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*Photo: Juliana Franco Photography*

# MODERN ESCAPE

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# Demise of an Iconic Cabinet Brand

The abrupt closure of Wood-Mode added a chaotic and heartbreaking closing chapter to the decades-long saga of a company long considered the gold standard by which custom-cabinet manufacturers were measured.

And while a cloak of uncertainty still lingers over the ultimate fate of the iconic cabinet brand, it's apparent that the closure was likely the product of multiple factors, among them an evolving industry landscape, changing consumer buying patterns, internal forces and a range of financial challenges likely triggered a decade ago by the recession (see related story, Page 12).

Long known for its product innovation, quality and craftsmanship, Wood-Mode was among the industry pioneers that ushered in the concept of high-end, one-of-a-kind, custom-designed kitchens that revolutionized the way cabinets were manufactured, marketed and sold.

*“Even the best-run businesses don't enjoy interminable lifespans. Companies come and go. Even iconic brands can fall. Sadly, Wood-Mode was one of them.”*

But the same attributes that made Wood-Mode's cabinetry such a highly regarded staple may also have been among the factors that eventually brought the 77-year-old, privately held company to its knees.

Wood-Mode's highly customized product mix – with its diverse collection of wood species, sophisticated finishes and unique design elements – has always been, by its very nature, costly and challenging to produce. For that reason alone, the company likely struggled to stay competitive with cabinet suppliers who've turned increasingly to automation, relying less and less on the time-consuming, handcrafted artisanship that made Wood-Mode's product line so special.

Wood-Mode, some have said, may have also adhered too rigidly to its longtime business model, eschewing new-age efficiencies and digital marketing opportunities, while clinging to the belief that designing, pricing and selling kitchens had to be done in the same manner employed for decades.

While loyal Wood-Mode dealers may take exception to that – pointing to continued robust sales – there's little argument that evolutionary market changes likely had a corrosive impact on the company.

For much of Wood-Mode's lifespan, for example, the line between “custom” and “stock” cabinetry was distinct and easily identifiable. Wood-Mode made its mark in the custom niche. Semi-custom cabinetry wasn't a factor at all.

In today's market, by contrast, the line between stock and custom cabinetry has all but blurred in the eyes of many. Semi-custom cabinetry, with its wide array of “bells and whistles,” has garnered significant market share. For many consumers, semi-custom – and even stock – is good enough. It's simply not necessary for them to spend extra on custom cabinetry. Many opt instead to allocate resources on countertops, appliances and other products. Still others, working in conjunction with architects and designers, have their cabinetry sourced through local shops. Wood-Mode likely found itself squeezed from both sides.

Wood-Mode, to its credit, attempted to address the shifting cabinet landscape through the introduction, in the '90s, of its Brookhaven line. But Brookhaven, rather than proving a boon, may well have contributed unwittingly to Wood-Mode's demise because, ultimately, it forced Wood-Mode into offering free upgrades in order to keep its higher-priced line viable, no doubt adding costs and eroding margins. With Brookhaven as a lower-priced option, the company in many ways was competing with itself in an increasingly competitive, price-sensitive market also being unsettled by a flood of lower-priced imports, particularly from China.

While Wood-Mode targeted a higher-end market niche than that of Chinese-made cabinets, pricing erosion of the kind caused by the imports tends to impact all market segments, shrinking the potential customer base for everyone.

But even with those competitive pressures, a lack of sales apparently wasn't the primary issue that precipitated Wood-Mode's seeming demise.

Wood-Mode's extensive dealer network has long been considered one of the industry's finest – and, by all accounts, a steady flow of cabinet orders was in the pipeline at the time of closure. Many dealers, blindsided by the shutdown, find it difficult to believe that revenue shortfalls, or even market changes, brought the company down. In their view, there almost had to be other mitigating factors.

*Continued on page 13 ►*

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# Designers Discuss Client Stress



*How do you manage clients' project-related stress? What tips do you have for building trust between clients and designers?*

**"I HAVE ALWAYS** believed that honesty and being proactive are the way to prevent as much stress as possible. Throw in a little humor – I like to relate it to childbirth: The birthing process is no fun, but the end result is so worth what you go through! It also helps to have a detailed timeline and stick to it! When the client calls and is stressed, I can point out exactly where we are in the process and that way we are all on the same page."

*Stephanie Frees, owner  
Plain & Posh  
Westmont, IL*

**"I LIKE TO** remind them of how they stressed out over the wait for a bicycle when they were younger. Then I remind them how hours after receiving it, they had completely forgotten the anxiety over waiting. I like to call it 'The Bicycle Factor' – works every time!"

*Tim Mummert  
Cornerstone Carpentry  
Poughkeepsie, NY*

**"I TALK TO** clients before the project begins to set expectations. I tell them to pre-plan how they will survive. I even have a print-out on how best to survive a kitchen remodel. I am very honest with them and tell them that it is not pleasant, but that in the end, the results will be worth the pain."

*MaryBeth Wilson, owner  
MB Wilson Interior Design  
Plymouth, MI*

**"THERE SHOULD BE** conversation regarding 'the process' prior to signing any contract with your client, pending the scope of work – not only about the schedule, but about inconveniences to them as well. Having this conversation will soften and remind your client during the process that it is best to focus on the end goal, assuring them all is typical. Remember, in the beginning of most projects, due to the anticipated excitement, you seem like a hero, and about mid-stage, that seems to wane. But again, the goal is to be that hero by the time the project is complete!"

*Dale Mohler, general manager  
Diamond Design Kitchen & Bath Gallery  
Lancaster, PA*

**"WHEN A CLIENT** is overwhelmed about a project, I try to get them as much information as possible each step of the way. Telling them not to worry only makes them worry more! I like to approach things piece by piece and break it down into the simplest form possible so that they can easily understand the entire process as it unfolds. Regarding financial stress, I plan accordingly based on their project needs, trying to meet their budget with consumer-friendly products that are built well and are cost effective. This means a lot of research and testing on my part to determine the cost, reliability and longevity of the numerous brands available to our industry. Financing a project is stressful, so I make sure that my clients are making the right choices with space management and materials, while still meeting their design goals."

*TJ Wonak  
Custom Kitchens & Cabinets Inc.  
Melbourne, FL*

**"WE STRESS TO** our clients from the beginning that renovating a kitchen or bathroom is a challenging process. While honesty helps, we also utilize a variety of strategies to help mitigate client stress. Our most successful strategy is maintaining constant and ongoing communication with the contractor and client. Close contact with the contractor allows us to anticipate and resolve problems, often before the client is even aware there is an issue. If it's something for which client input is required, we are proactive about informing our clients of the challenge and offering recommendations and solutions. Everyone hates conflict, but being up-front with clients as quickly as possible helps our clients feel that we have the project under control, that we are able to anticipate problems and that we can keep the project moving forward with little or no interruption.

Another helpful trick is providing our clients with a chance to have a reprieve at some point during the renovation. We always give our clients a gift card to a local restaurant along with a little note encouraging them to enjoy a night out, away from the dust!"

*Dana Bacher, designer  
Jarrett Design LLC  
Emmaus, PA*

**"THIS IS A** great question. I think the real solution begins early in the sales process, as we advise our clients what to expect during various phases of their project (what we call expectation management). If they know what *will* happen, what *could* happen and what *rarely* happens (but still could), they're better equipped to deal with the planned events and even the unforeseen circumstances and the potential accompanying stress. If this becomes routine practice, we cultivate trust through saying what we do, and then doing what we say."

*Dan Fuehring  
Craftsman Kitchens, LLC  
Salt Lake City, UT*

**"COMMUNICATION IS THE** key. Being up-front about unseen changes and tackling them with a solution in mind [is critical to minimizing clients' stress]. I never pretend to have all the answers and when I don't, I will say that I don't know at this moment, but will find out. I do welcome client insight or design thoughts and try to see if maybe they have an intuitive feel that I am not seeing. After all, it will be theirs long after I am finished."

*Lisa Lyttle, owner  
Lisa Esposito Design  
Santa Clarita, CA*

**"AT THE BEGINNING** of each project, I set up a spreadsheet of all the major items that will need to be selected (cabinet door style, flooring, hardware, countertops, appliances, etc.). I share this document electronically with my client. As items are selected, they are checked off the list. This seems to help with the 'overwhelming factor' of all the decisions that need to be made within a project.

I also like to have clients commit to a scheduled weekly appointment. My clients have busy lives, so we can always cancel or reschedule as needed, but when they block out the time in advance, it seems to relieve their stress (and mine) about trying to find meeting times at the last minute."

*Marci Bluestone  
Bluestone Designs, Inc.  
St. Louis, MO*

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# 'Slow, Steady Climb' Seen for Housing

**WHILE LABOR SHORTAGES,** affordability issues and other challenges persist, housing and remodeling industry analysts continue to predict a slow, steady ascent through the balance of 2019. 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

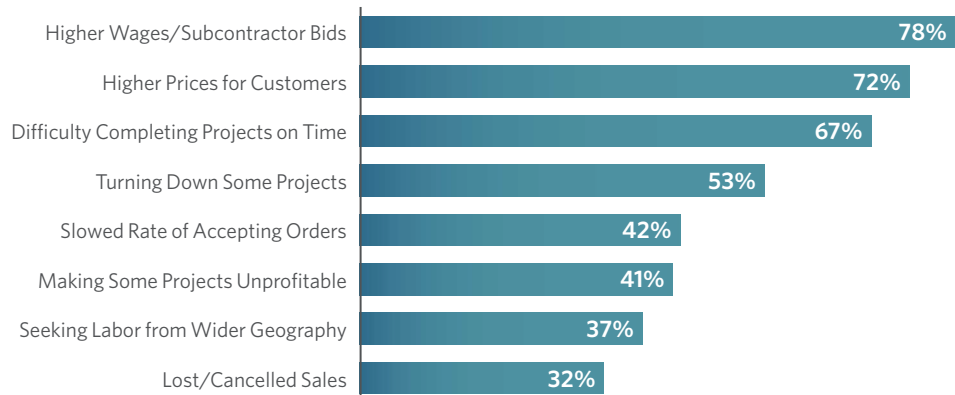
While builders remain cautious due to affordability concerns, expectations are that potential new-home buyers "will respond to lower interest rates and the housing market will continue on a slow, steady climb," Greg Ugalde, chairman of the National Association of Home Builders, said last month. Total housing starts were pegged at a seasonally adjusted annual rate of 1.24 million units, but "soft" permit numbers for single-family housing reflect builder "concerns about housing affordability and construction costs," said Robert Dietz, chief economist for the Washington, DC-based NAHB.

## RESIDENTIAL REMODELING

The ongoing shortage of skilled labor and subcontractors continues to be a major concern for residential remodelers, who are vying to keep their prices competitive while dealing with the increasing costs of labor, a National Association of Home Builders survey found. According to the third-quarter 2018 poll whose results were released last month, roughly 85% of surveyed remodelers reported shortages of workers available to perform finished or rough carpentry, and nearly half (48%) termed the shortages as serious. "Although these percentages are down slightly from a year earlier, they remain seriously elevated," the NAHB said, adding that labor shortages were reported in 12 of 16 categories surveyed (see related graph, above right). The most common effects of the shortages have been causing remodelers to pay higher wages, forcing them to raise prices to customers and making it difficult to complete projects on time, the NAHB said.

## THE IMPACT OF LABOR SHORTAGES ON REMODELERS' BUSINESSES

Percent of Firms Surveyed in Quarter 3, 2018



The most common effects of ongoing labor shortages have been in causing remodelers to pay higher wages and subcontractor bids, forcing firms to raise prices to customers and making it more difficult to complete projects on time. Labor shortages have also been causing remodeling firms to turn down some projects, a trend that's also prevalent among home builders.

Source: National Association of Home Builders

## EXISTING-HOME SALES

Continued economic expansion, rising home sales and an increase in wage growth that's on par with home price growth are being projected for the second half of 2019, according to a consensus of experts at a real-estate forum sponsored in May by the National Association of Realtors. "Home sales should be much stronger based on the economic fundamentals of jobs, interest rates, population and consumer confidence," said Lawrence Yun, chief economist for the Washington, DC-based NAR. After several years of wage growth outpacing home price growth, both are more closely aligned this year, Yun noted. "This shift is a healthy development toward keeping housing affordability stable." While existing-home sales are down 4.4% from a

year ago, "we are seeing historically low mortgage rates combined with pent-up demand, so buyers will look to take advantage," Yun predicted.

## APPLIANCE SHIPMENTS

Domestic shipments of major home appliances, impacted by declines in all key product categories, fell sharply in April compared to the same month in 2018, according to the Association of Home Appliance Manufacturers. The Washington, DC-based AHAM reported last month that April appliance shipments totaled 5.74 million units, down 16.7% from the 6.89 million units shipped in April 2018. Year-to-date appliance shipments through April were off 7.1% from the same four-month period in 2018, AHAM said.

## MARKET ANALYSIS

# Residential Remodeling Pros Seen as 'Optimistic' in Short Term

**PALO ALTO, CA** — Residential remodeling professionals are "upbeat" regarding short-term business conditions, according to the latest "Renovation Barometers" issued by Houzz Inc.

The Palo Alto, CA-based online platform for home remodeling and design last month released its Q2 2019 Houzz Renovation Barometer, which tracks residential renovation market expectations, project backlogs and recent activity among businesses in the nation's construction and

architectural/design services sectors. The quarterly indicator "points to optimism among home renovation professionals for business activity in the second quarter of the year," Houzz reported.

"This year's residential renovation activity is already looking very different from those of 2018," said Nino Sitchinava, principal economist for Houzz. "Professional sentiments for the first quarter were considerably more tempered, and businesses are starting the second quarter with

much shorter backlogs relative to a year ago."

According to Sitchinava, surveyed remodeling professionals attributed first-quarter sluggishness to unusually cold and wet weather conditions, in addition to consumer apprehension caused by the government shutdown, tax refund uncertainty and the high costs of products and materials.

Houzz said its latest Renovation Barometer revealed upticks in project inquiries, new committed projects and expected business activity.





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# Study Spotlights Bathroom Design Trends

**HACKETTSTOWN, NJ** — Transitional and contemporary are expected to be the most popular master bathroom styles in the next few years, while a growing range of technology solutions are also seen taking center stage.

Those are among the key conclusions of the 2019 Bathroom Design Trends Study, an annual market analysis conducted by the National Kitchen & Bath Association. The study, whose results were released at this year’s Kitchen & Bath Industry Show, is aimed at identifying the most popular styles, features and materials among bathroom consumers, and to pinpoint what’s likely to be trending for the next three years. Results were based on a survey of 583 NKBA-member kitchen designers, remodelers, architects, decorative plumbing showrooms, cabinet shops and other product specifiers, according to the Hackettstown, NJ-based trade association.

Most of the surveyed design professionals worked on all types of bathrooms – from master baths (97%) to full/guest baths (89%) and half-bath/powder rooms (83%) – in the past year, the NKBA reported, adding that consumers are investing the most money in their master bathrooms, with a mean budget of \$32,000, nearly twice that allotted for guest baths (\$18,000) or powder rooms (\$12,000). Most bathroom remodels stay within the former bathroom footprint, without increasing square footage, the NKBA found.

Surveyed design pros most often created transitional, traditional and contemporary master bathrooms in the past year, according to the NKBA. Less popular, although still a market factor, were coastal, Craftsman, rustic, mid-century and eclectic styling. Transitional and contemporary are expected to be the most popular bathroom styles in the next few years, the NKBA said. Traditional, industrial, coastal, mid-century and organic also show potential, the association added.

Among the technology solutions seen growing in popularity are temperature control/thermostat smart controls, water-conservation technology and internet-connected products (see graph below).

Other key study findings were as follows:

- The “most interesting” new products for bathrooms include offerings in showers/shower surrounds (for example, solid-surface walls and touch controls), vanities/cabinetry (floating vanities, new finishes, different



Photo courtesy of Moen

Interest is growing in bath products that provide technology solutions, such as the U by Moen digital shower pictured above, which offers enhanced voice assistant integration.

heights, reduced depth and open shelves) and technology solutions (controls for lighting, music and water temperature; leak detectors; mirrors with TV; app-enabled control for radiant floors, and digital shower valves).

- Bath product categories needing “more innovation,” according to NKBA survey participants, include hardware and accessories (18% of those surveyed), sinks (15%) and vanities/cabinetry (14%). Among the most-sought-after hardware/accessories innovations are integrated grab bars, toilet paper holders and decorative towel bars, as well as more finish options for linear drains, grab bars and safety products. Sought-after innovations for sinks include new materials, different shapes and new installation capabilities. For vanities/cabinetry, surveyed design pros said they’d most like to see improved solutions for smaller areas and storage of jewelry, hair products and other essentials, as well as more wall-hung cabinetry. ■

## ANTICIPATED POPULARITY OF BATHROOM TECHNOLOGY SOLUTIONS



Source: National Kitchen & Bath Association

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# Dealers, Others Struggling to Cope With Closure of Wood-Mode Factory

**KREAMER, PA** — The recent closure of the Wood-Mode factory continues to roil the kitchen and bath industry, casting a cloak of uncertainty over the ultimate fate of the custom-cabinet manufacturer while leaving dealers, sales reps, suppliers and former employees struggling to cope with the fallout.

The abrupt closure of the iconic, 77-year-old company is also sparking a wide range of emotions - from bitterness and confusion to sadness and frustration - as questions swirl about the contributing factors that led to the apparent demise of what for decades had been perhaps the industry's most highly respected cabinet brand (**see related Editorial, Page 5**).

Impacted most dramatically by Wood-Mode's closure, aside from former employees, is the company's extensive network of U.S., Canadian and South American dealers, many of whom had long-term, exclusive relationships with the Kreamer, PA-based manufacturer and now have been left pondering the fate of their own businesses.

While some are contemplating closure themselves, others - determined to demonstrate their fortitude, adaptability and resilience - say they're scrambling to find replacement cabinet lines and redefine their corporate identity, even as they deal with the impact of the closure on anxious, bewildered customers.

Similarly in limbo is the status of cabinet orders in various stages of production, along with the fate of showroom displays and consumer deposits for cabinets that may never be delivered. While dealers say they are being allowed to have completed orders picked up, the question of what happens to the unfinished cabinets and their accompanying deposits remains unanswered.

Unanswered, too, are questions about whether Wood-Mode may possibly reopen.

According to reports, Maurice Brubaker, of Brubaker Group LLC, a tax and accounting firm, was spearheading the formation of an investment group to finance the purchase of Wood-Mode's assets and reopen the factory. Other prospective buyers have reportedly made similar inquiries. The status of any such talks, however, remained unclear as of press time for *Kitchen & Bath Design News*, and it seems increasingly likely that Wood-Mode is headed toward bankruptcy, its reputation and relationships damaged if not destroyed, with opportunistic competitors stepping in to fill the breach.

## IMPACT ON EMPLOYEES

Former Wood-Mode employees, in the meantime, continue to bear the brunt of the factory shutdown. Employees were notified of the closure early in May, before being escorted from the company's 1.3-million-sq.-ft. facility by state, county and local police. They were notified shortly afterward that their benefits had been terminated.

The company employed 938 people at the time of closure, many with long work histories that included several generations of family members. Because of the scope of family coverage, some 2,000 people were said to have lost benefits.



Wood-Mode, the cabinet manufacturer and industry icon that recently closed its doors after 77 years, produced custom cabinetry for the kitchen and bath, supplying dealers nationwide.

Ever since the closure, former employees have been expressing a wide range of emotions, among them a sense of betrayal and frustration over an alleged lack of transparency by corporate executives. Neither Wood-Mode's owners - chairman/CEO Robert Gronlund and president/COO Brooks Gronlund - nor company spokesman David Scarr have commented publicly since the shutdown.

Although Wood-Mode said that its notice of closure was official pursuant to the conditions of the Worker Adjustment and Retraining Notification (WARN) Act, there have been accusations that the company failed to comply with the statute. Companies of Wood-Mode's size are required to provide employees with 60 days warning prior to plant closures, although WARN provides for exemptions, including one for faltering businesses that are for sale or unable to access financing, according to labor officials.

Wood-Mode, at the time of closure, reportedly informed state officials that the company was unable to provide advance notice of the closing since management believed that a sale would go through and that its lender would continue to provide financial support through that process.

However, lawsuits filed by several former Wood-Mode employees charge that the company violated WARN by failing to provide workers with the requisite 60-day written termination notice. The lawsuits seek class-action status and the payment of wages, vacation time and benefits for the 60 days after the closure. Complaints to county officials and law enforcement in the wake of the closure have also reportedly been referred to the state attorney general.

According to Pennsylvania officials, state resources - including unemployment compensation, financial counseling, job training-and-search initiatives and social service programs - have been made available to former employees. Food banks, job fairs and other charitable initiatives have also been mobilized, as have other forms of assistance.

## DEALERS BLINDSIDED

Although Wood-Mode's closure was sudden and unexpected, cabinet industry insiders had been aware that the company was experiencing financial challenges. Employees had witnessed salary cuts, elimination of bonuses, cash flow shortages and a range of cost-cutting moves in recent years. The privately held company had also been steadily downsizing, and two years ago secured a multi-million-dollar financing package enabling management to restructure debt and generate liquidity.

In recent months, Wood-Mode said it had been seeking additional financing and other options, including a potential acquisition that would have enabled the company to continue operations. Those efforts collapsed, however, when an unidentified prospective buyer backed away from the deal and Wood-Mode learned that its prime lender was unwilling to provide the funding necessary for the company to continue operations.

But despite those financial struggles, most people did not anticipate that the custom-cabinet supplier would shut its doors so abruptly. Corporate officials had denied rumors of a potential closure. State and county officials, suppliers and even longtime dealers were blindsided by the news.

"There was no indication that Wood-Mode was in any kind of trouble," said Joe Chorba, owner of the West Wyoming, PA-based Chorba's Cabinet Shop, an exclusive Wood-Mode dealer for 25 years.

"To be left out in the cold like we were was some kind of shock," said Chorba, who had five orders in the production pipeline at the time of closure. "Everything was running smoothly, as far as we knew, right until the end."

Chorba, who initially feared his dealership would go under, says that he's determined now to remain in business, and has already picked up at least one new cabinet line. He vowed, however, never again to assume the risk of carrying a cabinet line exclusively.

Similar sentiments were expressed by Jennifer Hissa, owner/designer at Greater Chicago Kitchen and Bath in Evanston, IL.

"I had no idea [about the closure] before time; it was a shock," said Hissa, who is also determined to carry on.

"I'm not going out of business," she told *KBDN*. "I've been doing this for 22 years, and we're moving forward with a new plan. What choice do I have? I've heard of so many people shutting their doors. It's been a big shakeup in our industry. People I've talked to are seriously broken up. It's such a shame.

"Some people are just lying on the floor crying, but ultimately you have to pick yourself up," Hissa said. "I'm a positive person, and you have to say: 'I can't change [what happened], so what am I going to do next?' I have to keep moving forward. I have no choice."

Hissa said her dealership will have a "grand opening once I have some new products in the showroom so I can showcase what we're going to do moving forward. But I don't think I'll ever do an exclusive showroom again after what happened."

As far as Wood-Mode displays are concerned, she says, "I'll probably have a big showroom display sale at some point. The displays [are still valuable because they] show my design ability. And I can't afford to replace them all right now, so that's something we'll do in time and some lucky clients will get some great deals on displays."

For now, Hissa said, working with her customers is her top priority.

Hissa, like other dealers, said she was extremely proactive and "very open with everyone" in light of the minimal amount of information she was receiving from Wood-Mode, calling all her clients within 24 hours, "because I didn't want them hearing about it from someone else."

