. can be created. Niches are waterproof and ready for tile. They install in minutes and mount flush with the front of tile backer board in standard 2"x4" construction. No fasteners or additional waterproofing steps are required. Choose from a variety of sizes and styles to complement the design. Custom size niches are available for quantities over 100. Circle No. 280 on Product Card

**37.** The Akses high-end bypass shower door collection from **Kalia (Booth S5107A)** is designed with two moveable panels that allow for ease of entering and exiting the shower. The ultra-smooth and quiet Poyamide 66 nylon roller technology, combined with sturdy upper rail, provide optimal door movement, notes the firm. The door can be installed in a corner or alcove, and is available in 60" or 48" in chrome. Circle No. 281 on Product Card



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**38.** The Grohe (Booth W1547) Concetto faucet collection also has a line for the bath, and the newest additions include the Concetto XS Single Hole Faucet and Concetto Wideset Three-Hole Faucet. Both faucets meet ADA requirements, as the lever is no more than 6" high when in full operation. The levers' 6" adherence means that an individual seated at wheelchair height can activate the faucet. Circle No. 282 on Product Card

**39.** Vinotemp's (Booth S4467) Designer Series 300 Bottle Dual Zone Wine Cooler features Vinotemp Blu, a blue LED interior lighting system designed to reduce growth of bacteria and mold. The unit also includes a Dual-Zone Cooling System, with an upper zone at 40-56° F and a lower zone at 54-65° F, as well as vibration-free wine racking. Circle No. 283 on Product Card

**40.** Arizona Tile (Booth S4852) now offers several uniquely shaped tiles, including: S-White Glossy Penny Round and Convex Loft; Jumbo Hex Cafe, Cotton and Pumice; Chevron Mosaic Grey Polished; Stainless Steel Arabesque, and Varese Grigio Hex. The company's Just Design program gives clients the opportunity to create exclusive tile designs, selecting from a variety of different patterns. The color palette can be created from a list of stone, porcelain, glass and mirror options. Circle No. 284 on Product Card

**41.** Trending colorways and unique textures are elements of the new laminate collection from InteriorArts (Booth S3882). This new range of 37 design-driven, high-pressure laminates features distressed industrial looks, usable neutral tones and popular light to medium wood grains, with texture that pops. The new designs are part of the InteriorArts collection of over 90 HPL laminates, which are GREENGUARD certified for low VOCs. Circle No. 285 on Product Card

**42.** Microcad Software (Booth S4120), developer of Autokitchen design software, has launched a cloud service available to designers using Autokitchen Pro. The service, available in two versions - Pro and Premium - allows designers to store and display their designs as color renders, and panoramic 360° views. Items get placed on the cloud and a link can be generated that can be sent to the customer. Circle No. 286 on Product Card

**43.** White Square Furniture (Booth S5107C) is launching its White & Walnut Collection, which includes the Simplicity1-72 vanity, shown. Simplicity1-72 offers a pure look, with structure and shelves made of solid walnut. Soft-close door and drawers are featured, with left or right shelves available. A matching mirror with integrated LED lighting is offered, along with a 1/4"-thin acrylic countertop and a vitreous china sink. Circle No. 287 on Product Card

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WHY BUY?

Circle No. 49 on Product Card



**44.** The Edge seamless undermount sink from **Karran USA (Booth W129)** works well with today's kitchen countertop surfaces, including stainless steel, acrylic solid surface and quartz. In this kitchen, Edge is paired with a modern laminate pattern from Formica, creating an upscale look. Circle No. 288 on Product Card



**45.** Task Lighting's (Booth W1301) new Sempria R Series LED strip, in 90 CRI, can be recessed under or inside a cabinet, into shelves, and wood or metal soffits to provide bright, continuous light. With a choice of warm (2700K) or neutral (3000K) light, the Sempria R Series provides a bright light with a minimal profile. Circle No. 289 on Product Card



**46.** Decora Cabinets (Booth W2171) introduces the K-Cup Pullout Storage Cabinet. The K-Cup Pullout Storage Cabinet holds 44 pods and easily glides open with a gentle pull, while adding organization to a small space that often goes unused. Circle No. 290 on Product Card



**47.** With C.R. Laurence's (Booth W1383) Transpara frameless shower door system, there's no visible hardware securing glass panels together or holding them in place against the sidewalls - no door hinges, wall clamps or vertical framing. The result is a floor-to-ceiling shower enclosure that delivers all-glass visuals. Circle No. 291 on Product Card



**48.** Portofino by SMEG (Booth S5049) is a 36" dual-fuel range with vapor clean, double convection, defrost by weight and maximum thermal insulation, reducing up to 50% of the preheating time. It has a large LCD display with 20 automatic cooking programs, large glass and special interior lighting for visibility. The gas cooktop is equipped with cast iron grids. The ranges come in eight colors: olive green, orange, red, white, anthracite (charcoal), stainless steel, black and yellow. Circle No. 292 on Product Card