She said that all her clients "have been very positive, very understanding.

"Clients have been amazing about it, really understanding and patient," she said. "I have clients who have their kitchens torn out who are waiting for cabinets, and they've been tremendously patient. It could have been a disaster. But I think it's all in how you handle yourself and your business, and how you handle your clients.

"My clients trust me," Hissa observed. "They trusted me with a big investment, and they trust me to do right by them, to communicate and be honest and get their project done."

Lee Ann O'Daniel, owner of San Luis Kitchen Co. in San Luis Obispo, CA, told *KBDN* she appealed fruitlessly to Pennsylvania officials, urging them to get the Wood-Mode factory reopened. She has since abandoned that effort, she said, and is "well on our way to moving on with Plan B."

According to O'Daniel, a Wood-Mode/Brookhaven dealer for 36 years, she had nine orders worth thousands of dollars in the system at the time of closure, with other designs completed though still unordered. The closure, she said, "was shocking. We had no clue. We were dumbfounded."

O'Daniel said she is determined to remain in business, however. "I do not give up," she said, noting that she has already picked up other custom cabinet lines, despite the challenges of starting from scratch and learning new pricing, ordering and nomenclature. Customers, for the most part, have been sympathetic and patient, she added.

"It was not a great situation, having all my eggs in one basket," O'Daniel said of her relationship with Wood-Mode. "But they supplied everything we needed, and it was much simpler than carrying multiple lines."

Alan Zielinski, CKD, owner of Nile, IL-based Better Kitchens, Inc., the longest standing Wood-Mode dealer in the Chicago area, said his company had about half a dozen projects in the pipeline at the time of the closure.

According to Zielinski, whose dealership was established in 1956, the Wood-Mode closure "blindsided" him, as it did others. "I [was] surprised," he said. "It can't be for a lack of orders, because in talking to other dealers through the e-mail chain, we all have projects underway."

Zielinski said his Wood-Mode rep "has been doing a tremendous job in trying to communicate with us [and] has been working very diligently to try to get product that has already been manufactured loaded onto trucks, so we can satisfy our customers. We've been telling customers that 'we don't know the exact outcome of this but stand by us because we're going to do everything possible to make sure our projects get completed.'"

"Wood-Mode is attempting to help, and I get it, they're in a really tough spot," Hissa added. "If we have things completed in the warehouse, they've been trying to get us that. But things in production, I don't think we're going to see them. And I have no idea whether I'll get paid for deposits I've already put down on cabinet orders."

Many dealers, while undecided, say they'd be hard-pressed to remain with Wood-Mode should the company be acquired or otherwise reopen.

"I'd have to see what [damage] was done to their reputation," Hissa said. "Wood-Mode was an industry leader, and they might be again if the right people were on board. But I'd have to see what happens."

But regardless of how the unfolding drama plays out, Zielinski, for one, says he is grateful for the level of support he's been receiving – not solely from his rep, but from throughout the industry.

"I want [people to know] what a wonderful industry we're in," he said. "We've associated collaboratively with many colleagues for many years. I've had friends who are cabinet manufacturers call to offer us the ability to service our customers. Other dealers I'm closely associated with have called and said, 'Alan, we want to help you take care of your customers. You can use any of our product line or materials. That's a resource we'd like to offer to you.'

"That's the 'family aspect' of this business," Zielinski said. "And that's what has touched me the most."

— *Eliot Sefrin, KBDN Publisher Emeritus*

## Demise of an Iconic Cabinet Brand

(continued from page 5)

But Wood-Mode, like many companies, was doubtless wounded by the recession, its financial challenges resulting in a steady stream of layoffs, salary cuts and various forms of corporate downsizing. An influx of capital was aimed at enabling the company to restructure debt and generate liquidity. A financial turnaround team was also put in place.

But those moves apparently weren't enough to reverse the downward spiral – and quite possibly may have exacerbated it.

Corporate belt-tightening can often boost short-term financial performance, but it just as often tends to put longer-term pressure on operations, stifling investment in the kind of initiatives that once fueled success. Banks and other lenders demand a return; loans require repayment. Cost-cutting also inevitably tends to weigh on financially stressed companies, sucking the oxygen from them and exacerbating their seemingly inexorable decline. Add to that the ever-rising costs of hardware, components and equipment, and it's easy to see the corrosive impact all of it might have had on Wood-Mode's bottom line and ability to meet its obligations.

Then there were likely internal factors.

Wood-Mode doubtless faced generational changes not atypical of companies approaching their 80th year in business. The company's founding fathers, years ago, passed from the scene. Key executives and one-of-a-kind artisans retired or departed the company, leaving an unfillable void. Wood-Mode, through no fault of its own, likely lost some of the lifeblood and inspirational leadership that once propelled it.

Were mistakes made? Maybe. Could decisions be second-guessed? Perhaps. Might the company have been spared? That's open to conjecture.

While Wood-Mode may be yet resurrected through acquisition or an injection of capital, time is swiftly running out – if it hasn't already. All of which, while emotionally wrenching, seems, in light of everything, almost inevitable.

Even the best-run businesses don't enjoy interminable lifespans. The tide of change is inexorable. Companies come and go. Even iconic brands can fall.

Sadly, for a variety of reasons, Wood-Mode was one of them. ■





▣ Liebherr recently opened a custom-designed 1,200-sq.-ft. showroom at its North American headquarters in Miami.

## Liebherr Opens Florida Showroom

**MIAMI** — Luxury appliance brand Liebherr has opened its first custom-designed showroom at the company's North American headquarters in Miami.

The 1,200-sq.-ft. venue, according to the company, will serve as a training area for design professionals and sales associates, as well as an entertainment space for corporate guests. Visitors will be able to interact with Liebherr's wide range of refrigeration, wine preservation and undercounter products, including the Monolith, the brand's newest column refrigeration products, corporate officials said.

"The goal of the showroom is to create a place where people can feel and touch the Liebherr values and heritage," said Andreas Hansen, divisional director of refrigerators & freezers division for the Americas. "This space is a testament to the magnitude of this family-run business and to German engineering. It was only natural that we'd want to invite the world in to experience it first-hand."

Created in collaboration with renowned design firm, Birka, Liebherr's new appliance showroom "was carefully crafted to represent components of the Liebherr enterprise," Hansen said.

The showroom is available to guests by appointment Monday through Saturday, he added.

## PMI Adds Voice to Tariff Opposition

**WASHINGTON, DC** — Plumbing Manufacturers International, the trade association representing the manufacturers who produce the vast majority of America's plumbing products, has lent its voice to a growing chorus of objections to the imposition of additional tariffs on Chinese-made products.

PMI also expressed the need for congressional action in support of EPA "WaterSense" program funding, the United States-Mexico-Canada Agreement (USMCA) and investments in America's infrastructure.

"The plumbing products manufacturing industry delivers for the American economy, contributing \$85.5 billion in economic impact and more than 464,000 jobs," said Kerry Stackpole, PMI CEO/executive director.

"With so many young Americans making their first home-buying decisions, and the aging stock of homes ripe for remodeling and renovation, the administration's increased tariffs only serve to push up housing prices and keep more families from achieving the American dream of home ownership," Stackpole said. "Couple that with increased costs for outfitting commercial, government and industrial construction projects brought on by 25% tariff rates, and it becomes clear these additional costs spell trouble for jobs and the economy."

PMI said it is one of 150 organizations participating in the "Tariffs Hurt the Heartland" coalition, which has quantified the harm the tariffs are having on the U.S. economy. Stackpole said the tariffs have caused supply chain disruption, a hold on jobs growth and higher costs within the plumbing manufacturing industry and related industries.

With President Trump's fiscal year 2020 budget recommending the elimination of the "WaterSense" program, the PMI said it is asking congressional appropriations committees to provide instructions to the EPA to not cut the program, which the PMI says has saved trillion gallons of water and billions of dollars in water and energy expenses over the past decade.

## Decision Looms on Chinese Cabinet Trade

**WASHINGTON, DC** — U.S. trade officials have rescheduled until August a decision on whether to proceed to the next stage of deliberations into charges that Chinese trade practices in cabinet manufacturing and exporting are undermining the businesses of U.S. cabinet suppliers.

A determination by the U.S. Commerce Dept. is scheduled by Aug. 5 on the question of whether to move ahead with a lengthy decision-making process regarding an unfair-trade petition filed by the American Kitchen Cabinet Alliance (AKCA), a coalition of cabinet manufacturers seeking the imposition of antidumping and countervailing duties on imports of Chinese-made cabinets and vanities. A decision had been scheduled for May.

The unfair-trade case, mirroring similar cases in other kitchen/bath product sectors, has created a sharp divide between industry alliances that have lined up on opposite sides of the issue.

The AKCA, in a petition filed in March, charged that, as a result of unfair-trade practices, imports of low-cost, Chinese-made kitchen cabinets and vanities have risen sharply in recent years, and currently comprise more than one-third of the \$9.5 billion U.S. cabinet market. The imports, if left unchecked, pose an existential threat to the U.S. cabinet trade, according to the ACKA, which charges that Chinese manufacturers unfairly benefit from government subsidies and other economic programs.

Those charges, however, are being contested by a recently formed alliance of distributors, dealers, contractors, installers and importers of ready-to-assemble cabinets. That alliance, known as the American Coalition of Cabinet Distributors (ACCD), was launched in May to fight the antidumping and countervailing duty petitions, since imposition of the duties, the ACCD says, could effectively "wipe out" the RTA market segment from the U.S. marketplace "by taking advantage of anti-China trade sentiment" **(see related story, Page 16)**.

The RTA sector, the ACCD contends, makes up only a small portion of the U.S. cabinet market and represents a segment that "does nothing to impede the growth of the larger U.S. kitchen cabinet industry."

The U.S. International Trade Commission (USITC), which is also mulling the contentious trade case, has already determined that there is "a reasonable indication" that the U.S. cabinet industry "is materially injured" by imports of Chinese cabinets and vanities allegedly sold in the U.S. at less-than-fair market value. The USITC decision cleared the way for the Commerce Dept. to move ahead with its antidumping and countervailing duty investigations.

Both the USITC and the Commerce Dept. must reach affirmative final determinations for import penalties to be formally issued. Their decisions come at different times, as part of a multi-stage investigatory process that likely will not be concluded until early next year.

Trade officials are mulling separate cases involving a range of Chinese, Turkish and Indian ceramic, porcelain tile and quartz products commonly used for flooring, walls, paving and other kitchen/bath applications.

## Formica Acquired by Dutch Holding Firm

**CINCINNATI** — Broadview Holding, a Netherlands-based industrial holding firm with a significant presence in material technology and energy, has acquired decorative surfacing products giant Formica Group, the company announced.

The \$840-million acquisition includes Formica businesses in North America, Europe and Asia, as well as the company's Homopal metal laminates business, corporate officials said. The sale was first announced last December and had been pending standard regulatory approvals.

"This represents an exciting future for Formica Group, as we have a strong strategic alignment with Broadview," said Mitch Quint, president of Formica Corp. North America. "We look forward to working with our new colleagues and exploring the synergies that will make this combination very successful. Broadview has some industry-leading technologies in their portfolio, and we're excited for the growth opportunities that brings to the Formica businesses."

Formica Group invented laminate in 1913 and remains a leading provider of branded, designed surfacing solutions for commercial and residential customers worldwide. Broadview Holding also owns Trespa (a major supplier of exterior HPL cladding), Arpa (known for its Fenix product line) and Westag (a manufacturer of doors and surfaces with a significant footprint in Germany).



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Leaders of Wilsonart Engineered Surfaces and Hyundai L&C USA celebrate the opening of a new joint plant in Temple, TX with a ribbon-cutting ceremony.

## Wilsonart, Hyundai Mark Joint Venture

**TEMPLE, TX** — Wilsonart Engineered Surfaces and Hyundai L&C USA have celebrated the opening of a new factory aimed at supporting a joint business venture between the two surfacing product suppliers.

The Temple, TX facility will provide manufacturing capabilities to support growth for the Wilsonart and Hanex solid surfaces product lines, produced under the terms of a 15-year-old joint-venture alliance known as American Surfacing Materials, LLC (ASM), according to the companies.

The 135,000-sq.-ft. factory has the capacity to produce up to 300,000 sheets of solid surface annually, according to the companies. The plant's location will also allow both companies "to maximize product availability, proximity to customers and better serve the solid surface market with American-made products," officials said.

"This new ASM solid surface manufacturing facility offers both our companies an innovative, state-of-the-art facility that will deliver distinctive products our customers can't find anywhere else," said Tim O'Brien, CEO of Wilsonart.

"The new plant is an excellent collaboration between two leaders in the industry [and] will allow both companies to better serve their customers," he added.

## BSH Targets Digital Firm For Investment

**IRVINE, CA** — BSH Home Appliance Corp., corporate parent of the Bosch, Thermador and Gaggenau appliance brands, has become a strategic investor in Chefling, an online service aimed at linking digital resources with home appliances.

Announcement of the investment was made by BSH as part of a corporate strategy to "provide added value" by supplying connected hardware and digital services for cooking, grocery management and other functions to appliance consumers.

"Chefling offers smart kitchen solutions based on an artificial-intelligence-driven platform that seamlessly incorporates inventory organization, personalized recipe suggestions and smart device integration to simplify the cooking experience," BSH said.

"A growing number of consumers are turning to apps and smart assistants when it comes to better organize their household," said Mario Pieper, head of the Digital Business Unit at BSH. "We see that digitalization offers new opportunities to give consumers the right level of information and support just when they need it.

"With Chefling's Artificial Intelligence technology platform, both companies are in a strong position to raise the bar on personalized services and assistance in the kitchen."

Chefling will initially focus on developing new applications and technologies, as well as increasing its user base and partnerships in its North American home market, according to BSH, which said its funds will be used to further grow its business and to expand product, marketing and technology development teams in the U.S. and India. As part of the strategic partnership, Chefling is planning market expansion and will further integrate with BSH products and services, the company said.

"This strategic investment will help us to not only bring new features and capabilities to our users, but also to create the end-to-end preparation platform of the future," said Jeff Xie, Chefling co-founder.

In 2017, BSH announced the acquisition of a majority stake in the Berlin startup Kitchen Stories, which offers consumers recipe inspiration and step-by-step guidance, photos and videos.

## RTA Cabinet Alliance Fighting Effort To Impose Duties on Chinese Imports

**WASHINGTON, DC** — An alliance of distributors, dealers, contractors, installers and importers of ready-to-assemble (RTA) cabinets has been formed to fight charges by U.S. cabinet interests that unfair trade practices warrant the imposition of antidumping penalties on Chinese cabinet imports.

The coalition, known as the American Coalition of Cabinet Distributors (ACCD), was launched to fight an antidumping and countervailing duty petition that seeks to impose substantial duties on imports of RTA cabinets from China (**see related story, page 14**).

The unfair-trade petition was filed in March by the American Kitchen Cabinet Alliance (AKCA), a coalition of major cabinet manufacturers and component suppliers that has alleged that, as a result of unfair trade practices, imports of Chinese-made kitchen cabinets pose an existential threat to the U.S. cabinet trade. The AKCA is seeking to have trade officials impose antidumping penalties on the Chinese.

The ACCD was formed to oppose the antidumping and countervailing duty petitions, since imposition of the proposed duties, according to the coalition, "could effectively eliminate the RTA option from the U.S. marketplace."

"The made-to-order cabinet manufacturers that filed this trade case are seeking to wipe out the RTA market segment by taking advantage of anti-China trade sentiment," said ACCD member Randy Goldstein, chief executive officer of Raleigh, NC-based Kitchen Cabinet Distributors.

The RTA sector of the domestic cabinet industry, the ACCD argues, is based on a business model in which companies import and warehouse stackable cabinet products, making them readily available to dealers, contractors, builders and installers on-demand. RTA cabinets fill a specific consumer need by making a limited selection of options available in a matter of days, a dramatically faster turnaround time than other types of cabinets.

The ACCD, according to the coalition, represents small- and medium-sized businesses that account for less than 10% of the U.S. domestic cabinet industry, but directly employ tens of thousands of American workers and indirectly support many more.

"Small- and medium-sized businesses throughout the U.S. that rely on RTA imports have formed this coalition [and] we will make sure that policymakers, elected officials and the public understand the facts of this case and the damage that duties would have on remodelers and builders across the country, as well as on American homeowners," Goldstein added.

"The imported RTA sector makes up a small portion of the U.S. cabinet market," said Coalition member Missy O'Daniel, president of Charlotte, NC-based Web-Don Inc.

"Domestic producers dominate the market. Our success has done nothing to impede the growth of the larger U.S. kitchen cabinet industry, which continues to prosper today. In fact, made-to-order cabinet producers have steadily increased their prices and shipment volumes over the past several years, hardly a sign of industry malaise."

"Given that import duties would have a significant, harmful impact on workers and businesses across the U.S., and would hurt American consumers who benefit from access to the broadest array of cabinet choices possible, the coalition urges the ITC to continue to subject the petitioners' self-serving assertions to the most careful scrutiny," O'Daniel said.

## Founder of California Faucets Passes Away

**HUNTINGTON BEACH, CA** — Fred Silverstein, the founder of California Faucets in Huntington Beach, CA, passed away recently at the age of 86. He founded the company — which manufactures decorative fittings including faucets, shower fittings and drains — in 1988 based on three pillars: handcrafted quality, quick delivery and superior service, according to the company.

"My father was a born entrepreneur who was not afraid to take innovative risks, but his guiding principle was, 'Do the right thing,'" said Jeff Silverstein, president and CEO of the company.

In 2017, the Decorative Plumbing Hardware Association inducted Silverstein into its Council of Fellows. A charter member of the organization, his contributions included supporting annual scholarships, providing manpower behind the scenes and encouraging employees and peers to become involved.



## Alliances at Odds Over Duties For Ceramic Tile Imports

**WASHINGTON, DC** — A pair of industry coalitions are squarely at odds over whether U.S. trade officials should impose antidumping and countervailing duties on ceramic and porcelain tile products that are imported from China.

The sharply opposing viewpoints came to light in May, literally weeks after an alliance of eight U.S. ceramic tile producers filed antidumping and countervailing duty petitions with the Commerce Dept. and the U.S. International Trade Commission in an effort to impose unfair-trade penalties on virtually all ceramic and porcelain tile products imported from China. The petitions were filed by the "Coalition for Fair Trade in Ceramic Tile," a manufacturing alliance that includes American Wonder Porcelain, Florida Tile, Crossville, Florim USA, Dal-Tile Corp., Landmark Ceramics, Del Conca USA and StonePeak Ceramics.

In response to the April filing, a newly formed coalition, the "Ceramic Tile Alliance" (CTA) – a broad-based organization of North American importers, distributors, retailers and design professionals – announced it was strongly opposed to the potential duties, charging that, if imposed, they would "jeopardize the long-term health and growth of the entire ceramic tile industry against other competing floor and wall products."

The opposing viewpoints regarding antidumping and countervailing duties for Chinese tile imports mirrors the battle currently underway in the U.S. cabinet industry (**see related stories, Pages 14 and 16**).

The unfair-trade petitions filed by the Coalition for Fair Trade in Ceramic Tile seek the imposition of penalizing duties of more than 400% on virtually all Chinese imports of ceramic and porcelain floor tiles, mosaics and decorative wall tiles. The coalition claims the imports "are causing injury and damage to the domestic ceramic tile manufacturing industry." Potentially impacted by the unfair-trade petitions is a wide range of Chinese ceramic tile imports that are commonly used for flooring, walls, paving and other applications.

U.S. antidumping laws impose special tariffs to counteract imports that are sold in the U.S. at less than "normal value." Countervailing duty laws impose special tariffs to counteract imports that are sold in the U.S. with the benefit of foreign government subsidies. For both duties to be imposed, trade officials must determine not only that dumping and/or Chinese-government subsidies are occurring, as charged, but also that there is material injury due to the imports. Importers are liable for any duties imposed.

According to the CTA, however, the duties, if imposed, would only serve to "jeopardize the long-term health and growth of our industry," benefitting domestic ceramic tile manufacturers at the expense of ceramic tile distributors, retailers, installers and design professionals.

As in the case of cabinet-tariff opponents, the CTA argues that Chinese imports have not negatively affected the growth of domestic manufacturing and are not the lowest-cost products imported into the market.

"Our united focus is an attempt to save American businesses and the thousands of American jobs that will be at risk if this petition is allowed to move forward," the CTA said. "A tariff on imports is a tax on the industry. With tariffs as high as 400%, American companies will be forced to end long-term relationships with Chinese suppliers who've provided hundreds of products not significantly produced domestically. Many specialty tile companies may be forced to close their doors, resulting in thousands of lost jobs."

The CTA added that, in the event these products can no longer be imported, "significant financial losses for tile distributors and importers" would result.

"Investments made to sample and merchandise product collections will be lost," the CTA said. "Distributors will also be faced with managing unproductive surplus inventory [and] the architectural-and-design community will lose entire product segments where labor-intensive, uniquely crafted designs are critical. Our greatest number of sales transactions (decorative tiles and mosaics), which are typically the most profitable, may suffer due to a lack of available assortment."

The impact of the potential duties, the CTA alleged, would also be felt throughout the product supply chain.

"Dealers, retail showrooms and kitchen and bath boutiques will need to retrofit costly displays, vignettes, floor and wall installations to remove products that will no longer be available," the CTA charged, adding that "this will cause a significant disruption to the majority of businesses in the tile industry and will result in significant price increases for the American consumer."

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MARY JO PETERSON,  
CMKBD, CAPS, CLIPP

# Ideas for Finding Design Inspiration

**AS DESIGNERS, WE** are hungry for inspiration to feed our creativity and keep our designs fresh, and we are surrounded by limitless resources to meet this need. Sources of inspiration play an important role in the design process – as triggers for idea generation, in expressing design concepts and sometimes in solving design challenges. Whether to broaden the base of a newer designer or to refresh the more experienced designer, exploring sources of inspiration should be considered critical to the design process.

On top of the incredible subject-specific library of photo inspiration available to us online, design shows and show houses offer further stimulation, as does exploration of things outside the singular focus on the kitchen and bath. Recent experiences at several of the spring trade shows and show houses, and traveling New York City with a designer friend, have reminded me of the wealth of design inspiration out there and recharged my design vision. Our observations prompted this chance



Photo: www.parisceramicsusa.com

▣ New and used encaustic tiles are one of the places where the Moroccan influence is inspiring design.

*“Whether to broaden the base of a newer designer or to refresh the more experienced designer, exploring sources of inspiration should be considered critical to the design process.”*

to share some of that inspiration, some of the sources and a few of our trend-related findings.

## INSPIRATION SOURCES

When asked to consider sources for inspiration, we can all list the obvious and valuable websites, blogs, magazine collections and books of photo inspiration directly related to our design focus. Reaching outside these resources takes time and sometimes money, but it can be well worth that cost. Kicking off with KBIS and IBS, I took advantage of the chance to experience several great design shows here in New York this year. The *Architectural Digest* Design Show involves art and interior design, including some kitchen and bath concepts, targeting the luxury market. The International Contemporary Furniture Fair (ICFF) was amazing in its own right and also serves as the anchor for NYCxDesign – almost two weeks of opportunity to experience the best of design in the city. Amazing opportunities like this exist near and far, and researching and participating in those in your own backyard can save time and cost while offering a wealth of insight and vision.

We are exposed to wonderful and unexpected opportunities for design inspiration in our everyday happenings. Our wander in New York City took us from a park through some back streets of shops to a museum. We then walked the Highline, which is the restoration of an old elevated train track, now a park and walkway and the most-visited site in the city. We ended at a new development that included applications of technology that provided space-age features, which was in total contrast to the character of the neighboring Highline.

Nature, being so good at lighting, color, balance and all the elements of design, makes a great catalyst for fresh ideas and directions. Retail shops can be as amazing as the proprietor who dresses the space (see photos, above right). Architecture in total – and especially in the details – can inspire a rich approach to design features. Finally, a conversation about unique aesthetics in New York would not be complete without a nod to the amazing people walking the streets, absolutely offering more motivation for a novel design approach.



Photo: Lorey Cavanaugh

▣ Design inspiration can be found all over, including from creative retail displays.

## FINDINGS & OBSERVATIONS

Throughout these experiences, there were several themes in the details that seemed noteworthy. First, there was the suggestion that the kitchen has evolved to be a social space where sometimes someone cooks. Second, Moroccan patterns were everywhere in fabrics, floor and wall surfaces, and used and new tiles, particularly at the luxury level. Third, design across the concepts and product categories is supporting the commitment to decluttering and simplification.

Moving to more major inspiration points, the first was biophilic design, or design that connects people to nature and the environment, addressing our interest in environmental issues and in health and wellness. This connection to nature is showing up in the use of natural materials or the replication of the textures, colors and patterns of nature. It is also behind the movement to increased physical connection to outdoors, green or living walls and indoor gardens, and lighting that provides a sense of natural light and that can be programmed according to circadian rhythms.

Interest in health and wellness and physical activity is another mainspring for design, apparent in Universal Design fixtures, water-saving and water-therapy fittings, appliances incorporating improved food preservation and healthier cooking methods and in lighting, as well as in space planning in public and residential spaces.

Speaking to both wellness and technology, the KB Homes/Builder Magazine Project Home at IBS included such things as a residential wellness technology platform, or a robot called Darwin that, among other things, roamed the house passively managing air quality and controlling lighting to simulate natural sunlight according to the time of day and location of the home. Yes, technology – again in the massive new performing arts center, the Shed at Hudson Yards, the development that we visited. Technology enables this space to expand and contract on giant hardware, according to the size of the crowd or the event taking place.

The desire to personalize is also apparent in the design of everything from fabrics to appliances, so like never before, there are amazing options for mixing and matching the parts and pieces that make up an appliance or a fitting, or beyond the kitchen and bath, a fabric or finish choice, many of which involve saturated colors and bold patterns, especially Moroccan, where neutrals once ruled.

#### CONCLUSION

Most of us begin a client survey with questions about the client's design inspiration, and certainly

we all need to be inspired to maintain fresh ideas and creativity. Whether from our office files, or from the client, inspiration images help them to convey their vision to us, help us to expand our frame of reference and stimulate creativity, and help us to communicate our

design concepts to them. I have the sense that the old saying "one picture is worth a thousand words" can be applied to this discussion, and that pictures would be better than any words at all, but I hope this serves as a challenge to you to get out and be inspired. ■



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

# The Quest for Good Designer-Salespeople

**OVER THE YEARS**, when writing about showroom design, I've focused on the showroom and business. However, in the past five years, I've become increasingly aware of how very important the designer-salesperson is to a kitchen and bath showroom's success. They can make or break the experience for the customer and the sustainability of the showroom.

Cabinetry design in kitchen and bath sales can be challenging, and owners need and want their designer-salespeople to be able to do it all, including:

- Assist in selecting products and materials with today's and tomorrow's fashions in mind;
- Be able to see and deliver a conceptual design that wows;

*“Businesses cannot flourish without well-prepared designer-salespeople who can manage the various project details while working well with homeowners.”*

- Know and apply CAD technology to ensure accurate visualization to pricing;
- Prepare everything from bids to legal documents with accuracy;
- Guide the selling process throughout a protracted/extended time to a closed sale;
- Gracefully manage enough jobs simultaneously to make the monthly numbers;
- Be a professional problem solver and negotiator;
- Act as a therapist and psychologist throughout the project journey.

## TRAINING & MENTORS

In the '90s, our industry's mentors were more available and ensured the continuity of the business. Mentors drove education on many topics and closed sales.

These days, however, training the showroom staff seems to be less important because we have so many vehicles to self learn. However, in my view, it's more important than ever as we have older experts retiring and leaving our industry, being replaced by new employees who are younger and much less experienced in all the aspects of the kitchen and bath industry.

More and more, self-service has replaced the personal attention customers used to get from store clerks. If you want to know how to do something today, people say, “Google It” or, “Look for a video on YouTube.” Still, we all need mentoring, and our industry needs mentors who will grow a crop of new designers who can sell from the first engagement to the final ‘thank you’ after closing the sale. The showroom is the space that connects it all.

People use all their senses when learning and they need to be able to ask questions and benefit from those with experience. In addition to the complexities of fitting all the components, colors and finishes into a room design, there's the need for diplomacy when working with a client, and for accuracy when ordering and coordinating the timing of deliveries and

installation, etc. Our complex industry is not for wimps! If you're not going to make it in our industry, you usually know within a year or two. Those who learn our “hows” tend to stay a very long time. However, with so many new industry employees, it's a challenge getting those new folks acclimated.

A showroom is an expansive physical space containing products, merchandising, lighting, etc. But these showrooms – and businesses – cannot flourish without qualified, well-prepared designer-salespeople who work well with homeowners and who can manage all the necessary project details – and there are a lot of details!

Home building and remodeling are rebounding, but during the recent economic downturn, we lost many educated, talented people. Some retired. Some moved to other industries and changed professions. There's also a talent gap because young designers are not entering our industry in the numbers of years gone by. Seasoned professionals may not be there to share their wisdom.

So, instead of mentoring new employees, some companies are raiding competitors' designers. It's easier, at first. But will it work long-term? I believe we can only do this for so long. Once a designer is on the move, he or she may not stay put but instead search for new challenges and opportunities.

Frequently, I'm asked by business owners if I can recommend a designer-salesperson to

hire for their showroom. I guess they contact me because they've already discovered how hard it is to find good people in their local area – especially those with kitchen and bath experience. It appears that we just don't have enough people to select from, and the ones entering the profession are right out of college. Hopefully, in spite of their lack of experience, they may come with agility, technical skills, design sensitivity and traits that will aid in project management – all important to the total role of a budding designer-salesperson for your showroom.

Maybe we need to invent a project design simulator to practice working through a project and its details?

A business needs to have the full complement of core talents: project management, design and desktop tools. However, many new employees lack formal sales training or don't have a history of proven sales closing results. The business leader may be overwhelmed looking for talent that will immediately be productive.

Our industry typically employs those returning to work or coming from another industry. We need people who desire a balanced mix of creativity, project ownership and technical skills. These candidates are not easily found in the open job market. How do we find them and get them ready for our industry's business success in the showroom?

When baby boomers entered the kitchen and bath workforce during the '90s boom, hours and hours were spent training, mentoring, participating in NKBA memberships and getting certified in industry knowledge. With the advent of technology and the self-serve way of doing things today, educating our employees seems not to be our highest priority anymore.

But when employees try to learn on their own or “wing it,” they often do not have a unified direction for guiding customers through the design process toward sales. If they're strong in sales, then their lack of industry knowledge and agility within the industry is their hurdle.

It takes time to educate someone in kitchen and bath design. When sales increase and the showroom is busy, it's difficult to think about taking time out for training. However, a pool of trained employees is needed to welcome the growing numbers of homeowners seeking our products and services. We have numerous millennials forming households and coming to us for kitchens and baths that are different from those of their parents.

There is a saying that salespeople are born, not made. Undoubtedly, some people have a natural talent for sales. I see it in

my travels and interactions with designers across many markets. However, our industry requires many more skills than just sales, and without a closed sale, the showroom cannot exist. Because our sales process is complex and protracted, multiple skills are needed concurrently.

Additionally, designers need to be project managers, problem solvers, negotiators, lead generators, mathematicians and strategic thinkers who avoid creating problems in the course of designing to a sale. It's also not enough to have the vital skills of color accuracy and making color combination recommendations. Occasionally designers need to be psychologists, too, especially when homeowners' tastes outgrow their budgets.

It's about planning, setting up for long-term success and coaching instead of coaxing! Hire designers who will be able to sell well. When you provide training, you will have employees who do business to your standards and will not have bad habits to overcome. When they see the big picture and how they've contributed to the showroom's success, it will feed a loyalty born of contributing in positive ways – your ways. If you can also make it engaging and relevant, you'll gain millennials' support; otherwise, they'll drift away.

The people you employ to guide your customers through the process of picking out finishes and designing beautiful rooms are the key to your success. Anyone can look online at room scenes, but that doesn't help the average consumer figure out how that inspiration can be translated into their dream

*“Isn't it time that we invest in our industry on the design and especially sales skills side of development?”*

kitchen or bath. Having a mutual plan of action that all employees adhere to will help the business grow with a committed team of skilled consultants.

We need to play both the long and short game. Educated, quality designers will help our industry grow, and the showroom will be successful because of increased sales and happy, positive referrals from homeowners. Two of

our biggest retailers have announced on major news stations that our industry needs more trained personnel and they have made a commitment to invest in training people – likely, contractors, installers, etc.

Kitchen and bath designers who are also expected to be excellent salespeople and project managers deserve this, too. Our industry deserves this.

I wish I could report that I have this all figured out with an easy answer. But our gap is far bigger than one person can solve.

Isn't it time that we invest in our industry on the design and especially sales skills side of development? To do what I can to help, I've developed a new Selling Skills course to give designers approved time to learn best practices for selling from each other. Still, we need more formalized and everyday practice with selling skills techniques in our showroom environments, in addition to an event as an industry out of the showroom to grow the next crop of designers for our industry.

I hope you will join me in building and encouraging an education and training initiative for our next generation of designers so that nationwide, homeowners will enjoy beautiful, well-functioning spaces from our showrooms for many years to come. ■

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# 1Password



**WHAT IT IS:** A password management app

**WHAT IT DOES:** 1Password stores all of the user's passwords behind a single Master Password or Face ID, protected by end-to-end encryption. The app is always locked automatically to ensure that data is safe in case of a lost or stolen device. The app enables users to generate strong passwords and pass-phrases and fills usernames, passwords and other info into websites and apps. Users can also access password info across all of their devices.

**WHO IT'S FOR:** Anyone with a lot of internet passwords to keep organized

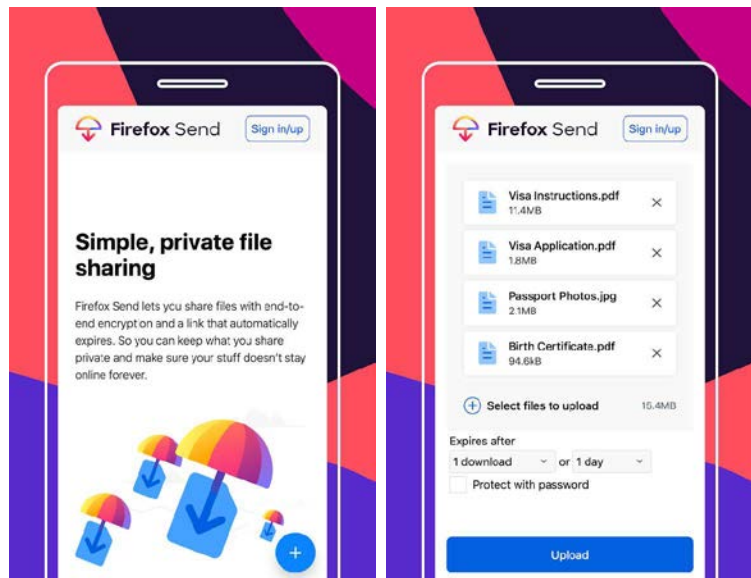
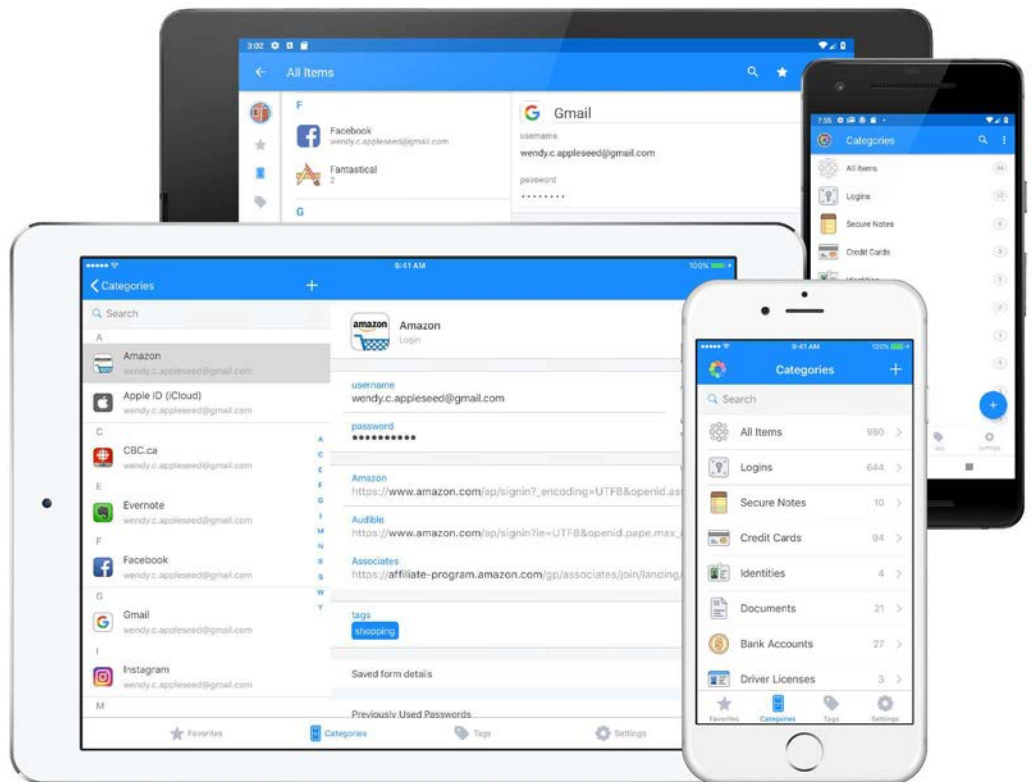
**WHY KITCHEN AND BATH DESIGNERS NEED IT:** Designers have a lot of passwords to keep track of – social media, shopping websites, email and more. 1Password streamlines this process.

**AVAILABLE SINCE:** 2006

**WHO MAKES IT:** AgileBits Inc.

**PLATFORM(S):** Android, iOS

**WHERE TO FIND IT:** Google Play Store, App Store



# Firefox Send (Beta)



**WHAT IT IS:** A secure file-sharing app

**WHAT IT DOES:** With Firefox Send, users can share files up to 1GB quickly and securely. Files are encrypted and sent as links that automatically expire.

**WHO IT'S FOR:** Anyone worried about security and efficiency when sharing files

**WHY KITCHEN AND BATH DESIGNERS NEED IT:** Large files containing 3D renderings or floor plans can be quite cumbersome to send to clients and subcontractors, and designers need to be able to share these quickly and safely.

**AVAILABLE SINCE:** 2019 (in beta)

**WHO MAKES IT:** Mozilla

**PLATFORM(S):** Android, browser

**WHERE TO FIND IT:** Google Play Store, [send.firefox.com](https://send.firefox.com)

# Easy DND



**WHAT IT IS:** A Do Not Disturb management app

**WHAT IT DOES:** Easy DND enables users to toggle different Do Not Disturb modes to suit their needs, including a full Do Not Disturb with no interruptions, a starred contacts only mode, a priority only mode and more.

**WHO IT'S FOR:** Anyone who needs a simple, customizable way to cut down on phone-related distractions

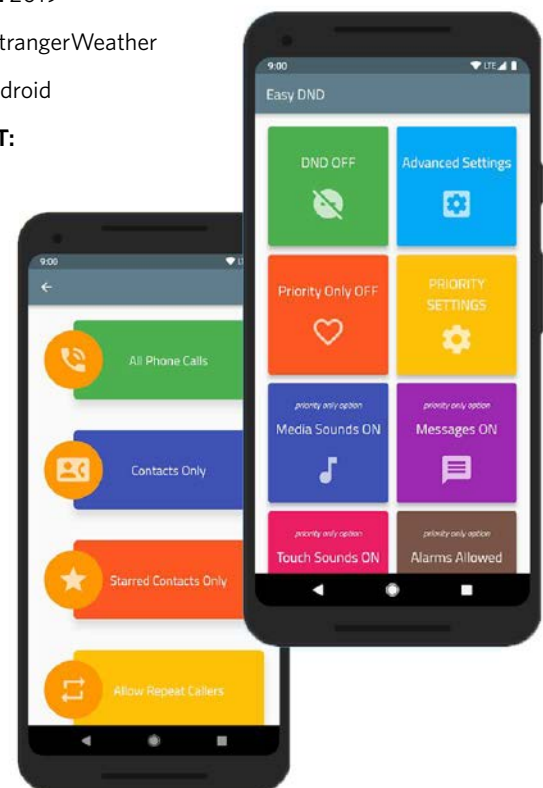
**WHY KITCHEN AND BATH DESIGNERS NEED IT:** Interruptions during times such as client meetings are inconvenient and distracting.

**AVAILABLE SINCE:** 2019

**WHO MAKES IT:** StrangerWeather

**PLATFORM(S):** Android

**WHERE TO FIND IT:** Google Play Store





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# Designer Lends Talents to Family Business

BY AUTUMN MCGARR

DC-area designer Cathleen Gruver brings a technology-forward approach to her family's historic homebuilding business.

**PURCELLVILLE, VA** — Many designers can point to a family connection as the reason they came to the industry – a parent who operated an interior design business out of a living room office, or perhaps a grandparent who created custom furniture. Few, however, embody this organic path to the design industry quite like Cathleen Gruver.

Generations of Gruver's family have owned and operated Purcellville, VA-based custom home business Gruver Cooley for 111 years. "I kind of grew up in the industry," Gruver explains. "But, I always wanted to do something a little bit more creative." While attaining her undergraduate and master's degrees, Gruver became more involved in the family business, offering selection and design help to clients.

Gruver has since become head of Gruver Cooley's design branch, working with high-end clients throughout the Washington, DC area. She is a member of the National Kitchen and Bath Association – she was honored as a member of the 2016 Thirty Under 30 class – as well as the American Society of Interior Designers.



Photos: Mary Parker Architectural Photography

☛ Cathleen Gruver updated this formerly dated master bath by making the bay windows the star of the space.

## TIMELESS LIVING

Growing up in and around an historic homebuilding business fostered in Gruver a deep appreciation for design that stands the test of time. "It instilled in me a sense of wanting to create spaces that are timeless. [Gruver Cooley]

is known for its quality, and it's been instilled in me since a very young age to create spaces that reflect that," Gruver says.

This drive to create design that lasts is well-suited to her clientele, many of whom are based in the historic semi-rural area of Loudon County, VA. "It's a lot of farms and horse country," Gruver notes, adding that her clients tend to favor a transitional aesthetic. "I just love marrying traditional elements to some slightly modern touches. I think that's the best way to create a timeless environment – you're not too trendy, you just have touches of trendy."

Part of timelessness is making sure that people will continually want to linger in the spaces that she creates. Gruver prioritizes designing to encourage familial interaction and socializing. "The kitchen is the hub," she believes. "You want to make sure that you have enough electrical outlets, enough seats at the bar, and you want to make them comfortable seats. It's about figuring out how to make the area the most functional and the most welcoming."

## COMMUNICATION AND INNOVATION

In order to design for the flow of a specific client's life, Gruver begins by asking for the clients to describe their dream space in three words. Often, these words seem quite generic – "welcoming," "rustic" – but they are crucial to Gruver's design process.

"We base our design around these words the entire time and use them as an anchoring point, because it's really easy for clients to



☛ Gruver designed the ADA-compliant kitchen of this new-construction dream home, incorporating a leath-ered granite counter with a hand-chipped edge and oil-rubbed bronze fixtures to create a rustic aesthetic.





As part of a remodel of an estate caretaker's house, Gruver removed a wall to create a spacious open-concept first floor. Custom cabinetry, chevron tiles and all-new appliances breathe new life into the space. Bathrooms were expanded and renovated to become ADA compliant.



kind of veer off the path – you can appreciate and love a lot of things but that doesn't always mean that it's right for your space. And I think that, as a designer, it's really important to keep everybody on track and moving in the right direction." She adds, "Words are a good way to keep the client accountable."

For Gruver, accountability is one of the most important aspects of the designer-client relationship, and something that goes both ways. In order to earn and maintain client trust, Gruver prioritizes open and honest lines of communication from the very beginning of

any project, and technology has proven to be an excellent way to keep herself and her team accountable to the client.

By creating digital renderings of the finished project, Gruver is able to cultivate a sense of trust between herself and the client. "[It especially helps when] money is involved. People watch a lot of TV and they might think, oh, that doesn't cost that much. And so when you're telling them a number and they don't really understand, it helps to show them, okay, this is what the product is. That's worth it to me."

This approach to client relationships, along with the longtime reputation of Gruver Cooley in the area, has provided Gruver with a steady stream of new and returning clients with very little effort dedicated to marketing, as well as a base of trusted subcontractors.

"Because we're in a rural area, we get to grow these relationships, and we're such an old company that we have really strong relationships with the people that we work with," she remarks. "When you pride yourself on the quality of your work, it's really important to work with people you trust." ■



Karr Bick Kitchen & Bath, St. Louis, MO

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# Starter Home Kitchen Gets Makeover

BY KIM BERNDTSON

With a strong connection to the neighborhood and community, a retired couple renovates their forever home where the kitchen is a focal point from both the inside and outside.

**HOUSTON, TX** — Susan and Charles Elder had lived in their Houston, TX residence since they were first married. Decades later and now retired, they wanted a place that better suited their needs, so they embarked on a major renovation with RD Architecture’s Kathleen Reardon, AIA, and Susannah Devine, LEED-H, interior designer and principal of the Houston-based residential design firm.

“They loved the neighborhood and community,” says Devine. “Susan had grown up just six houses down the street, and together the couple raised two daughters in this home.”

However, shortly after the preliminary drawings were completed, the remodel morphed into a new home build project that was completed with Tryon Homes serving as the general contractor.

“There were only two original walls at the garage that remained intact, and the foundation looked like Swiss cheese because there were so many plumbing changes,” she continues. “It became more practical to redo it.”

## MAINTAINING THE ORIGINAL SPIRIT

Although the focus changed to new construction, Devine’s clients wanted to maintain the spirit of the original floor plan...albeit with a bit larger footprint.

“All of the rooms are in the vicinity of their original location,” she explains. “All of the parts and pieces are essentially the same, it’s just that the house grew up a bit and is now better suited to the 21st century lifestyle.”

As the new design plans took shape, they focused on a home with descriptors such as bright, airy, minimal, functional and well organized.

“Natural light was extremely important to them,” says the designer, noting the abundance of oversized windows that led to the home’s colloquial moniker of ‘The Lantern House.’

Those in the front provide visibility all the way from the living room, through the dining room and into the kitchen, which showcases a stunning, full-height 3cm Black Horse granite backsplash.

“The Italian granite slab splash was the first finish selection made, even before we completed design development,” Devine says. “Susan’s father was a geologist, so they wanted to find a beautiful natural stone in memory of him. When we found the Black Horse, we were all struck by its beauty. We thought it would be a shame to cut any part of it off...so we didn’t!”