**49.** 2020 Design is CAD software from 2020 (Booth W2349) that helps designers plan, design, visualize, price and order kitchens and baths using products from a large collection of manufacturer catalogs. Built specifically for kitchen and bath designers, it includes NKBA verification capabilities to ensure that projects comply with industry standards. It brings realism, speed and accuracy to space planning. Circle No. 293 on Product Card

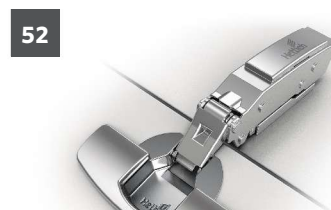
**50.** Lapitec (Booth W628) has added a new solid color - Avana - and three new veined arabescatos - Bernini, Canova and Donatello - to its line of full-bodied sintered stones. Because the stones are full-bodied, the veining runs through the depth of the slab, which gives the machined surface a more realistic appearance, notes the company. The stones are available in the Lux, Lithos and Satin finishes. Circle No. 294 on Product Card



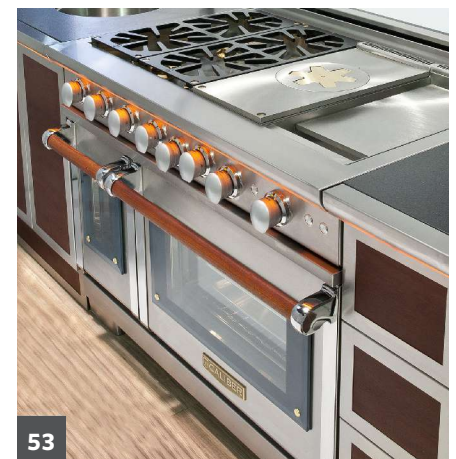
**51.** Spectrum Quartz from Hirsch Glass (Booth S4205) captures the beauty of natural stone but with the company's proprietary movement. Quartz crystals are combined with the firm's art glass, creating distinctive and radiant surfaces, Hirsch Glass reports. Circle No. 295 on Product Card



**52.** Hettich's (Booth W109) Sensys thin door hinge features an extremely shallow cup, which gives furniture makers maximum design flexibility for further options, the company reports. The cup allows the use of thin core board panels of a thickness of 8 mm, with a design defining surface application layer, such as glass. Circle No. 296 on Product Card



**53.** The Estate-scaled line of 36" and 48" All-Gas Ranges and Range tops from Caliber Appliances (Booth S3838) have been designed in collaboration with architects and designers. The Caliber Professional Indoor Range series is customizable in color and trim finishes. Pictured is the configuration with four burners and a French top. Circle No. 297 on Product Card







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54



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56



57

**54.** The Warmwood line of cabinetry from **Kitchen Compact (Booth W793)** features a chestnut brown tone. The clean lines and recessed panel doors in the Shaker style give this kitchen a warm, transitional look. Circle No. 298 on Product Card

**55.** Vestique from **Progress Lighting (Booth W4441)** features an array of glass spheres suspended within a modern frame. Light reflects and refracts through these elements to provide a dramatic focal point, notes the firm. Wall sconce, mini pendant, semi flush and oversized pendant options are part of the Vestique collection. Circle No. 299 on Product Card

**56.** Ruvati's (Booth S6013) new Ibiza Faucet features interchangeable color sleeves. The faucet includes three pre-packed color sleeves, with more colors available separately. The sleeves are made of a high-performance silicone that are heat resistant and dishwasher safe. The silicone sleeve is comfortable to touch and provides a good grip, the firm reports. The flexible pull-down spout allows users to reach all corners of the sink, the company adds. Circle No. 300 on Product Card

**57.** Schaub & Company's (Booth W1311) Positano collection features Polished Chrome or Satin Nickel accents and a choice of clear or smoke-colored high-grade acrylic. Made in Italy, the drawer pulls provide seamless integration with existing furniture, while adding a modern spin. Circle No. 301 on Product Card



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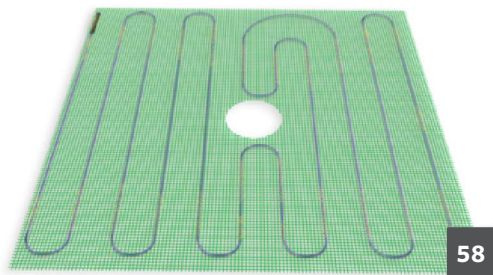
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Circle No. 51 on Product Card







58



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61



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Circle No. 52 on Product Card