**BOLD BACKSPLASH**  
Serves as a focal point while paying homage to the homeowner’s dad

**COLORFUL COOKER**  
Adds a pop of color in the predominately neutral kitchen

**‘CLEAN’ CABINETRY**  
Keeps the kitchen airy and bright and contrasts with the dark granite backsplash and mid-tone countertops



■ The seating area beneath the cantilevered countertop in the island is crafted with a ½" plate steel substrate for structural support, creating a completely open space for stools.

Photos: Juliana Franco Photography

Instead of using it as a countertop, which was the original plan when we started shopping for natural stone, we made the entire slab work with the design as an artistic splash by Mother Nature. It most definitely makes a statement... especially considering that you can see it from the street!"

Because the granite is such a powerful and dynamic material choice, the designer opted to contrast its predominately dark coloration with much lighter custom cabinetry crafted by Jim Farris Cabinets. The solid beech cabinets are painted with a pigmented conversion varnish with a clear satin top coat in Sherwin Williams' Extra White to keep the space airy and bright.

"My clients wanted the space to be clean and crisp, so it really couldn't be any color other than white," she says.

Since there are no upper cabinets, Devine worked with the homeowners to ensure adequate storage.

"The kitchen may seem small," she admits, noting that its layout acts as a simple galley-style space with just two countertop areas. "But we included two huge cabinet units – one to each side of the (KitchenAid) refrigerator that are built in and recessed with finely detailed edges."

The unit to the left of the refrigerator is designed as a beverage center where her clients can store their coffee maker and a few bottles of wine, along with the associated mugs and glasses. Additionally, several drawers and a wealth of shelves store everything from small appliances to cookbooks. To the right is a day pantry with pull-out shelves for dry goods like rice, spices and vegetables.

On the other side of the kitchen, the designer included another set of tall cabinet units for storing several sets of dishware as well as baking supplies, including a large stand mixer.



☑ (far left) Cabinetry to the left of the refrigerator is designed as a beverage center, while several drawers and a wealth of shelves store everything from the small appliances to cookbooks.

☑ A second set of tall cabinet units was designed to store several sets of dishware as well as baking supplies. A unique feature of one of the cabinets is a hidden pocket door that, when opened, creates a pass through to the utility/laundry area where there is additional storage and a second refrigerator.

A unique feature of one of the cabinets is a hidden pocket door that, when opened, creates a pass-through to the utility/laundry area, where there is additional storage and a second refrigerator.

"I love doing hidden passageways," she says, noting inspiration from one of her favorite designers, 18th-century cabinet-maker Jean-François Oeben, who was a master at creating hidden passages in cabinets. "In this house, my clients can set a pot of stew inside the cabinet and wait for it to cool before moving it to the secondary refrigerator. The pass-through makes it so much easier to move all kinds of things back and forth between the kitchen and the back of the house."

#### ADDING A POP OF COLOR

The designer complemented the granite backsplash and cabinetry with Neolith's Basalt Grey sintered stone, finished in Satin with a 12mm eased edge, which she used as the island and

perimeter countertops, both of which feature waterfall edges on one side. For the island, the cabinet maker cantilevered the seating area with a 1/2" plate steel substrate for structural support.

"It can, and has, supported a couple dancing on it!" she says laughingly.

Devine also used the sintered stone as the small ledge behind the sink.

"We chose the Neolith because of its material advantages," she notes. "Its color also matches one of the mid-tones in the splash and it makes a nice contrast to the cabinets and the homeowners' serving dishes."

Although the bulk of the kitchen showcases neutral colors ranging from black and white to gray, the designer wasn't afraid to add some pops of color, such as what is supplied by the 48" six-burner BlueStar range in bold Pure Orange.

"Orange is one of Charles' favorite colors," she explains. "Plus, he's the master chef and loves to cook for family and friends." ■



#### PLANNING FOR MANEUVERABILITY AND ACCESSIBILITY

Since the remodel project turned into new construction, the RD Architecture team could better focus on fulfilling their clients' goals, which included creating a home with maneuverability and accessibility in mind.

"They had taken care of Susan's dad when he was ill, so they understood the value of having a home where they could age in place," says designer Susannah Devine.

That mindset is apparent in doors, hallways and pathways throughout the home, which are adequately sized to accommodate a wheelchair. An exercise room, which can easily be turned into accommodations for live-in help, if needed, is conveniently located near the master suite. And, both the master and guest bathrooms feature curbless showers with infinity drains and grab bars.

In the guest bath, Devine also located the tub filler control and plumbing valves within a countertop near one end of the freestanding tub, rather than locating it more traditionally behind the tub and in the wall.

"It's much easier access since they don't have to reach over the tub to turn on the water," she says. "The way the countertop is designed, they like to call it 'the diving board!'"

Devine also considered accessibility for the tanks of the wall-mount toilets in both bathrooms, locating them within cabinetry, rather than behind the drywall.

"In the guest bath, the tank is hidden behind a door within a cabinet that is all functional storage," she says. "And, in the master bath, full-depth cabinets along the same wall as the toilet gave us the ability to extend the vanity countertop behind the toilet to create a ledge that provides access to the tank. That same ledge becomes the top of a pony wall between the toilet and shower, before continuing into the shower."

"There are a lot of these types of intersecting planes and horizontal blocks of material used in both bathrooms, as well as throughout the home. They are discreet, yet detailed and crafted to conceal certain functions while looking like they are supposed to be there," she concludes.

# Designing for Hispanic Clientele

BY JAMIE GOLD, CKD, CAPS, MCCWC

A growing Hispanic demographic is influencing design and product trends in the kitchen and bath.

What makes an innovation, social change or other phenomenon a trend? How is this signaled or determined? One way is by observing multiple vendors offering similar features in their products, at their trade show booths and/or in retail stores. Another is by press releases showing statistics that point to an emerging pattern. A third indicator is the establishment of professional or trade associations embodying a characteristic, thus announcing a critical mass of industry professionals investing their time, energy and money. Serious trends are evidenced by all of these markers, and bear consideration by the industry at large.

The growing number of Hispanic home buyers is one such trend, and it is worth reviewing how this growing population's design preferences may factor into up-and-coming trends and what opportunities this might mean for your business. Before we do, though, please consider that Hispanic, Latino/Latina or Latinx (the recent gender-neutral word) are all terms used in this article, but are not necessarily the same thing – “Hispanic” denotes an individual from a Spanish-speaking background, while “Latino/a/x” indicates a Latin American geographical background. There is significant overlap in the U.S. market, as so many Hispanic community members here have hereditary roots in Latin American countries.

## TRENDLINES

“Hispanics now lead the charge in U.S. household growth,” declared the Housing Wire news release, quoting a 2018 State of Hispanic Home Ownership Report by the National Association of Hispanic Real Estate Professionals. (Stats: Check. Association: Check. Press release: Check.) Founded in 1999, NAHREP has 30,000 real estate agent, broker, mortgage and settlement service provider members, the group reports. Its stated mission is to advance Hispanic homeownership and educate those who serve Hispanic homebuyers and sellers, facilitating relationships between industry stakeholders and housing professionals.

Are you manufacturing or selling products to enhance a residence for use or resale? Are you providing design, building or remodeling services for homebuyers and sellers? That makes you stakeholders. Does appealing to 32.4 percent of U.S. households appeal to you, especially since close to half of them are homeowners?

This rate keeps increasing each year, and currently stands at 47.1 percent of Hispanics in the U.S. owning their own homes. According to NAHREP, “Over the past decade, Hispanics have



Photo: David Acosta Real Estate Group/Keller Williams Realty

■ Table space for eating in the kitchen is a strong want.

accounted for 62.7 percent of net U.S. homeownership gains.” The study also notes that Hispanic household income gains have shown the largest increase across all racial and ethnic groups.

## VITALS

“A majority (60.4 percent) of all U.S. Hispanics are 35 or younger, with over a quarter (27.2 percent) between the ages 19 to 35, many of whom are entering their prime home-buying years,” NAHREP notes. Can you afford to ignore this population and still remain successful long term?

Here are more vital statistics to consider with regard to Hispanic clientele, also from the NAHREP report:

- Hispanics are more likely to live in multi-generational households.
- In 2017, the most current data available, Hispanic median household income also rose to \$50,486, accounting for the largest increase in income (3.7 percent) among all racial or ethnic population groups. As of 2017, 32.4 percent of Hispanic households have a median income of \$75,000 or greater.
- At 80.5 percent, Hispanic men are more likely to participate in the labor force than any other racial or ethnic group. Hispanic men are also more likely to work in the construction industry than any other category of adult employed men. (This means your client is more likely to be knowledgeable about the remodel you're suggesting or the products you're offering. Respond accordingly!)
- On average, Latinos have 3.7 persons per household, compared to the U.S. national average of 3.03.

- 88 percent of Hispanics agreed that owning a home is the best investment plan, and they are better off owning as opposed to renting. (This points to a homeowner seeing the value of investing in home improvements, as well, to enhance its value.)

## KITCHEN AND BATH PREFERENCES

So what are common home design trends among Hispanic consumers? The National Association of Home Builders surveyed Hispanic home buyers about their preferences and learned that a separate laundry room was their top want, with Energy Star-rated appliances coming in second. They also want an Energy Star rating for the entire house, as well as table space for eating in the kitchen and a stall shower and tub in the master bathroom, according to survey results. Their top technology wants include a wireless security system with cameras, wireless home audio, programmable thermostat and home theater. Among the NAHB study's 10 least-wanted features for Hispanic home buyers are a master bath without a tub, laminate countertops and a wine cooler.

“We see that our Hispanic buyers have a very high design IQ and are drawn toward the more modern finishes when it comes to designing their home,” notes Lee K. Crowder, model branding senior manager national home builder Taylor Morrison's Dallas and Houston Darling-branded home communities. “There are certain [common] elements that we find [many of these consumers] are looking for in their home design, such as freestanding tubs, waterfall edge countertops [and] natural stone in lighter finishes for kitchen and bath areas.”

Crowder continues: “They appreciate a well-designed kitchen, designed around being

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Photo: Taylor Morrison

▣ Kitchen islands convey status and are more conducive to entertaining.

efficient while doing meal prep. That includes a catering kitchen, large pantry area, sinks that function for multi-tasking and serious chefs. Appliances have always been a hot ticket for our Hispanic buyers – ranges that have six burners and a griddle, built-in refrigerators and the ability to customize the finish and handles is very important.” He adds, “We are seeing a range of lighter materials when it comes to cabinet finish, stone flooring, tile in the bathroom and kitchen and countertop materials.”

David Acosta, NAHREP’s 2019 president and owner of David Acosta Real Estate Group in Southern California and Texas adds: “A kitchen island is a feature that they often look for in a house. Kitchen islands mean that they have a bigger space, which is more conducive to entertaining, and in some instances, islands communicate a bit more status.”

John Burns Real Estate Consulting’s senior v.p. of research, Todd Tomalak, says kitchens are a definite focus for Hispanic clients. They are “more likely than average U.S. households to upgrade kitchen design features.” They’re more likely to choose premium cooktop features and pay more for a farmhouse sink – even more than the U.S. norm, the Irvine, CA-based research executive notes.

“Free-standing tubs are a very big trend, and they bring a ‘wow’ factor to any bathroom,” observes Acosta about his firm’s clientele. He notes that having an accessible downstairs bathroom for older relatives is also important to this community, which is far more likely than the average American household to be multi-generational.

**OUTREACH**

Recognizing the growing importance of this demographic, how do you reach this clientele, if they haven’t reached out to you yet? You don’t have to advertise in Spanish language media, though it will make this community feel that you recognize their cultural background if you can and choose to do so.

Hispanics as a group are active Internet users, with one-third going online almost constantly, NAHREP says. They’re also more likely to access the web through a phone than a computer, so your messages need to be mobile-optimized. According to the group’s study, “Latinx are the highest demographic user group of Instagram, Snapchat, Pandora and Spotify and tie with Asians for their use of Facebook. Hispanics earning \$75,000-plus also out-index their non-Hispanic White counterparts in social engagement.” How engaging are your social media campaigns on these platforms?

Taylor Morrison is one company that has seen the power of Hispanic homeownership spending. “Sales to this demographic range between 15 to 30 percent of our community totals on an annual basis,” reports Crowder.

Acosta notes, “Hispanic customers make up about 30 to 40 percent of our clients.” They’re young, as well: “More and more we see first-time home buyers being in their mid-20s to early 30s.” Serving the two states with the largest Hispanic populations, including their border regions, Acosta notes, “Our clients come from every culture and nationality. Having started my career in Texas along the border, a lot of my clients came from Mexico, or were of Mexican descent. Nowadays in California, particularly in Los Angeles, we meet people from everywhere in the world.”

Being bilingual is essential to his team, he says. “The client is always right, so if their primary language is Spanish, they will feel more comfortable with an agent that speaks their own language. Millennials, although they speak both languages, prefer to conduct business in English, and they will switch to Spanish for cultural references and connecting with the other party. It’s important that you have someone in your team who can serve your clientele the way they need and want to be served.”

“About 50 percent of our clientele are Latino,” shares Sandra Diaz-Velasco, Miami-based



Eolo A&I Design/Photos by Juan Pablo Estupinan & Eugenio Wilman

▣ Many of Sandra Diaz-Velasco’s Latino clients desire sophisticated spaces like this bath.

designer and owner of Eolo A&I Design, adding, “We serve clients from Venezuela, Honduras, Colombia, Paraguay and El Salvador.” The 2019 NKBA Best Overall Bath award-winning designer has an upscale clientele located in Florida, Latin America and the Caribbean.

“We speak predominantly in English with our clients, whose demographic is typically well-educated, well-traveled and discerning enough to express their needs and wishes,” Diaz-Velasco adds. “That said, we also celebrate and acknowledge our clients’ cultural background, and may respond to a client’s cultural roots – be it through design or through communication and collaboration – in a way that is meaningful to the client on an individual basis.”

Not all of her projects are domestic, she says. “When working with a Latino or Hispanic client in their community outside of the U.S., it is important to perform due diligence, investigating the culture and how the client’s needs and tastes translate and play into the space and design goals.”

**LAST WORDS**

“Design is a universal language,” observes Diaz-Velasco. “If a designer is talented enough, educated and eager to keep learning, is licensed and knowledgeable about their trade, there are no cultural barriers. Every design project is unique, and while culture and location can play an influential role, being Hispanic or having any particular cultural background does not make a difference when it comes to executing a vision.” Success is multi-lingual. ■



Jamie Gold, CKD, CAPS, MCCWC is an independent design consultant in San Diego, the author of *New Kitchen Ideas That Work* and the *New Bathroom Idea Book* (Taunton Press), a design journalist, and NKBA Chapter Presenter. Her website is [jamiengold.net](http://jamiengold.net). She was named one of Kitchen & Bath Design News’ 50 top innovators in its inaugural list.

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# The New Traditionals

A highly versatile, hybrid style is emerging in kitchen design. Here, designers from across the country discuss the workings of this trend.

BY LIS KING

**T**he term ‘New Traditional’ may seem like an oxymoron, but the style, which basically merges classic and contemporary elements, has become a strong movement. This is especially true in kitchen design, for a number of reasons, according to kitchen and bath industry professionals.

For one thing, this hybrid style creates the kind of livable, welcoming spaces preferred by homeowners, who often find the typically severe European kitchen a bit cold. It also leaves a lot of room for personal expression as well as regional design influences. In fact, New Traditional has become so prevalent that some designers refer to it as an American style phenomenon.

Middleton, WI designer Paul Dybdahl of Dybdahl Design Group isn’t exactly a newcomer to the idea of mixing styles. “We specialize in remodeling and our region tends to be fairly conservative,” he explains. “Therefore, melding new and old and keeping a home’s character as well as clients’ lifestyles in mind comes naturally to us, and we’ve been doing it for years. But, obviously, there are lots of people all over the country who appreciate traditional architecture, interiors and furnishings, while also admiring clean lines and modern technology. Let’s face it, even new homes look to the past, so, yes, I certainly see New Traditional as a relevant trend.”





Photo: Joe DeMaio

■ Furniture details on the island and range hood, deep green as a contrast to creamy white, ceiling beams and a highly ornamental range add traditional personality to this kitchen designed by Wisconsin designer Paul Dybdahl.

■ A brick-vaulted ceiling emphasized with dark beams, a farm table and island with furniture details and a classic black range and hood contrasting with white walls typifies the New Traditional look in this space designed by Steven Cooper of Cooper-Pacific Kitchens.

Designing for a sophisticated luxury market, Steven Cooper of Cooper Pacific Kitchens in West Hollywood, CA agrees that New Traditional is a trend with staying power. “We are such believers that we just installed a New Traditional kitchen in our showroom,” he says. “The extreme high-end market, too, appreciates the warmth of traditional kitchens while also borrowing a restrained sensibility from contemporary design. Our designs include lots of layering and textures and combinations of finishes and colors. And the great thing about New Traditional is that it leaves room for us to also pay homage to our region with Regency and Art Deco elements.”

### INTERPRETING A TREND

What makes New Traditional such a well-loved style is its versatility. Says Peter Salerno, a kitchen industry guru with numerous awards to his name and an idea-filled showroom in Wyckoff, NJ: “Are we talking about traditional with a modern twist, modern with a traditional twist, transitional or something in between? Well, I think transitional probably comes closest to current tastes, but personally I find that term rather weak and nondescript. New Traditional is a better term. It intrigues clients, and that’s something we welcome. We love it when they come to our showroom and are inspired to think creatively.”

Currently, the Salerno showroom is displaying a number of new cabinet door styles, and he notes, “In our market, the Shaker door is pretty much out. Our clients are definitely looking for something a bit more ornate and unusual. We give them that with more details and unique features. One of our doors, for example, features a stainless steel frame. Another stands out with triple beads. The point here is to give the clients ideas and have them open themselves to new concepts.”

On the other hand, massive crown moldings are giving way to less elaborate treatments, he says, and however much he loves creative solutions, he discourages outrageous design themes.

“People are looking for tranquility,” he explains, “which is why New Traditional is such a good style. An all-black kitchen, for example, with all-black cabinetry and appliances, may seem sexy right now, but for how long is it sexy? And who wants to pay \$200,000 for a kitchen you are sick and tired of within a few years?”



Photo: E. Bea Photography



Photo: Peter Rymwid

■ (top photo) New Traditional is exemplified in this kitchen designed by South Carolina designer Bryan Reiss. The vaulted ceiling is painted white and the function of the kitchen is decidedly contemporary, while the introduction of soft blues, a tile wall and a black iron candelabra add traditional warmth.

■ Art Deco-styled tiles in a ceiling detail and warm woods contrast nicely with stainless steel and white cabinetry in this space designed by Peter Salerno. The kitchen also features four ovens as requested by the owner, a professional pastry chef.

➤ Mick De Giulio of de Giulio Designs transforms a gloomy, 120-year-old kitchen in an ancient Italian palazzo to a light-filled, joyous and functional space. Stainless steel and glossy lacquered cabinetry provide lots of function and a contemporary vibe with an antique terrazzo floor and cast iron oven doors from the original kitchen, bridging the gap between new and old.



Photo: Hedrich Blessing Photography



Photo: Dave Burk

⬆ The drama that can be achieved with New Traditional is obvious in this lake house designed by Mick De Giulio. White surfaces are contrasted with warm wood and lighting is strategically placed to create intimacy despite soaring ceilings.

A recent Salerno project fits the mold for New Traditional to perfection. The home kitchen of a professional pastry chef, it blends traditional and contemporary elements, with two-toned cabinetry, stainless steel appliances, black stone countertops, a custom metal hood and traditional lighting. A ceiling detail featuring art deco tin tiles echoes the traditional architecture. But the big challenge here was fitting in four ovens.

One was a steam oven, an item that Salerno calls “the hottest appliance today.” He raves about his own steam oven and his success cooking exotic dishes in it. He and son Anthony, plus the rest of the design staff, take Culinary Institute of America cooking courses every year. “That’s one of the reasons we’re leaders in kitchen design,” he believes. “We know how a kitchen is supposed to work.”

**MODERN CLASSICISM**

It’s hardly surprising that Mick De Giulio of de Giulio Designs of Wilmette and Chicago, IL welcomes the New Traditional trend. Creating the perfect blend of classic and contemporary elements has been a cornerstone of his work for many years, so he sees the emergence of New Traditional as a great time for creativity.

“I expect that we’ll see a lot more style crossovers now,” he notes. “But let us remember that we don’t live in Disney World. Yes, we want the warmth of traditional, but let us keep it real and functional.”

De Giulio’s kitchens for clients from around the world, as well as his product innovations for major manufacturers like SieMatic, Kallista and Sub-Zero/Wolf, offer plenty of proof that this designer heeds his own words. Beauty and function are designed into every space, and have resulted in numerous awards and two lavishly illustrated books dedicated to his work.

One notable example of De Giulio’s aesthetic is a kitchen designed for an antique hilltop palazzo in Southern Italy. There, he turned a dark, 120-year-old kitchen, unused for 30 years, into a light-filled, joyous and functional space. While he kept the original terrazzo floors, he removed two walls,

replacing one of them with French doors to bathe the space with light and provide easy access to al fresco dining on the adjoining terrace. Glass-fronted stainless steel storage and polished lacquer cabinetry provide lots of function and a modern vibe while antique cast iron doors retained from the original kitchen are charming bridges to the past.

In a Minnesota vacation home, De Giulio was inspired by awesome lake views and Frank Lloyd Wright to create a kitchen that soars 24 feet. To draw the eye downward, he designed a datum of lowered and lighted architectural planes around the perimeter. A mix of materials, including dark woods, quartzite and metals, create warmth, while large, hanging pendants provide a sense of intimacy. Those pendants, by the way, were inspired by Dutch tractor lights – a nod to the client’s businesses.

### STYLE ELEMENTS

What are the distinguishing elements of New Traditional? Sarah Robertson of Studio Dearborn in Mamaroneck, NY finds warmer colors effective, especially pale grays and blues, and she loves tile because of its myriad patterns and colors.

“It can be modern or old, quiet or dramatic,” she says. “Tile an entire wall and perhaps the range hood, as well. That creates a sleek, airy look, which I think is especially important when you want to update an older home. Floating open shelves work, too. In one project, we departed from the side-by-side refrigerator idea, placing the freezer in the island instead. That provided a less bulky profile. Plus, I think that technology should be as invisible as possible.”

Cabinetry with furniture details is another strategy employed by many designers, but don’t overdo it, warns Dybdahl. It can get clunky, he says, and that’s not what people want from New Traditional.

Bryan Reiss, of Distinctive Designs of Mount Pleasant Beach, SC agrees. “Traditional elements are cherished in our area. After all, Charleston is an iconic, historic town. But the



Photo: E. Bea Photography

tradition has to be balanced with modern features, and we also need to incorporate artful design and beautiful materials to create an environment that’s distinctive and personal.”

He calls New Traditional a very American concept and, like Steven Cooper, he loves the way the style makes room for regional influences.

“We aren’t just the Old South,” he notes. “We are also coastal, and that means a lot of unique design interpretations. For example, recently a client wanted her new kitchen to be both modern and coastal. She loved shiplap. So she got a kitchen that blends sleek lines, white countertops, white marble, ultra-contemporary lighting and a wall entirely lined with shiplap cabinetry. The shiplap also covers the range hood. The pale shiplap adds warmth and texture to those white surfaces, but the vibe of the room is distinctly contemporary.”

↑ Shiplap, a traditional, coastal design element, warms a contemporary kitchen designed by Bryan Reiss of Distinctive Designs. The shiplap covers a wall of cabinetry as well as the range hood.



Photo: Adam Karne Macchia

☑ Sarah Robertson of Studio Dearborn brings new life to an antique farm kitchen, but respects the room’s roots with soft gray cabinetry, a classic range and hood and a wood table extending from the island.



Photo: Paul Johnson



Photo: Michael Kasel Photography

**ENTERTAINING SPACES**

As Peter Deane, a third-generation Connecticut designer, sees it, the kitchen is the heart of the home, and the blend of tradition and modernity offered by New Traditional suits it to a T.

“A warm, welcoming place with lots of space for friends and family to hang out in is what so many of our clients ask for,” tells Deane, head of Deane Design of Stamford and New Canaan, CT. “Often, this means that we travel way beyond our basic market area to design kitchens in vacation homes all along the Eastern seaboard.”

In a waterfront home in the Hamptons, Deane designed the space to take advantage of stunning water views and provide a full working kitchen as well as ample seating for relaxed entertaining. Deane kept the original window walls, but reconfigured the space to feature a galley kitchen with a long island and a gray custom banquette with two tables. Durable mitered honed quartz countertops contrast with dark walnut tabletops.

■ Peter Deane of Deane Design kept the original window wall when he redesigned this vacation house kitchen, but he reconfigured the space for function with lots of space for hanging out.

■ Open shelves on a white-tiled wall create an open, airy look in an older home remodeled by Rebekah Zaveloff of KitchenLab Interiors. The island adds furniture details, and the wood contrasts warmly with white walls and countertops.

With its relaxed attitude and thoughtful mix of textures and colors, it typifies New Traditional, notes Deane.

Rebekah Zaveloff, director of design for Kitchen Lab Interiors in Chicago, IL, says that New Traditional is defining a look that a lot of people don’t even realize that they fall into. “All they know is that they want a warm, lived-in feel to their kitchen without it being old-fashioned or stuffy.”

“We’re seeing a lot of traditional cabinetry, furniture-style cabinetry and stained cabinetry mixed with painted white,” continues Zaveloff, who is part of the National Kitchen & Bath Association’s Insider program. “But we’re mixing it with more modern lighting, stools, faucets and sinks. Tile and hardware are sort of the bridge that connects classic and modern features,” she maintains.

However, she feels that it’s wrong to assume that new and old are mixed evenly. “I really think that we’re putting a more modern twist on traditional rather than the other way around,” she says. “But perhaps that’s because our firm’s specialty is working in older homes. That said, we’re taking the same approach with a new-construction project we’re working on right now.”

Zaveloff’s perception that modern surpasses classic in the mix termed New Traditional isn’t wrong. Most designers do lean more toward new elements, a natural reaction since kitchens do need to be functional and incorporate technology, plus it’s important to convert dark, older rooms into light, airy spaces. The long and the short of it is that a little traditional goes a long way. Remember Mick De Giulio’s antique palazzo? Its new kitchen is 90 percent modern, 10 percent antique, but it works perfectly for a palazzo built hundreds of years ago. ■



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# Community Connection

Designers are connecting with potential clients and fostering a sense of trust through community involvement.

BY AUTUMN MCGARR

At the risk of sounding like every grouchy luddite writing peevish op-eds about people's reliance on the internet, it sometimes seems like most businesses are focusing a majority of their marketing and branding efforts on social media and other digital avenues. Dealers and designers may spend so much time vying for "likes" and trying to master obscure posting algorithms that they may lose sight of the value of taking a good look at their surroundings and finding ways to directly engage.

Despite this, there are still plenty of businesses that put time and resources into finding ways to interact face-to-face with potential clients. For many of these firms, connecting with their customer base begins at home. From donating pro-bono design services to handing out concessions and business cards at local sports games, design firms are finding a wealth of ways to increase awareness of their brand within their immediate community – the source of much of their business.

This month, *KBDN* takes an in-depth look at firms that are fostering face-to-face relationships with their neighbors through a variety of community engagement initiatives, and how these firms have benefited from these strategies.

## CHARITABLE ENDEAVORS

For some firms, sponsoring local organizations or donating to charitable causes can be the best methods of amplifying their brand presence in the community consciousness.

A prime example of this is Caruso Kitchens of Lakewood, CO and its associated charitable organization, Caruso Family Charities. The charity was founded by owner Jerry Caruso and his wife, Sharon, in 2006, and is dedicated to supporting the families of terminally ill children on a personal, thoughtful level. "We interview every family – we go see them and sit down with them. We pay rent, we pay power bills, we pay credit card debt, household expenses, car repairs," explains Caruso. The charity is supported by a portion of Caruso Kitchens' profits, as well as a variety of fundraising events including golf tournaments, motorcycle rides, school affiliations, comedy nights and more.

Although the charity was not started for the express purpose of bringing attention to the kitchen business, Caruso's clients often mention the charity as a factor that has attracted them. "We've done many kitchens for nurses at the children's hospital...and social workers," he says. "People who hear about our charity or come to our events might be remodeling their kitchens, so the charity has led to lots of kitchen business." He also notes that the kitchen firm's association with a charitable organization does foster an initial sense of trust in new clients.

Michigan firm Kurtis Kitchen & Bath, in business since 1969, also has a long history of charitable giving – "[I'm] pretty sure every baseball game I grew up on was sponsored by my dad or my grandpa," says Principal and Sales Manager Aaron Kuretzky, whose family has owned the business for



Photo: Courtesy of Kurtis Kitchen & Bath

■ Kurtis Kitchen & Bath donated a new kitchen to a Pontiac fire station, upgrading countertops, appliances and cabinetry.

generations. Just as notable as its monetary contributions, Kurtis Kitchen & Bath also has a long-running partnership with Habitat for Humanity, which entails preserving and donating all salvageable materials from every kitchen the company demos. Of a current project, Kuretzky notes, "We're going to donate two shower surrounds, two toilets, two vanities, two countertops, two sinks, two faucets, light fixtures, and then all the kitchen cabinets...we probably donate 50 to 100 countertops a year to Habitat for Humanity."

Bainbridge Island, WA-based A Kitchen That Works has also been a longtime donor within its community, most notably to a local affordable housing initiative – appropriate for a kitchen and bath firm. "We sponsor their fundraiser, and we've done that for many years," says founder Molly McCabe.

## REACHING OUT

With the labor shortage weighing heavily on many design firm owners' minds, some firms have taken it upon themselves to directly engage with the designers of tomorrow in order to infuse the industry with fresh energy and deepen the pool of potential new hires.

Neil Kelly Company, a fixture in the Northwest design community since 1947, has established one of the industry's most notable ongoing mentorship initiatives. Beginning with



Photo: Courtesy of Neil Kelly Company

Neil Kelly Company volunteers, in association with Sawhorse Revolution, participated in The Master Builders Association's 2019 Rampathon to build wheelchair ramps for those in need.

its relationship with nearby University of Oregon in 1975, the firm focused on involving students directly in the design process through hands-on internships.

“We would have students come and spend time with our senior designers to see everything...not just the typical internship job of making blueprint copies or updating the samples library, but [an experience that] really allowed them to see what senior level people do,” explains Julia Spence, v.p. of human resources at Neil Kelly Company.

In the 44 years since its inception, the program has grown beyond a simple shadowing internship. Spence says, “The students work on an independent project in which they design either a kitchen or a master suite for a friend who pretends to be a client, to the degree that they’re going through all of the steps [of the design process]. So, at the end of the term, they have a project for their portfolio that is done the way we do it.” The students also get a more in-depth look at the nuts and bolts of the design process. “We’ve been able to rope in some of our trade contractors, so the students are able to sit down with an electrical contractor and talk about what the lighting bid would look like for a job, or other elements,” Spence adds.

Neil Kelly Company has seen return benefits from this program in the form of a pool of experienced potential hires who are already familiar with the company’s processes. “We’ve hired a lot of those interns,” says Spence. “We’re seeing those people come back, and we’ve stayed in touch so that we can do some recruiting. We guarantee to our interns that they will



always get an interview. We can’t promise them a job, but we can always promise an interview if we have an opening.” She notes that one of their longtime employees, a facilities manager, has been with the company since her internship in the ’70s.

It is also very possible for independent designers to extend a hand to the industry’s next generation. Designer Ebony Stephenson, CAPS, is committed to providing a running start to future designers in her Newport News, VA community, and is particularly involved with Virginia Tech. “I didn’t have that mentor who was already in the industry who reached back and said, ‘hey, this is what we do.’ Nobody ever said, ‘do you want to spend a day on the job site with me

Photo: Courtesy of Ebony Stephenson



Designer Ebony Stephenson speaks to students at Virginia Tech about what it takes to be a Certified Aging-in-Place designer.

or come to the office for the day?’ or handed me their card for if I had any questions,” Stephenson explains.

In addition to speaking frequently in classrooms, Stephenson has made a point of extending invitations to students to shadow her and ask questions. She reflects that job shadowing is one of the best ways for future designers to get a taste of just how granular the design process can be; she recalls one particular mentee squirming during a discussion at a Ferguson showroom about the importance of the right toilet height and seat-opening width.

McCabe has found yet another way of educating those around her while getting her firm’s name out there: writing for her local shelter magazine. “[I write articles about] design and construction – everything from...how to pick the right people for your project and how to budget for your project to how to pick the right ceiling fan.” According to McCabe, this has the added benefit of not only promoting her firm without ever having to pay for print advertising, but also cultivating a higher level of trust in new clients. “I still get emails and phone calls from people saying, ‘Oh, I read your article and I’m really excited,’” she adds.

**DESIGNING FOR A CAUSE**

It’s not uncommon for designers to contribute vouchers for complementary design services or free consultations to auctions and other events. Offering consultations as prizes in charitable raffles might be a convenient way to draw in clients

who may not have otherwise considered engaging a design firm in their remodeling projects.

Some, however, take it a big step further. Kurtis Kitchen & Bath has firmly established itself as a fixture of the community through donating design and construction services to local organizations, most notably fire stations.

This practice of donating design services “actually kind of happened by accident,” recalls Kuretzky. Upon learning from one of his electricians that a nearby fire station was essentially trying to “Frankenstein a kitchen together” from old displays, Kuretzky stepped in to take point on the project, free of charge.

And what benefit has Kurtis Kitchens seen from its charitable rebuilding, aside from good karma points? “That good word going around says we do more than just try to make money. I think that’s really what we get out of it,” says Kuretzky. “It’s just been good word of mouth, and word of mouth creates foot traffic.” In an industry where good word of mouth is one of the most valuable assets a design firm can have, this kind of organic publicity can be invaluable.

Neil Kelly Company also participates in local charitable building projects, particularly those associated with Habitat for Humanity. “We’re just getting ready to start building our fourth [Habitat for Humanity] house,” Spence notes. “We also get together with other contractors and build accessibility ramps into homes and do repair work through the Homebuilders’ Association.”

**NO OPPORTUNITY TOO SMALL**

Of course, not every community engagement needs to be a massive undertaking – there are myriad opportunities to increase brand visibility in small, creative ways every day.

Stephenson often volunteers for events such as charity golf tournaments and sports events. “If my job is to drive around and hand out beer and Jell-o shots to all the players, I always keep my business cards on me...I’m representing my company. And then I can take pictures and post them on my company’s social media sites,” she explains. She adds that she will often sponsor events. “If I sponsor water bottles or something, my company logo goes on all the advertisements.”

McCabe’s firm also seeks out opportunities to become directly involved in the community, from sponsoring food bank ‘fun runs’ to sorting compostable and recyclable materials at parades and street fairs. “This year we also sponsored an event called the Trashion Show, where kids and adults create fashion out of discarded items,” she adds. The company also donates design consultations to school fundraising events and other nonprofits.

Aside from its expansive mentorship program, Neil Kelly Company also offers monthly seminars at a nearby community college on the ins and outs of kitchen remodeling projects. “A lot of people say, ‘oh my gosh, this is way more involved than I thought it would be,’” Spence says. “Every month when we offer a seminar, there will be some people who say ‘yes, come visit me. I want you to come take a look at my project.’ We don’t have to do anything heavy handed – it isn’t pushy at all. Most of what we need to do with clients is to educate them as to their choices, so they can make good ones.” And if the best choice happens to be working with Neil Kelly Company, well, so much the better.

Additionally, Neil Kelly Company participates in other community initiatives such as Meals on Wheels. “The benefit I see in our community service is brand-building,” Spence says. “Our communities know that we’re thoroughly invested. They know what our values are. They see us stepping up. That makes a big difference and always has for how we’re perceived as a company. We can only benefit from that.” ■



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# Orderly Interiors

Today's interior fittings and accessories focus on custom organization and functional value with clean, integrated style.

BY ELIZABETH RICHARDS

Interior fittings and accessories are the tools that allow designers to create the personalized storage and tidy kitchen arrangement that consumers demand. These essential elements are being integrated in more ways than ever, leaving each cabinet and drawer set up to serve a specific purpose toward the goal of a clean, clutter-free space.

"Homeowners are creating the demand for more interior storage in their new kitchens in order to stay organized, as well as create easy access to all of their cooking tools and ingredients," says Dee Maher, dealer group manager for Kesseböhmer USA, Inc., based in Wilmington, NC. "Empty cabinets are becoming a thing of the past as we see more pullouts, spice racks and drawer organization in more projects, along with pull-down shelving for wall cabinets."

As important as they are, these storage features can't detract from the overall look and feel of the space, meaning manufacturers must work to create solutions that are aesthetically appealing as well as functional. Shari McPeck, advertising and public relations manager at Rev-A-Shelf, LLC in Jeffersontown, KY says, "Designers are looking for products that are functional, accessible, maximize storage and complement the overall design."

"The modern kitchen still has to have a warm, classic feel, so finding a balance where you can add modern amenities and technology without



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**Kesseböhmer USA Inc.** now offers its LeMans blind-corner storage solution in Anthracite. The Anthracite ARENA Style shelves are a dark gray flat rail design that allows for easy access, while the shape and pull-out function provides over 70% more storage than traditional shelves, the firm reports. Circle No. 157 on Product Card



The timeless look of marble pairs well with this inlaid Walnut butcherblock from **Grothouse Inc.**, which provides a warm contrast against the stone. The multi-surface creates a counter that is suitable for rolling dough or chopping vegetables. The kitchen is designed by GS Development Group View. Circle No. 158 on Product Card

compromising the basic functionality and the overall welcoming feeling is important," adds Billy Peele, marketing/PR representative for Doug Mockett & Co., Inc. in Manhattan Beach, CA.

Other top trends in interior fittings and accessories include products designed to meet specific storage needs, features that add value and efficiency, technology advances that increase functionality of products and seamless integration of creative storage solutions that keep the kitchen space clean and clutter free, according to manufacturers recently surveyed by *Kitchen & Bath Design News*.

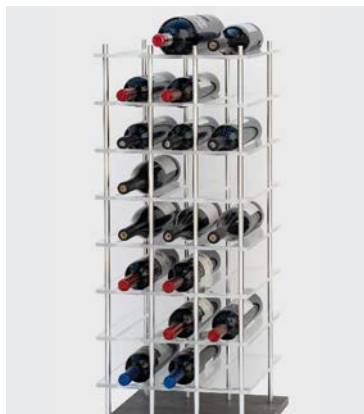
## FLEXIBLE STORAGE

Consumers' lifestyles are unique and varied, so storage solutions must be easy to adapt to specific needs. Open storage, targeted features that fit personal lifestyle needs and products with a custom look and feel are top demands, manufacturers say.

"No longer are cabinets delivered with just drawers," notes Paul Hostalley at Docking Drawer in San Ramon, CA. "Whether to create a charging station or organize kitchen utensils, each drawer is designed so it has a purpose." Designers are looking for solutions that make adjustments easy and have a custom look and feel with matching materials, he adds.



The **Kichler 8T Series LED Tape** is available in Standard, High and Ultra High output and features strips and rolls ranging from 4" to 100'. Its flexible, two-layer circuit board allows for extended run lengths. Along with 2700K, 3000K and 5000K, the range is expanded to 2200K and 4000K. Circle No. 159 on Product Card



Elevation is an updated wine storage and display system from **Kessick Wine Storage Systems**. Clear acrylic wine cradles are supported by brushed aluminum hardware to store and showcase wine. The base substrate is Nature+, a textured wood grain melamine panel with six finish options. Circle No. 160 on Product Card



The **Uponor Climate Control Zoning System II** features autobalancing technology, which calculates the actual energy needs of single rooms and adapts the heat output of each loop by controlling the actuator's on and off cycle. A single base unit can support up to six thermostats and eight actuators. Circle No. 161 on Product Card



**Blum's AVENTOS HK top** allows for incorporation of cabinet lift systems through its ease of installation; a template has been integrated directly into the lift mechanism itself. The top can be mounted to either side of the cabinet, and the stay lift delivers front-adjustment. Circle No. 162 on Product Card



The **4iE Portrait** is an expansion of **Warmup's 4iE** product line. Using the MyHeating app and a WiFi-enabled device, the thermostat settings can be changed from any location, or the SmartGeo activates based on the user's proximity to home. The system is compatible with Amazon's Alexa. Circle No. 163 on Product Card



The **Pullout Basket and Pilaster System** from **Hardware Resources** showcases wire pull-out baskets in 20" and 26" widths. With an optional pilaster system, users can stack multiple 6"-high baskets to create a customized storage configuration. Removable gray liners are provided for easy cleaning. Circle No. 164 on Product Card



**Castlewood by AMS** produces wood Floating Shelves in incremental widths from 24" to 72", with depths of 10" and 12". The shelves are available with Integrated LED Light Fixtures that change color temperature. Available species include Alder, Cherry, Hickory, Maple, Red Oak and Paint Grade. Circle No. 165 on Product Card



Designed for 9" and 12" full-height base cabinets, **Rev-A-Shelf's 449UT Series Utensil Bin Base Organizer** features two shelf units with three removable stainless-steel bins. Made of natural maple, the system features BLUMOTION bottom- and side-mount soft-close slides and patented door mount brackets. Circle No. 166 on Product Card

Charging stations are expanding beyond the kitchen, says Hostelley, into drop zones, entry tables, entertainment centers and even the bathroom. This year, Docking Drawer will introduce a vertical powered organizer for use in bathroom vanities, he notes.

"Walls of storage" – tall cabinets, or a mix of tall cabinets and drawers, that fit seamlessly into design – are showing up in kitchens more often, according to McPeck. Open shelving has increased in the past year, and has people looking for design forward ways to store items that don't look beautiful on a shelf, she says.

Karen Smith, brand communication coordinator for Blum, Inc. in Stanley, NC, believes kitchens are shifting toward integrated storage and straight lines. "Homeowners are wanting to personalize their spaces to fit their specific needs and adding more drawers and rollouts to their base cabinets," she maintains.

Maher points out that, as people remodel their kitchens, they are prioritizing better, more functional storage. "A recent RICKI study showed that 37% of homeowners who remodeled their kitchen last year wished that they had spent more money on the project," Maher says.

This tendency toward making storage a priority also means that products that make customization easy are important, she adds.

## EASY ACCESS

Not only are targeted storage solutions in high demand, but trends also lean toward creating easy access to everything inside the cabinets and drawers.

Daryl Nauman, account manager – kitchen and bath for the Archdale, NC-based Häfele America Co., says there's been more focus on accessing upper cabinet storage. "Most kitchens still have fewer upper cabinets than in years past due to open shelving, open floor plans and more windows. This means the upper cabinets that remain need to offer more function and storage than ever before," he states. "This trend seems to have accelerated in the last year, making products like our iMOVE Pull Down Unit – which makes upper cabinet storage easily reachable – even more vital for projects."

"Today's kitchen designers are going for a cleaner and simple look, yet homeowners have more kitchen devices than ever before that need to be easily accessible," Nauman adds. "Because of this, we're seeing creative use of larger appliance garages like our Milano line, deep drawers for storage as well as more sliding doors that sleekly conceal entire, long runs of cabinets"

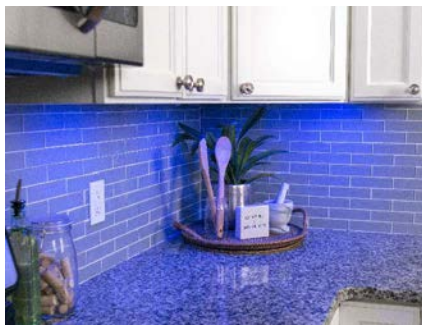
Jan Fitzpatrick, customer & market relations manager at Kernersville, NC-based Grass America Inc., agrees that ease of



Five wood finish options of Finline Drawer Organization products – birch, walnut, white oak, mahogany and cherry – allow for a custom touch for interior drawer storage. Finline organizational products, available from **Häfele**, feature tapered lines and a contemporary, high-end appearance. Circle No. 167 on Product Card



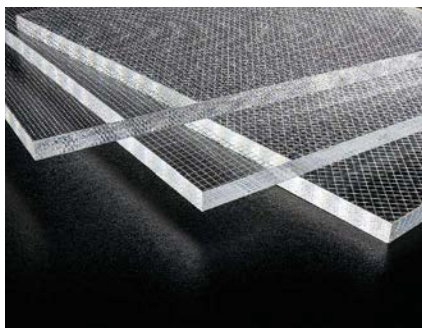
**The Southside Woodshop** is now offering custom engraved cutting boards that are made from off-cut and scrap lumber. The eco-friendly boards are available in two different sizes and can be laser engraved. Circle No. 168 on Product Card



The newest line of puck undercabinet lighting from **BLACK+DECKER PureOptics LED** provides illumination without tools or batteries. The plug-in system can be linked up to seven lights, with each puck illuminating 24" of space. Offered in warm white and color-changing RGB, the line features hands-free use via remote and multiple brightness levels. Circle No. 169 on Product Card



**Elias Woodwork** has introduced several Thermofoil wood grain and solid colors with matching back doors options to its collection of cabinet doors, creating more options for creating a seamless simulated wood painted or stained door. Thermofoil provides consistent color, and is stain-, fade- and scratch-resistant, the firm notes. Circle No. 170 on Product Card



Etch Panels from **Tresco Lighting** are made-to-order to any project's specifications at the company's U.S.-based worldwide headquarters. The etch panel lighting features high light output, uniform intensity, a multitude of color options and a low profile between the illuminated material and the lighted panel. Circle No. 171 on Product Card



**Legrand** has expanded its offering of mobile charging devices with the launch of the radiant Ultra-Fast USB Outlet. With 6.0 amps of power, the radiant outlet allows users to charge devices up to 40 percent faster than average, according to the company. Circle No. 172 on Product Card



**Rubbermaid's** Heirloom Collection includes ¾"-thick, commercial-grade melamine laminate and durable wire basket accessories that can be mixed and matched to create a customized pantry. Cabinet doors, drawers and adjustable shelving are available in a variety of colors and wood grains. Circle No. 173 on Product Card



Elevated by sturdy, swirled iron scrolls, the Epicureanist Fleur De Lis Pedestal Stand by **Vinotemp** adds height to the display of entrées, drinks or appetizers. The pedestal's wood surface is elegantly designed with a fleur de lis. The stand's dimensions are 14-½" D x 8" H. Circle No. 174 on Product Card

access is important and has contributed to the demand for full-extension and full-access drawers. "I think designers are looking for hardware that provides the most access to the interior of a drawer or cabinet storage space," she says. "It is important to be able to see the full contents of your drawer and not have any extension loss."