**58.** The TempZone Shower Floor Heating Mat by **WarmlyYours Radiant Heating (Booth S6033)** ensures a warm floor during a shower. The Shower Floor Mats come in three different sizes, with a hole in the mat to accommodate the shower floor drain. Each mat is designed with a wire-free drain for fast and easy installation. TempZone floor warming systems are engineered with an insulated copper alloy resistance warming cable taped to a fiberglass mesh backing. Circle No. 302 on Product Card

**59.** **Omnia Industries (Booth S5218)** has expanded its Ultima collection of cabinet hardware and appliance/door pulls. Six new pulls and a new knob are available in a wide array of finish options and sizes ranging from 4" to 18". Circle No. 303 on Product Card

**60.** **MCN European Enterprises (Booth S5287)** brings the industrial look to the bath with the Nature Cross Collection. The handles are detailed with a utilitarian cross design capped with rounded balls. The Nature Cross Collection is available in a variety of configurations. Choices include a widespread faucet, a Roman tub set with hand-held shower, a tub spout and tub and shower sets. Available finishes are polished chrome, brushed nickel and polished nickel. Circle No. 304 on Product Card

**61.** Portland Cement, 100% recycled glass and non-toxic pigments are the three core ingredients in IceStone, a sustainable surface for the kitchen or bath from **IceStone USA (Booth S5878)**. Handmade in the U.S. with the environment in mind, IceStone is available in over 16 different colors. Circle No. 305 on Product Card







62



63



64

**62.** The Summit CMV24 from **Summit Appliance (Booth S1523)** is a built-in speed oven sized at just 24" wide. Made in Europe, it features a stainless steel finish with a pro-style handle and double-pane glass door. The sleek black touch-control panel includes settings for microwave functions (up to 1000W), broiling, baking and cooking as a standard convection oven. Circle No. 306 on Product Card

**63.** The Brilliance Nugget Ice Machine from **Scotsman Ice Systems (Booth S5617)** delivers chewable nugget ice. The machines are energy and water efficient, and feature smart design and user-friendly cleaning. Circle No. 307 on Product Card

**64.** A part of **Northern Contours (Booth S4640)** Level line of flat laminated and edged banded doors and drawer fronts, the Wired Collection features a modern, straight grain pattern with a high gloss finish. Five metallic colors are now available, including new Wired Zinc, a sleek shade of black. A choice of matching, 3-D aluminum or steel gloss edging is offered. Circle No. 308 on Product Card



65



66

**65.** The Thermostatic Shower Panel from **Lenova (Booth W143)** is an all-inclusive shower system with a rain shower top, multiple body sprayers and a hand-held shower. The single-handle design offers high-pressure resistance and dual control over water flow and temperature. Lenova also offers a Cool-Touch handle that stays cool even when the water is hot. Circle No. 309 on Product Card

**66.** Cambria's **(Booth W1940)** Marble Collection provides the popular look of marble, but with the durability of quartz surfacing, according to the company. Ella, seen here, showcases white marble with faint black, gray and gold veining. The countertops are nonporous, as well as scratch- and stain-resistant. Circle No. 310 on Product Card

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# Colonial Kitchen Goes Contemporary

## BEFORE

This 1940s center hall Colonial home in Mount Vernon, NY featured a separate kitchen and dining room, not conducive to entertaining for today. The clients wanted to modernize the space and combine the two rooms to create an open floor plan where they could both cook and entertain guests.



## AFTER

Francine Smith, LEED AP/CID and Diana Blum-Lapins of Bronxville, NY-based Hunt Wood Manor Design, LLC took on this project with the goal of allowing their clients, who love to cook, relax and enjoy the experience together. Creating more space to allow room for two cooks in the kitchen and a proper work flow was the main goal. To do so, all existing walls, floors and ceilings needed to be removed. Smith and Blum-Lapins came across one snag: The bathtub in the upstairs bathroom was not supported properly, so new ceiling beams were installed above the kitchen to keep the tub from falling through. An existing window at the back of the kitchen was replaced with a larger window to provide increased natural light, while a small window next to the side entry door was closed off to improve work flow. A new oversized, counter-height quartzite island was installed along with a 36" Bertazzoni cooktop with combined gas, electric and induction. Additionally, they incorporated both a prep area and a casual seating area either for meals or to allow guests to interact with both chefs while working. Custom designed cabinetry made locally of Formica and Lamin-Art plastic laminate products was installed. To cap off the modern look, a custom, statement-piece vent hood over the cooktop was requested by the clients, for which Smith & Blum-Lapins used a Vent-A-Hood T200 series insert with a custom cream-colored textured hood surround from 3form.

View more after photos at [KitchenBathDesign.com](http://KitchenBathDesign.com)



After Photos: Brad Dickson





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