"With every style trend, be it contemporary, transitional or farmhouse, homeowners are looking for cabinets that offer more drawers and rollouts, which in itself illustrates the desire for efficiency and convenience," says Smith. "Full-extension drawers in base cabinets bring even the back corners of the cabinet out into full view, allowing easy access to storage items. Not only is this a more ergonomic option, it also streamlines the meal-making process."

McPeck adds that accessories can meet the desire for daily tasks to be as easy and enjoyable as possible. Effective use of space creates efficiency, but creative product placement to increase access, such as door-mounting products, can also make a big difference. Convenience is built into accessories, McPeck adds. "Pulling an item out keeps one from kneeling or bending, making it more convenient," she notes. So, too, does using easily adjustable accessories that can adapt to life changes.

## FUNCTION & STYLE

While function is the most important aspect of interior fittings and accessories, the visual appeal cannot be overlooked. "A minimalist approach to design is key to minimize the footprint and not to detract from the overall design aesthetic," says Peele. "Bold, striking contrasts can really liven up the space. Those all-white kitchens of previous years can freshen up by adding matte black hardware accents to explore the strong dichotomy of black and white," he states.

"Selecting interior storage options that combine reliability and usability with stunning aesthetics are now a must," Nauman further notes. "The trends we're seeing are to make the inside of cabinets just as warmly styled as the exterior – so these products absolutely fit."

Maher sees trends in finish and color leaning toward the industrial look, with a strong trend toward anthracite gray for interior storage. "This gray is everywhere in Europe, as I saw in Italy last year, and will coordinate with the darker cabinet interiors that we're seeing along with the popularity of gray as an overall color in cabinetry, countertops and furnishings," she points out.

## LIFESTYLE VALUE

Specific features and aesthetic demands for accessories and interior fittings are highly personal, but common threads include a demand for



**Federal Brace** has introduced the Eco-Lucent LED White Light System for hardwire applications, which provides a complete solution for undercounter, undercabinet and other accent lighting uses. The system is comprised of LED light bars installed in extruded aluminum housings with frosted covers and allows for daisy chaining. Circle No. 175 on Product Card

Photo: Studio Dearborn



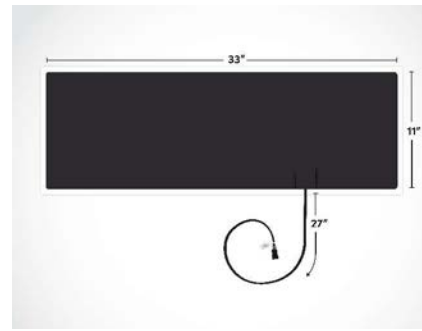
**Docking Drawer** is now featuring Blade charging outlets with USB-C with Power Delivery. Charging devices up to 70% faster than with standard 12W charging found in USB-A outlets, the outlets charge fully in less time, according to the company. Overcurrent protection helps protect the electronic from receiving too much power. Circle No. 177 on Product Card



With the VS ADD Board from **Vauth-Sagel**, the company now offers additional storage for areas of the home that are visible. The VS Add Board is available in sizes that match those of the VS Elements Orga Box. The wall-mounted additional storage tray, shown, works well in kitchen, bath and living spaces, the firm notes. Circle No. 179 on Product Card



**ExactMats** offers custom, clear protective solutions for lining and protecting cabinets, shelves and other surfaces. The see-through, specially-formulated vinyl showcases the beauty of the surface while offering protection. FDA-Compliant and GreenGuard Certified, ExactMats are adhesive-free and include sound-dampening technology. Circle No. 181 on Product Card



The FeelsWarm Electric Countertop Heater from **WarmlyYours** is an ultra-slim mat that installs under a countertop overhang. It increases the surface temperature by up to 25°F above room temperature. The plug-in 120 VAC electrical connection can be discretely installed within the cabinetry the countertop is seated on. Circle No. 176 on Product Card



**Grass America's** Tavinea Optima is an interior drawer divider system for Vionaro 185mm and 249mm deep drawers. Dividers can be cut to the width of the drawer, and spring-tensioned clips hold the dividers in place. Tavinea Optima dividers match the color of the Vionaro drawer, in White, Silver Grey and Graphite finishes. Circle No. 178 on Product Card



New Serving Boards from **John Boos** are handcrafted of one solid piece of renewable and sustainable hardwood. Selections include hard rock maple, American cherry and American black walnut, and display detailed grain patterns. The 20"x5"x3/4"-thick, reversible natural wood serving boards are made in the U.S.A. Circle No. 180 on Product Card



The **Omega National Products** line of lazy susans includes the Platinum Series with a 3" inside height design, featuring the Platinum Series Powdercoat Wire Rim. Built from 12 mm-thick Maple plywood shell and wrapped with a high-impact 10 ply Maple rim, this product is available in full round and kidney, in 28" and 32" sizes. Circle No. 182 on Product Card

practical value to consumers' lifestyles, and products that integrate well into the look and feel of the overall design.

"People are willing to spend more on items they see as 'lifestyle products,' not just a commodity," says McPeck. "For example, a blind corner like our 499 is a product, of course, but when added to a cabinet, it creates a life benefit. It maximizes storage space, makes getting the items from the space easier, adjusts with your needs over time and is a selling point if the home is ever put on the market."

When it comes to visual considerations, McPeck believes, "Homeowners want items that look nice and add to the overall design and feel of the space. As people spend more and more time in the kitchen, they are wanting to keep the experience pleasant and inviting for themselves and guests versus kitchens of the past that were seen as a place where chores were carried out."

"It seems that today's consumer will spend more on the features that they feel are important to them," Fitzpatrick adds. Younger buyers like nice items, she notes, which means they're spending more time researching and understanding more about the items they choose for their cabinetry.

"Customers are willing to spend more on solutions that declutter countertops and provide flexible organization solutions," says

Hostelley. "High-quality materials and finishes are a must," he adds.

"Consumers are unwilling to spend more on kitchen storage options that may only yield incremental conveniences," warns Nauman. "Instead, they're looking for design-altering, higher-capacity storage options that change the way these spaces flow, form and function." He adds that homeowners are finding savings through items that can be added later, such as in-drawer storage solutions, spice racks and base cabinet cleaning caddies.

While homeowners are often willing to spend more on big-ticket items in the kitchen like countertops, cabinetry and appliances, Smith notes, "Remodeling regret is most often found in the kitchen where homeowners are choosing lesser quality products and deprioritizing storage. Educating consumers on the value of interior cabinet hardware can combat this regret, ensuring they understand the longevity of the product as well as the function, like soft-closing cabinets."

#### TECHNICAL SOLUTIONS

Technology is an important consideration for any category, and for interior fittings and accessories, trends are significantly impacted by technological considerations in two ways.



The **Emerson Warm Tiles Detecto DT1** electric fault indicator monitors floor warming cable or mat systems during installation. The Detecto DT1 sounds an alarm immediately in the event of an open or shorted connection in the cable, preventing tiles from being installed on top of a non-working system. Circle No. 183 on Product Card



**SMALLY** is an LED spotlight with a wide light beam designed for recessed installation. The spotlight, from **Richelieu**, has a quick-connect system at the base of the light for easy installation and is devoid of the typical dotted effect. **SMALLY** is offered in four finishes. Circle No. 184 on Product Card



**ComfortSpin** from **Hettich** is a rotating shelf for refrigerators that turns 360°, providing the user full access to items stored. The shelf may be used either as a whole substitution for refrigerator glass shelves or as an attachment to existing shelves. Circle No. 185 on Product Card



The **PCS77A/USB** pop-up kitchen power grommet from **Doug Mockett & Co.** features two GFI and tamper-resistant outlets and two USB chargers. Water tight, the unit is tamper resistant and UL listed for kitchen use. Users simply press to pop it up from the countertop, and press down to hide it away. Circle No. 186 on Product Card



The **Salice fly moon** is a space-saving corner unit featuring shelves that can be pulled out independently, with trays designed to greatly increase storage surface. With a height-adjustable shaft, the fly moon can easily be fixed in on one side of the cabinet. It features a non-slip surface and soft close. Circle No. 187 on Product Card



Made-to-measure produce drawer inserts from **Bradco Stainless Products** allow for storage of produce in cabinet drawers. The inserts feature 100 percent stainless steel construction and offer a drop-in unit to any size or style drawer. Lid engraving or removable elevated floor panels are optional. Circle No. 188 on Product Card



The 15" square end-grain chopping block from **Michigan Maple Block Co.** is big enough to chop, slice and dice, yet small enough to stow, notes the company. A modern and more compact take on butcher block, this block will endure years of use, yet is gentle on knife blades, the firm adds. Circle No. 189 on Product Card



**Custom Dovetail Drawer Boxes/Pull-Outs** from **WalzCraft** create usable storage in existing cabinets. Options such as scoops, ears or side patterns can be added to create a custom storage solution. All of the boxes and pull-outs are made to order. Circle No. 190 on Product Card

First there's the demand for a place to keep various devices charged and ready to use, without the chaotic clutter of having them all over the counter. Hosteley says that, as people purchase the latest technology, demand grows for charging solutions with USB-C with power delivery.

Nauman agrees: "Consumers these days have several electronic devices that need to be charged throughout the day. Products such as the Docking Drawer Blade, available from Häfele, keep these thirsty devices charged while reducing visible clutter."

"Technology plays an important role in making our homes smarter, but a big part of the challenge is taking basic, existing technology and making it more seamless with our furniture. Even simple power solutions can be limiting," Peele points out. Mockett has addressed this challenge with a unique brand of pop-up power grommets, PCS103, for kitchen countertops and islands that are water-tight and UL listed for wet areas, he says. "Don't limit your cook space to designated power access points from wall plates – put power where you need it and access it when you want it," Peele adds.

The other aspect of technology that factors into design trends is in making products more functional and easier to use. "Technology does play a role now and most likely will play a greater role in the

future," says Fitzpatrick. "Touch-to-open drawer systems have a place in every home. They are smart, convenient and functional. And, if you watch the design trends with the more modern cabinetry look, these can play a big role as handle-free drawers are becoming more popular."

Soft-closing doors and drawers are now an expectation of consumers, she adds. "Soft-close hinges were the focus for a long time, but soft-close drawers have taken over, rather quietly, I have to say."

McPeck adds, "Technology is always a part of an accessories design and can be seen in the various slides like soft-close, tip-on and electric open to how products mount within a cabinet."

Smith agrees that technology plays a large role in trends for interior cabinet fittings. "With 87% of Americans wanting to age in place, it's important to think about how cabinets will function as you age. Blum tests products with an AGE EXPLORER suit that simulates pregnancy, disabilities and the effects of aging to ensure our hardware is usable in all of life's stages. With this in mind, motorized opening of cabinets is important for those who have arthritic hands and can no longer grab knobs and pulls with their hands. A simple press on the front of the cabinet can bring the drawer out, allowing access to storage items." ■

# An accessory for every cabinet.

As the industry leader in storage and organization accessories, we make it our mission to provide you with the most innovative products that are designed for base, blind corner, wall, tall and drawer cabinets. Our complete line is available in a multitude of materials, colors and finishes ensuring you will find a solution for every cabinet application and style.



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Circle No. 15 on Product Card

# Serving Up Style

Smart, connected appliances are pushing the technology envelope, all while embracing fresh finish options.

The key elements in the kitchen are experiencing constant updates when it comes to both design aesthetics and functionality. Nowhere is this more obvious than with built-in appliances, which are seeing an infusion of color and major changes in technology.

Years of stainless steel have given way to shades of black in everything from matte to stainless mixes. And colored appliances are no longer limited to the bold pops of primary tones, but are now available in hundreds of standard and custom hues.

But today's appliances do so much more than make a beautiful statement. Ovens and ranges now assist the cook, determining ideal temperatures and providing recipes and direction. And, once those ovens get cooking, synced range hoods operate automatically, adjusting speeds and air clearance to match needs. Not to be left behind, refrigerators are part of the tech movement, snapping pictures of food stored inside and keeping track of what goes in and out. Recipes here can reflect what is available, taking the guesswork out of what to make for dinner.

Specialty appliances – from dishwasher drawers to wine refrigerators to grills – make entertaining a breeze. And steam ovens, coffee stations and induction cooktops bring health, convenience and safety issues to the forefront.

On this and the next 10 pages, *Kitchen & Bath Design News* offers its annual guide to kitchen appliance manufacturers and suppliers, providing company information, distribution channels and product details for today's leading kitchen appliances.

## ABBAKA BY BLUESTAR

318 June Avenue  
Blandon, PA 19510  
Tel: 800-548-3932  
Email: sales@abbaka.com  
Website: www.abbaka.com

**Types of Appliances:** Range hoods.

**Channels of Distribution:** Appliance dealers, kitchen/bath dealers, trades.

**Special Services:** Custom design.

**Major Product Information:** Abbaka offers XL Professional Hood Liner Inserts and Ventilation Systems, including Exterior Mount, Attic (in-line) or built-in (interior mounted) ventilator motors.

Circle No. 210 on Product Card

## AGA RANGES

1260 E. Van Deine Street  
Greenville, MI 48838  
Tel: 800-223-3900  
Email: lkalemba@middlebyresidential.com  
Website: www.aga-ranges.com

**Types of Appliances:** Range hoods, ranges, warming drawers, cast iron ranges.

**Channels of Distribution:** Appliance retailers, kitchen/bath dealers, kitchen/bath distributors, home centers.

**Special Services:** Warranty included.

**Major Product Information:** AGA Ranges offers the AGA City24 for compact kitchens, the natural gas AGA Dual Control and the programmable AGA Total Control with individually operating ovens and the multi-oven AGA Designer Collection. The modern-day incarnation of the iconic 19th century AGA, the AGA Mercury and Elise dual-fuel and induction ranges deliver aesthetic detailing and feature multiple heat-efficient ovens, multifunction cooking controls and adjustable racking systems.

Circle No. 211 on Product Card

## AIR KING AMERICA

820 Lincoln Avenue  
West Chester, PA 19380  
Tel: 877-304-3785  
Fax: 610-696-8048  
Website: www.airkinglimited.com

**Types of Appliances:** Range hoods.

**Channels of Distribution:** Appliance retailers, kitchen/bath dealers, kitchen/bath distributors, home centers.

**Major Product Information:** Air King offers a line of Energy Star certified range hoods, with undercabinet hoods available in a variety of styles, sizes and finishes. The Energy Star offerings also include wall-mounted chimney hoods and inserts. Range hood solutions for the ASHRAE 62.2 indoor air quality standard that calls for continuously operating exhaust and local ventilation at the source are also available.

Circle No. 212 on Product Card

## ASKO

P.O. Box 44848  
Madison, WI 53744  
Tel: 800-898-1879  
Website: www.askona.com

**Types of Appliances:** Dishwashers, laundry products.

**Channels of Distribution:** Kitchen/bath dealers, kitchen/bath distributors.

Circle No. 213 on Product Card



Beko US has launched a line of carbon fiber appliances, including the dual-fuel range.

## BEKO US

1115 Hosler Drive  
Bolingbrook, IL 60490  
Tel: 888-352-2356  
Email: elizabeth.kucharz@beko.com  
Website: www.bekoappliances.com

**Types of Appliances:** Cooktops, dishwashers, laundry products, microwave ovens – built-in, ovens, range hoods, ranges, refrigerators/freezers.

**Channels of Distribution:** Appliance retailers, kitchen/bath dealers, kitchen/bath distributors.

**Special Services:** Beko offers a full two-year warranty; a five-year Sealed System warranty – parts only,

and a 10-year ProSmart Inverter Compressor Warranty.

**Major Product Information:** Beko US is a subsidiary of Arcelik A.S., whose vision is “Respect The Globe, Respected Globally.” From 2017 to 2019, Beko US received the Environmental Protection Agency's Energy Star Partner of the Year Award for its contributions to protecting the environment through energy efficiency. In 2019, Beko US was recognized with an Energy Star Partner of the Year – Sustained Excellence Award.

Circle No. 214 on Product Card

## BERTAZZONI

24955 Pacific Coast Highway,  
Suite C204  
Malibu, CA 90265  
Tel: 310-456-2115  
Email: info@bertazzoni.com  
Website: http://us.bertazzoni.com

**Types of Appliances:** Cooktops, dishwashers, microwave ovens – built-in, ovens, range hoods, ranges, refrigerators/freezers.

**Channels of Distribution:** Appliance retailers, home centers, kitchen/bath dealers, kitchen/bath distributors.

**Retailer Incentives:** Save up to \$2,300 on the European kitchen appliance packages. Promotion valid



Updates to Bertazzoni's Heritage Series include the Matte Black on Metal textural finish.





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# COMPACT LAUNDRY

**Beko Washers**, while compact in size, can handle large capacity loads and offer various cycles for all your washing needs. **Beko's Ventless Heat Pump Dryer** uses a closed-loop heat exchange system to conserve and reuse hot air during tumble-drying cycles.

To learn more, call **888.352.BEKO (2356)** or visit **BekoAppliances.com**

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Circle No. 16 on Product Card

Jan. 1, 2019 - Dec. 31, 2019. Only available at participating dealers. See online flier for qualifying products and additional details: <http://us.bertrazzoni.com/promotions>.

**Special Services:** Two-year parts and labor warranty.

**Major Product Information:** The Heritage Series is built around cooking ranges that would be recognized by Napoleone Bertazzoni in the early 1900s - while featuring 21st century engineering and technology. Performance and design updates for the series include three new finishes, fast time-to-boil, expanded oven size and soft-close door hinges. In the Urban and Studio Appliances, new 24" and 18" appliances create solutions for those with small spaces - with 24" ranges, refrigerators and 18" dishwashers now available. Circle No. 215 on Product Card

**BEST**

**926 W. State Street  
Hartford, WI 53027  
Tel: 262-673-4340  
Fax: 262-673-8683  
Email: [askus@bestrangehoods.com](mailto:askus@bestrangehoods.com)  
Website: [www.bestrangehoods.com](http://www.bestrangehoods.com)**

**Types of Appliances:** Range hoods.

**Channels of Distribution:** Appliance retailers, home centers, kitchen/bath dealers, kitchen/bath distributors. Circle No. 216 on Product Card

**BIG CHILL**

**P.O. Box 892  
Boulder, CO 80306  
Tel: 877-842-3269  
Email: [info@bigchill.com](mailto:info@bigchill.com)  
Website: [www.bigchill.com](http://www.bigchill.com)**

**Types of Appliances:** Cooktops, dishwashers, microwave ovens - built-in, ovens/ranges, refrigerators/freezers, undercounter refrigeration.

**Channels of Distribution:** Direct to consumers.

**Special Services:** Big Chill features multiple eras of style for the home kitchen, including Retro-inspired designs, a new industrial chic Classic series as well as a contemporary and colorful Pro Series. In addition to colors designed specifically for each collection, Big Chill offers 200 custom colors.

**Major Product Information:** Big Chill Retro appliances have the functionality of a modern appliance with vintage design in eight color choices. With a palette of 12 colors, the Pro range, hood and dishwasher work in a contemporary-styled kitchen. Industrial style and American by design, the Big Chill Classic mixes textured metals like brushed brass and copper, distinctive finishes and rich colors. Circle No. 217 on Product Card

**BLOMBERG**

**1115 Hosler Drive  
Bolingbrook, IL 60490  
Tel: 888-352-2356  
Website: [www.blombergappliances.com](http://www.blombergappliances.com)**

**Types of Appliances:** Cooktops, dishwashers, laundry products, microwave ovens - built-in, ovens, range hoods, ranges, refrigerators/freezers.

**Channels of Distribution:** Appliance retailers, kitchen/bath dealers, kitchen/bath distributors.

**Special Services:** Blomberg offers a full one-year warranty, a two-year Parts warranty and a five-year Sealed System warranty.

**Major Product Information:** Established in 1883 in Germany, Blomberg has delivered quality and innovation in the appliance and metal industries for more than 130 years. Circle No. 218 on Product Card

**BLUESTAR**

**318 June Avenue  
Blandon, PA 19510  
Tel: 610-376-7479  
Email: [sales@bluestarcooking.com](mailto:sales@bluestarcooking.com)  
Website: [www.bluestarcooking.com](http://www.bluestarcooking.com)**

**Types of Appliances:** Cooktops, dishwasher panels, French tops, ovens, range hoods, ranges, refrigerators/freezers, salamanders.

**Channels of Distribution:** Appliance retailers.

**Special Services:** BlueStar specializes in handcrafted gas ranges, cooktops, electric and gas wall ovens, induction cooktops and complementary kitchen ventilation hoods and premium refrigeration designed to deliver an authentic restaurant kitchen experience at home.



BlueStar Premium Refrigeration is available in over 750 colors and features a stainless steel interior.



Bosch has updated its refrigeration portfolio with the introduction of its freestanding French Door Bottom Mount refrigerator collection.

en experience at home. The products are handcrafted in Pennsylvania and available in over 750+ colors and finishes, with almost infinite configuration possibilities for customization.

**Major Product Information:** The BlueStar Platinum Range offers 25,000 BTU open burners plus Interchangeable Griddle/Charbroiler, a 130° simmer burner, integrated wok cooking, True European Convection oven that fits an 18"x26" baking sheet, PowR Oven for faster pre-heating and 1850° infrared broiler. BlueStar Premium Refrigeration includes stainless steel interiors, dual compressors and a 22.4-cu.-ft. capacity to fit a commercial-size sheet tray. Circle No. 219 on Product Card

**BOSCH HOME APPLIANCES**

**1901 Main Street, Suite 600  
Irvine, CA 92614  
Tel: 800-944-2904  
Website: [www.bosch-home.com/us](http://www.bosch-home.com/us)**

**Types of Appliances:** Coffee systems - built-in, cooktops, dishwashers, laundry products, microwave ovens - built-in, ovens, range hoods, ranges, refrigerators/freezers, warming drawers.

**Channels of Distribution:** Appliance retailers, direct to consumers, kitchen/bath dealers, kitchen/bath distributors.

**Retailer Incentives:** <http://www.bosch-home.com/us/special-offers.html>.

**Special Services:** Custom-panel options are available with various products, including dishwashers and refrigerators.

**Major Product Information:** The latest introductions from Bosch include the French Door Bottom Mount counter-depth collection, Bosch dishwashers with CrystalDry and Bosch appliances with Home Connect. Circle No. 220 on Product Card

**BREW EXPRESS**

**1035-C Vandercook Way  
Longview, WA 98632  
Tel: 866-268-5953  
Email: [info@brewexpressdirect.com](mailto:info@brewexpressdirect.com)  
Website: [www.brewexpress.com](http://www.brewexpress.com)**

**Types of Appliances:** Coffee systems - built-in.

**Channels of Distribution:** Appliance retailers, direct to consumers, kitchen/bath dealers, kitchen/bath distributors, home centers.

**Special Services:** Free shipping.

**Major Product Information:** Brew Express products are space saving, and are built-in-the-wall and self-filling, with cup or carafe option, and single shot capability. Circle No. 221 on Product Card

**BROAN-NUTONE**

**926 W. State Street  
Hartford, WI 53027  
Tel: 262-673-4340  
Fax: 262-673-8683  
Website: [www.broan.com](http://www.broan.com)**

**Types of Appliances:** Range hoods.

**Channels of Distribution:** Appliance retailers, home centers, kitchen/bath dealers, kitchen/bath distributors. Circle No. 222 on Product Card

**BROOKS CUSTOM**

**15 Kensico Drive  
Mt. Kisco, NY 10549  
Tel: 914-666-2029  
Website: [www.brookscustom.com](http://www.brookscustom.com)**

**Types of Appliances:** Range hoods.

**Channels of Distribution:** Direct to consumers, kitchen/bath dealers, kitchen/bath distributors.

**Special Services:** Custom range hoods are handmade to order and come with a one-year warranty; template and installation (Boston to Philadelphia); one-on-one design and engineering services; finish samples provided before fabrication.

**Major Product Information:** Custom metal range hoods are available in a variety of finishes and can be fabricated in any style or size needed. Styles can be chosen from those featured on the company website, or photos can be sent to indicate style requested. The hoods are made with quiet German motors. Cold cast hood shells are also available at a lower price point and fast lead time of 4-6 weeks. The range hoods take 10-12 weeks in fabrication. Circle No. 223 on Product Card

## CAL SPAS

1462 East Ninth Street  
Pomona, CA 91766  
Tel: 909-623-8781  
Website: [www.calspas.com](http://www.calspas.com)

**Types of Appliances:** Barbecues/grills, outdoor appliances.

**Major Product Information:** Cal Flame offers high-end outdoor grills and hardware, barbecue islands, outdoor fireplaces and firepits. Circle No. 224 on Product Card

## CALIBER APPLIANCES

17812 Metzler Lane  
Huntington Beach, CA 92647  
Tel: 714-848-1349  
Email: [info@caliberappliances.com](mailto:info@caliberappliances.com)  
Website: [www.caliberappliances.com](http://www.caliberappliances.com)

**Types of Appliances:** Barbecues/outdoor grills - built-in, cooktops, outdoor appliances, ranges, rotisseries.



■ This 36" Caliber Indoor Professional Range sports a custom black finish with polished copper trim.

**Channels of Distribution:** Appliance retailers, kitchen/bath dealers, kitchen/bath distributors, home centers.

**Retailer Incentives:** Caliber Appliances considers national promotional opportunities throughout the year for dealers/distributors to implement in their regions.

**Special Services:** Estate-scaled and refined, the Caliber Professional Indoor Range and Rangetop series (36", 48" and 72") is completely customizable in color and trim finishes. Its line of Pro Ranges offers wood handles, designer colors and personalized trim upgrades in solid brass, copper, bronze and polished stainless steel and customizable "cooking suite" options. The Rockwell by Caliber Social Grill also allows for custom RAL colors and wood handle upgrades on freestanding and built-in applications (42", 48" and 60" sizing).

**Major Product Information:** Caliber products are handcrafted, and have customizable features of color, handles and trim for the Rockwell by Caliber Social Grills and Indoor Range and Rangetops. The Rockwell Grill has a patent-pending feature of a disappearing lid, which creates a walk-around grill environment. The estate-scaled line of Indoor Professional Ranges and Rangetops was designed in collaboration with top architects and designers to produce custom cooking suites for home chefs. Circle No. 225 on Product Card

## CAPITAL COOKING

13211 Florence Avenue  
Santa Fe Springs, CA 90670  
Tel: 866-402-4600  
Fax: 562-903-1167  
Website: [www.capital-cooking.com](http://www.capital-cooking.com)

**Types of Appliances:** Cooktops, outdoor appliances, ovens, warming drawers.

**Channels of Distribution:** Appliance retailers, kitchen/bath dealers, kitchen/bath distributors, home centers.

**Major Product Information:** Capital offers two distinct burner styles: the open "restaurant style" flame, packing 25,000 BTUs in each burner via 94 distinct heat sources for even heat distribution, and the high performance 19,000 BTU Power-Flo sealed burners. Its Maestro ovens and Connoisseurian Series primary ovens have an exclusive Moist Cook cooking feature that uses moisture, not steam, to keep flavors in the food. Circle No. 226 on Product Card

## CASTLEWOOD BY AMS

1772 Airport Road  
Haleyville, AL 35565  
Tel: 800-346-4042  
Fax: 205-486-7585  
Email: [info@castlewood.com](mailto:info@castlewood.com)  
Website: [www.castlewood.com](http://www.castlewood.com)

**Types of Appliances:** Range hoods.

**Channels of Distribution:** Kitchen/bath dealers, kitchen/bath distributors.

**Retailer Incentives:** Co-op advertising, promotional materials, specification guides.

**Special Services:** One- to three-year warranties, pre-paid shipping allowance, showroom sample program, customization of existing designs.

**Major Product Information:** Castlewood's Ascension Ventilation features include: stainless steel finish (SS430); 3- and 4-speed motors; push button controls; LED lights; 350, 500, 900 and 1200 CFM ratings, and stainless steel baffle filters. Available accessories include stainless steel liners, charcoal filters and ductless conversion kits. Circle No. 227 on Product Card



■ The Culinary Series hoods from CNP Industries are UL-listed for indoor and outdoor use.

## CNP INDUSTRIES

351 Thor Place  
Brea, CA 92821  
Tel: 714-482-2320  
Email: [windcrest@windcrestcnp.com](mailto:windcrest@windcrestcnp.com)  
Website: [www.windcrestcnp.com](http://www.windcrestcnp.com)

**Types of Appliances:** Cooktops, range hoods.

**Channels of Distribution:** Appliance retailers, kitchen/bath dealers, kitchen/bath distributors, direct to consumers.

**Major Product Information:** CTSG gas cooktops feature dual-port Culinary burners for precise flame control in a low profile, sleek design. The company also offers CTE radiant electric cooktops and precision performance CTI induction cooktops. The Culinary Series hoods are UL-listed for indoor and outdoor use and quality checked at every step of the 12-step fabrication process. Circle No. 228 on Product Card

## COOK-N-DINE INTERNATIONAL

P.O. Box 530095  
Miami, FL 33153  
Tel: 305-754-3176  
Email: [info@cookndine.com](mailto:info@cookndine.com)  
Website: [www.cookndine.com](http://www.cookndine.com)

**Types of Appliances:** Cooking surfaces, indoor/outdoor teppanyaki specialty appliances.

**Channels of Distribution:** Appliance retailers, kitchen/bath dealers, kitchen/bath distributors, home centers.



■ Cook-N-Dine's teppanyaki model MO-70, which is 27-½" in diameter, is built directly into this butcher block island.

appliance retailers, kitchen/bath dealers, kitchen/bath distributors.

**Major Product Information:** The teppanyaki cooktops are made of 304 German stainless steel (V2A) for fast, even heat distribution. Contact heat up to 450°F does not radiate into the room. Unique "Shallow-dip" technology allows for using liquids to create sauces. Products include built-in, freestanding and portable models; electric 120V, 1800W or 240V, 2250W. Designed and manufactured 100% in Munich, Germany by CDS-Design GmbH. Circle No. 229 on Product Card



■ The Portable Gas Grill from Coyote Outdoor Living offers up to 20,000 BTUs.

## COYOTE OUTDOOR LIVING

2615 E. Belt Line Rd., Suite 160  
Carrollton, TX 75006  
Tel: 855-520-1559  
Fax: 214-420-7899  
Email: [support@coyoteoutdoor.com](mailto:support@coyoteoutdoor.com)

Website: [www.coyoteoutdoor.com](http://www.coyoteoutdoor.com)

**Types of Appliances:** Barbecues/outdoor grills - built-in.

**Channels of Distribution:** Direct to consumers, kitchen/bath dealers, kitchen/bath distributors.

**Special Services:** Limited warranty.

**Major Product Information:** The Coyote Portable Gas Grill is made of 316 marine-grade stainless steel and



■ Dacor's 24" Full Size Wine Cellar offers three independently cooled zones and holds up to 100 bottles.

includes Coyote's signature grate as an added enhancement. The product can be used with either a 20 lb. or smaller disposable propane tank and has up to a 20,000 BTU of output. An adapter for smaller tanks and a cover are also available.  
Circle No. 230 on Product Card

**DACOR**

**14425 Clark Avenue  
City of Industry, CA 91745  
Tel: 626-799-0000  
Website: www.dacor.com/**

**Types of Appliances:** Barbecues/ outdoor grills - built-in, cooktops, dishwashers, microwave ovens - built-in, ovens, range hoods, ranges, refrigerators/freezers, warming drawers, wine refrigeration/storage.

**Channels of Distribution:** Appliance retailers, kitchen/bath dealers, kitchen/bath distributors.

**Special Services:** The DacorMatch Color System allows homeowners to customize the color of Dacor ovens and ranges by sending in a swatch of their selected color to be matched, or choose from pre-selected designer colors.

**Major Product Information:** The re-imagined Heritage collection features an extra-large capacity oven, extra-large capacity refrigerator and extra-large burners and grates. The line includes cooking innovations such as built-in steam-roasting and steam-baking, induction cooking, speed convection and healthy-fry technology. Dacor's cooling products feature full stainless steel interior with dual cameras.  
Circle No. 231 on Product Card

**DCS BY FISHER & PAYKEL**

**695 Town Center Drive, Suite 180  
Costa Mesa, CA 92626  
Tel: 949-790-8900  
Website: www.dcsappliances.com**

**Types of Appliances:** Barbecues/ outdoor grills - built-in, ice makers, refrigerator drawers, refrigerators/ freezers, undercounter refrigeration.

**Channels of Distribution:** Appliance retailers, kitchen/bath dealers.  
Circle No. 232 on Product Card

**EARTHSTONE OVENS**

**6717 San Fernando Road  
Glendale, CA 91201  
Tel: 800-840-4915  
Fax: 818-553-1133  
Email: info@earthstoneovens.com  
Website:  
www.earthstoneovens.com**

**Types of Appliances:** Outdoor appliances, pizza ovens.

**Channels of Distribution:** Appliance retailers, direct to consumers.  
Circle No. 233 on Product Card

**ELECTROLUX**

**10200 David Taylor Drive  
Charlotte, NC 28262  
Tel: 212-445-8365  
Website:  
www.electroluxappliances.com**

**Types of Appliances:** Cooktops, dishwashers, laundry products, microwave ovens - built-in, ovens, range hoods, ranges, refrigerators/freezers, warming drawers.

**Channels of Distribution:** Appliance retailers.  
Circle No. 234 on Product Card

**ELMIRA STOVE WORKS**

**285 Union Street  
Elmira, ON Canada N3B 3P1  
Tel: 519-669-1281  
Fax: 519-669-1774  
Email:  
sales@elmirastoveworks.com  
Website:  
www.elmirastoveworks.com**

**Types of Appliances:** Cooktops, dishwashers, keg refrigerators, ovens, range hoods, ranges, refrigerators/freezers, undercounter refrigerators.

**Channels of Distribution:** Appliance retailers, direct to consumers, home centers, kitchen/bath dealers, kitchen/bath distributors.

**Special Services:** There are more than 1,000 custom color options available through RAL color (www.ralcolor.com) and color matching technology.

**Major Product Information:** Elmira Stove Works offers a complete line of retro-inspired appliances, including Northstar 1950s-style appliances and Antique circa-1850 appliances. Elmira's appliances include ranges,



■ Elmira Stove Works now offers its Antique appliance line in more than 1,000 custom colors.

refrigerators, keg fridges, microwaves, hoods and splashbacks, and dishwashers and dishwasher panels. The Northstar line is available in nine "not-so-standard" colors along with more than 1,000 custom hues.  
Circle No. 235 on Product Card

**EUROCHEF USA**

**41 Mercedes Way, Suite 25  
Edgewood, NY 11717  
Tel: 631-254-3434  
Fax: 631-254-3426  
Email: info@eurochefusa.com  
Website: www.eurochefusa.com**

**Types of Appliances:** Cooktops, ovens, range hoods, ranges.

**Channels of Distribution:** Appliance retailers, home centers, kitchen/bath dealers, kitchen/bath distributors.

**Retailer Incentives:** EuroChef USA offers attractive incentives including frequent rebates and promotional offers.

**Special Services:** EuroChef USA backs both the ILVE and Verona brands with a two-year warranty for parts and service. Both the ILVE and Verona brands can be customized with various color, trim, fuel source and oven configurations.

**Major Product Information:** Verona offers industry exclusive product including the 36" all-electric double-oven range. ILVE offers a complete line of customizable ranges and cooktops that are built for performance with flexible cooktop surfaces and versatile ovens. Available in sizes from 30" up to 60", ILVE ranges are offered in over 220 colors and multiple trim options.  
Circle No. 236 on Product Card

**FABER**

**2 Cabot Road  
Hudson, MA 01749  
Tel: 508-358-5353  
Website: www.faberonline.com**

**Types of Appliances:** Range hoods.

**Channels of Distribution:** Appliance retailers, kitchen/bath dealers, kitchen/bath distributors, home centers.

**Major Product Information:** The Inca SD Pro Style Insert is available in a width of 29" or 35" and fits in a 15"-deep cabinet. Its vari-duct technology allows the system to vent directly backwards, making installa-

tion easier. The insert includes LED lighting, professional-style baffle filters and a 600 CFM pro motor. The Camino Pro Chimney is available in a width of 36" or 48" by 24" of professional depth. This product has a 600 or 1200 CFM pro motor option. The hood includes professional-style baffle filters, LED lighting with a dimmer and rainbow electronic control that changes color to indicate speed and all other functions.  
Circle No. 237 on Product Card



■ Faber's Camino Pro Chimney features a rainbow electronic control that changes color to indicate speed.

**FALMEC**

**Via Dell' Artigianato, 42  
Vittorio Veneto, TV, 31029, Italy  
Tel: 519-573-9399  
Email: marco.darsie@falmeccom  
Website:  
www.falmeccnorthamerica.com**

**Types of Appliances:** Range hoods.

**Channels of Distribution:** Appliance retailers, kitchen/bath dealers, kitchen/bath distributors.  
Circle No. 238 on Product Card

**FANTECH**

**10048 Industrial Boulevard  
Lenexa, KS 66215  
Tel: 913-752-6000  
Website: www.fantech.net**

**Types of Appliances:** Kitchen Make Up Air System (MUAS).

**Channels of Distribution:** Appliance retailers, kitchen/bath dealers, kitchen/bath distributors.

**Special Services:** Fantech will assist with system selection and provide a five-year warranty.

**Major Product Information:** Column Automatic, infinitely modulating air flow in proportion to the kitchen exhaust. Since the system is fan-forced, makeup air can be ducted to where it can be most suitably delivered to the home. The MUAS can be set up by the installer for a variety of pressure schemes: slightly negative, slightly positive, or balanced. The MUAS provides the exact amount of air needed, and complies with the building code.  
Circle No. 239 on Product Card



Integrated column refrigerators and freezers from Fisher & Paykel can be installed in custom combinations.

## FISHER & PAYKEL APPLIANCES

695 Town Center Drive, Suite 180  
Costa Mesa, CA 92626  
Tel: 949-790-8900  
Website: [www.fisherpaykel.com](http://www.fisherpaykel.com)

**Types of Appliances:** Coffee systems – built-in, cooktops, dishwasher drawers, dishwashers, microwave ovens – built-in, ovens, range hoods, ranges, refrigerator drawers, refrigerators/freezers, undercounter refrigeration, warming drawers.

**Channels of Distribution:** Appliance retailers, kitchen/bath dealers.

**Major Product Information:** Column Refrigeration provides personalization with independent temperature zones and the ability to mix and match sizes in the kitchen. Fisher & Paykel's ranges are the domestic version of the professional chef's range. Circle No. 240 on Product Card

## FORZA

Via Modenese, 4266  
San Cesario S.P., Modena 41018  
Italy  
Tel: 800-358-8886  
Email: [contact@forzacucina.com](mailto:contact@forzacucina.com)  
Website: [www.forzacucina.com](http://www.forzacucina.com)

**Types of Appliances:** Dishwashers, range hoods, ranges.

**Channels of Distribution:** Kitchen/bath dealers, kitchen/bath distributors.

**Major Product Information:** Forza's radically designed gas ranges are offered in 30" or 36" models and six brilliant color options. Each range features Forza's proprietary Infinito Grate System, a large continuous usable cooking surface with edge-to-edge cast iron grates and integrated bull nose, and a wide oven cavity with up to 6 cu. ft. of usable oven space,

capable of fitting commercial size cooking trays. Also, Forza's 18,000 BTU MassimoBlu Double Broiler System showcases a powerful blue flame for evenly distributed heat. Circle No. 241 on Product Card

## FRIGIDAIRE

10200 David Taylor Drive  
Charlotte, NC 28262  
Website: [www.frigidaire.com](http://www.frigidaire.com)

**Types of Appliances:** Cooktops, dishwashers, microwave ovens – built-in, ovens, refrigerators/freezers.

**Channels of Distribution:** Appliance retailers.  
Circle No. 242 on Product Card

## GAGGENAU

1901 Main Street, Suite 600  
Irvine, CA 92614  
Tel: 877-442-4436  
Website: <http://www.gaggenau.com/us>

**Types of Appliances:** Coffee systems – built-in, cooking surfaces, cooktops, dishwashers, microwaves – built-in, ovens, range hoods, refrigerators/freezers, warming drawers, wine refrigeration/storage.

**Channels of Distribution:** Appliance retailers, direct to consumers, kitchen/bath dealers, kitchen/bath distributors.



Gaggenau's Vario wine climate cabinets 400 series feature telescopic rails for easy access and display.

### Major Product Information:

Gaggenau, founded in 1683, manufactures high-quality home appliances "Made in Germany." Since 1995, the company has been a subsidiary of BSH Hausgeräte GmbH in Munich, and is currently represented in over 50 countries with flagship showrooms around the world. Circle No. 243 on Product Card

## GE APPLIANCES

AP3-232  
Louisville, KY 40225  
Tel: 502-452-7819  
Website: [www.geappliances.com](http://www.geappliances.com)

**Types of Appliances:** Cooktops, dishwashers, microwave ovens – built-in, ovens, range hoods, refrigerators/freezers, undercounter refrigeration, wine refrigeration/storage.  
Circle No. 244 on Product Card

## HEARTLAND APPLIANCES

1260 E. Van Deine  
Greenville, MI 48838  
Tel: 800-223-3900  
Website: [www.heartlandapp.com](http://www.heartlandapp.com)

**Types of Appliances:** Ranges.

**Channels of Distribution:** Appliance retailers, kitchen/bath dealers, kitchen/bath distributors, home centers.

**Special Services:** Warranty included.

### Major Product Information:

Heartland's gas, electric and dual-fuel ranges are inspired by the legendary Oval Woodburning cookstove first built in 1925. Nickel-plated trim, elegantly shaped handles and legs, and the vintage oven temperature gauge are just some of the design features that distinguish Heartland ranges. Circle No. 245 on Product Card

## HESTAN COMMERCIAL CORPORATION

3375 E. La Palma Avenue  
Anaheim, CA 92806  
Tel: 888-905-7463  
Email: [ecarr@hestan.com](mailto:ecarr@hestan.com)  
Website: [www.hestanhome.com](http://www.hestanhome.com)

**Types of Appliances:** Barbecues/grills, cooktops, dishwashers, outdoor appliances, ovens, range hoods, ranges, refrigerators/freezers, warming drawers, wine refrigeration/storage.

### Channels of Distribution:

Kitchen/bath dealers, kitchen/bath distributors.  
Circle No. 246 on Product Card



The 48" dual-fuel range from Hestan offers two ovens and a sealed burner system.

## ILVE APPLIANCES

41 Mercedes Way, Suite 25  
Edgewood, NY 11717  
Tel: 631-254-3434  
Email: [info@ilveappliances.com](mailto:info@ilveappliances.com)  
Website: <https://ilveappliances.com>

**Types of Appliances:** Cooktops, range hoods, ranges.

**Channels of Distribution:** Appliance retailers.

**Retailer Incentives:** ILVE Appliances offers incentives including rotating rebates and promotional offers.

**Special Services:** The ILVE brand of ranges is completely customizable in over 220 colors, four trim options, two leg options, optional upper hand rails, a wrap-around toe kick and multiple cooktop accessories. ILVE offers a two-year standard service warranty for all appliances.

### Major Product Information:

ILVE continues to expend its offering in 2019 with the introduction of a Copper-Rose Gold trim choice. This elegant trim color pairs with any of ILVE's standard colors or the more than 220 RAL custom-color options. Circle No. 247 on Product Card

## IMPERIAL KITCHEN VENTILATION

425 Apollo Street  
Brea, CA 92821  
Tel: 800-851-4192  
Fax: 714-990-3350  
Email: [mary@imperialhoods.com](mailto:mary@imperialhoods.com)  
Website: [www.imperialhoods.com](http://www.imperialhoods.com)

**Types of Appliances:** Outdoor appliances, range hoods.

**Channels of Distribution:** Appliance retailers, kitchen/bath dealers.

**Special Services:** Seven-year in-home warranty; American made since 1961.

Circle No. 248 on Product Card

## INSINKERATOR

1250 International Drive  
Mt. Pleasant, WI 53177  
Tel: 800-558-5700  
Website: <http://insinkerator.emerson.com/en-us>

**Types of Appliances:** Garbage disposals.

**Channels of Distribution:** Appliance retailers, kitchen/bath dealers.

**Special Services:** All InSinkErator models provide in-home limited warranties.

**Major Product Information:** The InSinkErator Evolution PRO Series delivers more grinding with less noise, thanks to patented MultiGrind and SoundSeal technologies. Circle No. 249 on Product Card



↑ RISE wall ovens from JennAir are available with Dual-Fan Convection and MultiMode Convection.

**JENNAIR**

**553 Benson Road  
Benton Harbor, MI 49022  
Tel: 800-536-6247  
Website: <http://jennair.com>**

**Types of Appliances:** Coffee systems - built-in, cooktops, dishwasher drawers, dishwashers, ice makers, microwave ovens - built-in, ovens, range hoods, ranges, refrigerator drawers, refrigerators/freezers, trash compactors, undercounter refrigeration, warming drawers, wine refrigeration/storage.

**Channels of Distribution:** Appliance retailers, home centers, kitchen/bath dealers, kitchen/bath distributors.

**Retailer Incentives:** <https://jennair.com/promotions>.

**Major Product Information:** JennAir brand's two distinct design expressions, RISE and NOIR, deliver two full suites of products. RISE marries tradition and power with progressive design elements, while sensuality and geometry blend in the minimalist style of NOIR. The following products are available in both expressions: JennAir Column Refrigerator; Professional-Style Ranges and Rangetops; Untethered Wall Ovens, and Quietest Luxury Dishwasher Brand. Circle No. 250 on Product Card

**KALAMAZOO OUTDOOR GOURMET**

**810 West Washington Boulevard  
Chicago, IL 60607  
Tel: 800-868-1699  
Email: [clientrelations@kalamazoogourmet.com](mailto:clientrelations@kalamazoogourmet.com)**



↑ This kitchen from Kalamazoo Outdoor Gourmet showcases Arcadia cabinetry in Charcoal, along with the Artisan Fire Pizza Oven and Gaucho Grill.

**Website:** [www.kalamazoogourmet.com](http://www.kalamazoogourmet.com)

**Types of Appliances:** Barbecues/grills, cooktops, ice makers, outdoor appliances, outdoor pizza oven, refrigerator drawers, refrigerators/freezers, smoker cabinets, undercounter refrigeration, warming drawers, wine refrigeration/storage.

**Channels of Distribution:** Direct to consumers, kitchen/bath dealers, certified design professionals.

**Major Product Information:** Kalamazoo Outdoor Gourmet builds outdoor kitchen equipment - exclusively. From the cooking versatility of the Hybrid Fire Grill to the heating capabilities of the Artisan Fire Pizza Oven to the design flexibility of the refrigeration collections, Kalamazoo's craftsmanship is reflected through the quality of its stainless-steel products, built by hand in Michigan. Circle No. 251 on Product Card

**KITCHENAID**

**2000 N. M-63  
Benton Harbor, MI 49022  
Tel: 269-923-5000  
Website: [www.kitchenaid.com](http://www.kitchenaid.com)**

**Types of Appliances:** Barbecues/grills, coffee systems - built-in, cooktops, dishwasher drawers, dishwashers, ice makers, microwave ovens - built-in, outdoor appliances, ovens, range hoods, ranges, refrigerator drawers, refrigerators/freezers, undercounter refrigeration, warming drawers, wine refrigeration/storage. Circle No. 252 on Product Card

**KOBE RANGE HOODS**

**11775 Clark Street  
Arcadia, CA 91006  
Tel: 626-775-8880  
Email: [info@koberangehoods.com](mailto:info@koberangehoods.com)  
Website: [www.koberangehoods.com](http://www.koberangehoods.com)**

**Types of Appliances:** Range hoods.

**Special Services:** One year service and one year parts warranty.

**Major Product Information:** KOBE Range Hoods' new line of Perimetric Range Hoods includes the MILO (CH27) and MILA (CH77) Series. These models include KOBE's signature QuietMode and EcoMode (CH77) features, along with its newest temperature sensors for automatic fan control; automatic off and delay



↑ The 6-speed Premium CH77 Mila perimetric range hood from KOBE features an auto-on flame sensor.

shut off modes. The MILA (CH77) incorporates a Flame Sensor that automatically turns the range hood on the instant the flame comes on. These models still incorporate the company's 18-gauge commercial-grade stainless steel bodies as well as 3W LED lights and a 600 CFM blower. Each model is available in under cabinet and wall mount configurations. Circle No. 253 on Product Card

**LG ELECTRONICS**

**1000 Sylvan Avenue  
Englewood Cliffs, NJ 07632  
Tel: 800-243-0000  
Website: [www.lg.com](http://www.lg.com)**

**Types of Appliances:** Cooktops, dishwasher drawers, dishwashers, ice makers, laundry products, microwave ovens - built-in, ovens, range hoods, ranges, refrigerator drawers, refrigerators/freezers, undercounter refrigeration.

**Major Product Information:** LG Electronics' innovations include the LG InstaView Refrigerators that allow users to knock twice and see inside, along with a full kitchen portfolio available in finishes including Matte Black and Black Stainless

Steel. Its front-load washers and dryers offer the LG SideKick pedestal washer for washing two loads at once. LG also offers an extensive range of smart home appliances and compatibility with AI partners such as Amazon Alexa and the Google Assistant.

Circle No. 254 on Product Card

**LIEBHERR**

**15101 NW 112th Avenue  
Hialeah Gardens, FL 33018  
Tel: 866-543-2377  
Fax: 305-817-7504  
Email: [service-appliances.us@Liebherr.com](mailto:service-appliances.us@Liebherr.com)  
Website: <https://home.liebherr.com/en/usa/ncsa/home/home-page-ncsa.html>**

**Types of Appliances:** Refrigerator drawers, refrigerators/freezers, undercounter refrigeration, wine refrigeration/storage, cigar humidior.

**Channels of Distribution:** Appliance retailers, kitchen/bath dealers.

**Major Product Information:** With its interior features, clean lines, stainless steel or panel-ready doors, and quiet operation, the Monolith Columns were designed to inspire and integrate seamlessly into kitchens. The Monolith line offers energy efficiency, eco-friendly engineering and intelligent features for food preservation. The unit's InfinityLight LED lighting design, InfinitySpring flush-mounted internal water dispenser and BioFresh-Plus temperature and humidity control are all designed to provide unobstructed visibility, intelligent design and prolonged shelf life for food. Circle No. 255 on Product Card



↑ The Monolith refrigerator from Liebherr includes intelligent features for food preservation.

# Daringly different. Infinitely beautiful.

The new black stainless collection from Bosch helps guard against scratches and fingerprints.



**BOSCH**  
Invented for life



Sign up online for information about our  
Bosch builder program at: [bosch-home.com/us/builder](https://www.bosch-home.com/us/builder)



Bosch uses the same black stainless steel material across all products, including refrigerators, dishwashers, and wall ovens.

## Scratch and fingerprint resistant.

Because Bosch black stainless is made from a special material, not simply a black foil coating, it helps guard against scratches and fingerprints. So homeowners can make a bold move in the kitchen while happily playing it safe.

## Quality finishes.

Features a high quality finish that's consistent across handles and control panels, for a seamless look that clients and buyers appreciate.



Unique low gloss,  
high grain black  
stainless finish.

Photo: Nathan Kirkman



■ The Lynx Sedona Outdoor Kitchen includes the Sedona Outdoor Refrigerator, Classic Outdoor Storage and Sedona Built-In Grill.

**LYNX GRILLS**

**7300 Flores Street  
Downey, CA 90242  
Tel: 562-299-6900  
Email: cchung@lynxgrills.com  
Website: www.lynxgrills.com**

**Types of Appliances:** Barbecues/grills, cooktops, ice makers, outdoor appliances, ovens, undercounter refrigeration, warming drawers, wine refrigeration/storage.

**Channels of Distribution:** Appliance retailers, direct to consumers, kitchen/bath dealers, home centers. Circle No. 256 on Product Card

**MARVEL REFRIGERATION**

**1260 E. Van Deirse  
Greenville, MI 48838  
Tel: 800-223-3900  
Email: lkalemba@marvelrefrigeration.com  
Website: www.marvelrefrigeration.com**

**Types of Appliances:** Beer dispensers, ice makers, outdoor appliances, refrigerator drawers, refrigerators/freezers, undercounter refrigeration, wine refrigeration/storage.

**Channels of Distribution:** Appliance retailers, kitchen/bath dealers, kitchen/bath distributors, home centers.

**Special Services:** Warranty included.

**Major Product Information:** Marvel offers a multitude of size options, finishes and shelving configurations for home and outdoor. Circle No. 257 on Product Card

**MAYTAG**

**2000 N. M-63  
Benton Harbor, MI 49022  
Tel: 269-923-5000  
Website: www.maytag.com**

**Types of Appliances:** Cooktops, dishwasher drawers, dishwashers, garbage disposal, laundry products, microwave ovens - built-in, outdoor appliances, ovens, range hoods, ranges, refrigerator drawers, refrigerators/freezers, rotisseries, undercounter refrigeration. Circle No. 258 on Product Card

**MIELE**

**9 Independence Way  
Princeton, NJ 08540  
Tel: 800-843-7231  
Website: www.mieleusa.com**

**Types of Appliances:** Cooktops, dishwashers, laundry products, microwave ovens - built-in, ovens, refrigerators/freezers, undercounter refrigeration, warming drawers, wine refrigeration/storage.

**Channels of Distribution:** Appliance retailers, direct to consumers, kitchen/bath dealers, kitchen/bath distributors, home centers.

**Retailer Incentives:** Dishwasher and Kitchen Package promotions.

**Special Services:** Customizable handles for ovens and warming drawers; extended limited warranty for most appliances.

**Major Product Information:** Miele's new W1 Washer and T1 Dryer deliver an automatic dosing system and mobile capabilities. The Miele Range introduces solution-driven features. Circle No. 259 on Product Card

**NAPOLEON**

**103 Miller Drive  
Crittenden, KY 41030  
Tel: 866-820-8686  
Email: grills@napoleonproducts.com  
Website: www.napoleongrills.com**

**Types of Appliances:** Barbecues/outdoor grills, outdoor appliances, undercounter refrigeration.

**Channels of Distribution:** Appliance retailers, kitchen/bath dealers.

**Major Product Information:** Napoleon offers a full line of portable, free-standing and built-in grills. Napoleon's built-in grill heads offer a variety of upgraded features, such as infrared burners, backlit control knobs, rotisserie, integrated wood chip smoker tray and more. Paired with a built-in grill head, Napoleon's OASIS Modular Island Kits can personalize an outdoor kitchen area with a cooking and storage solution. Circle No. 260 on Product Card

**NXR DURO CORPORATION**

**17018 Evergreen Place  
City of Industry, CA 91745  
Tel: 888-909-8818  
Email: nxrcs@duro-global.com  
Website: www.nxrproducts.com**

**Types of Appliances:** Barbecues/grills, cooktops, range hoods, ranges, refrigerators/freezers.

**Major Product Information:** The NXR oven range is an all-stainless steel professional-style gas range that brings the look and feel of a commercial restaurant-style range into the home. The burners are manufactured in Germany. The re-ignition system will protect against gas buildup, and the oven's broiler exposes food directly to high heat, searing and sealing in flavor. The convection fan circulates air to promote even cooking. NXR also has matching range hoods and a variety of outdoor barbecue products from table tops, 3-burner grills, 5- and 7-burner grills, as well as party grills and island set ups with drop-in grills. Circle No. 261 on Product Card

**THE OUTDOOR GREATROOM CO.**

**14400 Southcross Drive West,  
Suite 100  
Burnsville, MN 55306  
Tel: 866-303-4028  
Fax: 952-658-6731  
Email: katie@outdoorrooms.com  
Website: www.outdoorrooms.com**

**Types of Appliances:** Cooking surfaces, outdoor appliances.

**Channels of Distribution:** Appliance retailers, home centers, kitchen/bath dealers, kitchen/bath distributors.

**Retailer Incentives:** Custom and commercial capabilities including: outdoor kitchens, custom outdoor kitchen islands, custom gas fire pit tables and fireplaces, custom burners, accessories. The company also offers a full promotional calendar, consumer promotions, and sales/

marketing/technical support and resources.

**Major Product Information:** The Outdoor GreatRoom Company manufactures distinctive, upscale products for indoor and outdoor living spaces. The firm's UL-listed Crystal Fire Burner technology provides a superior look, reliability and ease of use, notes the firm. Located in Minnesota, the family company offers in-stock products and quick lead times along with custom and commercial product capabilities. Circle No. 262 on Product Card

**PERLICK CORPORATION**

**8300 West Good Hope Road  
Milwaukee, WI 53223  
Tel: 800-558-5592  
Email: residentialsales@perlick.com  
Website: www.perlick.com/residential/**

**Types of Appliances:** Beer taps, ice makers, outdoor appliances, refrigerator drawers, refrigerators/freezers, undercounter refrigeration, wine refrigeration/storage.

**Channels of Distribution:** Appliance retailers, kitchen/bath dealers, kitchen/bath distributors.

**Major Product Information:** Family owned since 1917, Perlick Corporation manufactures commercial-grade appliances for a variety of markets. The Residential product line features high-quality appliances, including indoor and outdoor undercounter refrigerators, wine reserves, freezers, freezer and refrigerator drawers, ice makers and beer dispensers. In 2018, Perlick launched innovative column refrigerators, freezers and wine reserves. Circle No. 263 on Product Card

**PITT COOKING USA**

**481 Van Brunt Street  
Brooklyn, NY 11231  
Tel: 917-572-7094  
Email: rob@pittcookingusa.com  
Website: www.pittcooking.com**



■ The Outdoor GreatRoom Company can design custom outdoor kitchens with a range of amenities.





▣ The Perlick Collection 30" Column Refrigerator features the QuatroCool advanced preservation system, with four separate temperature zones.

**Types of Appliances:** Cooktops.

**Channels of Distribution:** Appliance retailers, direct to consumers, kitchen/bath distributors, home centers.

**Major Product Information:** PITT cooking offers high-end integrated cooktops with multiple configurations. The cooktops are handmade in Holland with high-quality materials, beautifully finished and officially C.S.A. certified.  
Circle No. 264 on Product Card



▣ The Cone hood from RangeCraft Manufacturing can be customized with finishes and trim.

## RANGECRAFT MANUFACTURING

**4-40 Banta Place  
Fair Lawn, NJ 07410  
Tel: 201-791-0440  
Fax: 201-791-4494  
Website: www.rangecraft.com**

**Types of Appliances:** Range hoods.

**Channels of Distribution:** Appliance retailers, direct to consumers, kitchen/bath dealers, kitchen/bath distributors.

**Special Services:** Range hoods made to order; complete customization - any size, any design, any finish; powder coating to any RAL color.

**Major Product Information:** RangeCraft hoods are made to order with superior craftsmanship, one at

a time, in the U.S. The firm specializes in individual orders, either standard designs or custom made to submitted design ideas. They are manufactured with powerful quiet fans and finishing details including buttons, rivets, bands and Swarovski crystals.

Circle No. 265 on Product Card

## SAMSUNG ELECTRONICS AMERICA

**85 Challenger Road  
Ridgefield Park, NJ 07660  
Tel: 201-229-4000  
Website: www.samsung.com**

**Types of Appliances:** Dishwashers, laundry products, ovens, ranges, refrigerators/freezers.

Circle No. 266 on Product Card

## SCOTSMAN ICE SYSTEMS

**101 Corporate Woods Parkway  
Vernon Hills, IL 60061  
Tel: 800-726-8762  
Email: sales@scotsman-ice.com  
Website:  
www.scotsmanhomeice.com**

**Types of Appliances:** Ice makers, outdoor appliances.

**Channels of Distribution:** Appliance retailers, direct to consumers, kitchen/bath dealers, kitchen/bath distributors.

**Major Product Information:** Scotsman offers machines that produce



▣ Scotsman Ice Systems offers a range of ice machines for the indoor and outdoor kitchen.

either cube or nugget ice in indoor and outdoor models. The Gourmet Cuber produces ice that is crystal-clear, taste-free and odorless. The Nugget Ice Machine delivers the same nugget ice Scotsman invented that is soft and chewable. The front panel on some models can be finished with a locally supplied custom wood front panel or Scotsman front panel kits.

Circle No. 267 on Product Card

## SHARP ELECTRONICS

**100 Paragon Drive  
Montvale, NJ 07645  
Tel: 201-529-8200  
Website: www.sharppusa.com**

**Types of Appliances:** Cooktops, microwave ovens - built-in, ovens.

**Channels of Distribution:** Appliance retailers, home centers, kitchen/bath dealers, kitchen/bath distributors.

Circle No. 268 on Product Card

kitchen/bath dealers, kitchen/bath distributors.

**Retailer Incentives:** 2019 Signature Kitchen Suite Dream Suite Savings gives up to \$3,700 Visa Prepaid Card when six eligible Signature Kitchen Suite products are purchased. For more information, visit [www.signaturekitchensuite.com/promotions](http://www.signaturekitchensuite.com/promotions). The company recently launched its True Partner incentive program for designers who partner with designated Signature Kitchen Suite dealers. To find a dealer, visit: <https://www.signaturekitchensuite.com/us/find-dealerpromotions>.

**Special Services:** Signature Kitchen Suite offers a 24/7 Concierge program. Homeowners are matched with a personal, dedicated service representative who is on call and ready to handle all of their needs. The company also offers a three-year warranty with five-day Repair or Replace Promise. Customers also



▣ The Pro Range from Signature Kitchen Suite provides two ovens, as well as induction, gas and sous vide cooking capabilities.

## SIGNATURE KITCHEN SUITE

**1000 Sylvan Avenue  
Englewood Cliffs, NJ 07632  
Tel: 619-323-4388  
Website:  
www.signaturekitchensuite.com**

**Types of Appliances:** Dishwasher drawers, dishwashers, microwave ovens - built-in, ovens, range hoods, ranges, refrigerator drawers, refrigerators/freezers, undercounter refrigeration, wine refrigeration/storage.

**Channels of Distribution:** Appliance retailers, direct to consumers,

receive a two-hour service window, remote repairs and WiFi-enabled diagnostic monitoring, so they can be proactively contacted before they know there is an issue.

**Major Product Information:** Signature Kitchen Suite is a new luxury brand with leading-edge technologies, and debuted the first-of-its-kind pro range with built-in sous vide, induction and gas modalities - all on the cooktop. The company also offers the Integrated Wine Column Refrigerator, available in 18" and 24". The appliances are WiFi-enabled.  
Circle No. 269 on Product Card



▣ The Linnea Series of appliances from SMEG USA are offered in the firm's Mystic Gray glass finish.

**SMEG USA, INC.**

**A&D Building, 150 East 58th St., 7th Floor  
New York, NY 10155  
Tel: 212-265-5378  
Fax: 212-265-5945  
Email: info@smegusa.com  
Website: www.smegusa.com**

**Types of Appliances:** Coffee systems - built-in, cooktops, dishwashers, ovens, range hoods, ranges, refrigerators/freezers, warming drawers, wine refrigeration/storage.

**Channels of Distribution:** Appliance retailers, kitchen/bath dealers, kitchen/bath distributors.

**Retailer Incentives:** 1) Move air with a complimentary SMEG ventilation hood with purchase of a qualifying Victoria Series range, then take 50% off of any SMEG dishwasher for maximum savings. 2) Choose any C series range or any oven and cooktop, and receive a complimentary SMEG ventilation hood with purchase (excludes Dolce&Gabanna collection). 3) The SMEG dishwasher is complimentary with the purchase of a qualifying appliance package: any range and hood or any oven, cooktop and hood and one additional SMEG major appliance.

**Special Services:** All SMEG major appliances sold in the U.S. and Canada to an end-user on or after April 1, 2019 will be covered by an extended manufacturer's two-year warranty, parts and labor included.

**Major Product Information:** Retro 50's Appliances: Unmistakable retro design characterizes the SMEG 50's series - old fashioned sinuous lines and bright colors combine with the latest technology. The Portofino style is inspired by rich tones of the Mediterranean. Ranges are equipped with five-top cooking zones, 10 oven cooking functions, triple-fan convection and more. The new Portofino range features a 48" dual-oven model. The Linea Series encompasses new 24" and 30" Convection Ovens, a 24" Specialty Speed and Combi Steam Oven and a reimagined "Classic" Coffee System in Mystic Gray glass finish featuring touch controls. Circle No. 270 on Product Card

**STANISCI DESIGN**

**700 South Glaspie Street  
Oxford, MI 48371  
Tel: 248-572-6880  
Fax: 248-572-6884  
Email: sales@wood-hood.com  
Website: www.wood-hood.com**

**Types of Appliances:** Range hoods.

**Channels of Distribution:** Kitchen/bath dealers, kitchen/bath distributors.

**Retailer Incentives:** Displaying dealer discounts.

**Special Services:** Two-year in-home warranty. Ventilation is in stock and available for immediate shipment if ordered before 11:00 a.m. Technical assistance hotline available to assist in product selection and installation. Customization is available.

**Major Product Information:** New Contemporary/Transitional hood styles are available; featuring new installation access for most types of hoods for easy install and inspection. Nine standard species are offered, with new Superior Surface for paint grade. There are liner and blower combinations to fit all budgets and requirements, with seven blower options. Custom-designed liners to fit Stanisci Design hoods are in stock. Circle No. 271 on Product Card

**STREAMLINE HOODS**

**4-40 Banta Place  
Fair Lawn, NJ 07410  
Tel: 866-764-7630  
Website: www.streamlinehoods.com**

**Types of Appliances:** Cooktops, dishwasher/sink combination units, range hoods.

**Channels of Distribution:** Appliance retailers, kitchen/bath dealers, kitchen/bath distributors, direct to consumers.

**Major Product Information:** Streamline Hoods offers modern and contemporary range hoods in over 200 glass colors, as well as stainless steel and Corian options. The company can create wall art of favorite photos onto the glass of the hood. Circle No. 272 on Product Card

**SUB-ZERO GROUP**

**4717 Hammersley Road  
Madison, WI 53711  
Tel: 800-222-7820  
Website: www.subzero-wolf.com**

**Types of Appliances:** Barbecues/grills, coffee systems - built-in, cooktops, dishwashers, microwave ovens - built-in, outdoor appliances, ovens, range hoods, ranges, refrigerator drawers, refrigerators/freezers, undercounter refrigeration, warming drawers, wine refrigeration/storage.

**Channels of Distribution:** Appliance retailers, kitchen/bath dealers,

kitchen/bath distributors.

**Special Services:** Customization, warranty, installation.

**Major Product Information:** Sub-Zero and Wolf have announced their newest brand, Cove, setting a standard in luxury dishwashing. Cove joins its kitchen counterparts in refrigeration and cooking as the specialist that 'conquers' clean. Cove dishwashers include thoughtful features that meet four common pain points consumers have with dishwashers: cleanliness, loading flexibility, drying quality and noise. Circle No. 273 on Product Card

**SUMMERSET PROFESSIONAL GRILLS**

**17322 Gothard Street  
Huntington Beach, CA 92647  
Tel: 714-966-9330  
Fax: 714-966-9331  
Website: www.summersetgrills.com**

**Types of Appliances:** Barbecues/grills, outdoor appliances, range hoods, refrigerator drawers, rotisseries, undercounter refrigerators, warming drawers, wine refrigeration/storage.

**Channels of Distribution:** Appliance retailers, kitchen/bath dealers, kitchen/bath distributors.

**Special Services:** Each American Muscle Grill is designed, built and factory tested in the U.S. With a lifetime warranty (including the burners), each component and accessory is designed and constructed to the highest standards.

**Major Product Information:** The 54" American Muscle Grill (AMG) features multiple fuels, including wood logs, wood chunks, lump coal, charcoal, infrared, propane or natural gas. Built with complete #304 stainless steel construction, AMG features solid brass flame-thrower igniters and reversible V-Tech grates that provide added control over heat-transfer. Circle No. 274 on Product Card

**SUMMIT APPLIANCE, DIV. FELIX STORCH INC.**

**770 Garrison Avenue  
Bronx, NY 10474  
Tel: 718-893-3900  
Fax: 844-478-8799  
Email: steve@summitappliance.com  
Website: www.summitappliance.com**

**Types of Appliances:** Beer taps, coffee systems - built-in, cooktops, dishwashers, ice makers, laundry products, microwave ovens - built-in, outdoor appliances, ovens, range hoods, ranges, refrigerator drawers, refrigerators/freezers, undercounter refrigeration, wine refrigeration/storage, ADA appliances.



▣ Summit Appliance specializes in appliances for space-challenged kitchens.

**Channels of Distribution:** Appliance retailers, kitchen/bath dealers, home centers.

**Major Product Information:** Summit Appliance specializes in distinctive choices for space-challenged kitchens. Its selection includes built-in undercounter and ADA-compliant refrigeration products from 6" to 36" wide, as well as outdoor refrigeration, slim-fitting apartment refrigeration, wine and beverage centers and kegerators for beer, wine and coffee. The company's cooking line includes a selection of compact built-in cooktops in radiant, coil, solid disk, induction and gas style, as well as 20"- and 24"-wide stoves, 24"- and 30"-wide wall ovens, and standard and ADA-compliant range hoods starting at just 18" wide. Circle No. 275 on Product Card

**TECNO SPA**

**SP 63R 111  
Gualtieri, Reggio Emilia 42044  
Italy  
Tel: 522-222-2161  
Email: gianluca.geneletti@tecnospa.it  
Website: http://superiore.us**

**Types of Appliances:** Range hoods, ranges.

Circle No. 276 on Product Card

**TEXAS LIGHTSMITH**

**3410 Andtree Boulevard  
Austin, TX 78724  
Tel: 512-264-2266  
Fax: 512-821-2286  
Email: lightsmith@texaslightsmith.com  
Website: www.texaslightsmith.com**

**Types of Appliances:** Range hoods, custom light fixtures and custom metal projects.

**Channels of Distribution:** Appliance retailers, direct to consumers, kitchen/bath dealers, kitchen/bath distributors, home centers.



■ The 48" Pro Range is part of Thermador's all-new Pro Range Collection, a line that provides customizable cooking options for the home chef.

**Special Services:** All products are custom made to client specifications by local artisans and craftsmen.

**Major Product Information:** Texas Lightsmith is a custom metal workshop that creates functional pieces of art for everyday appliances, sinks, light fixtures and more.

Circle No. 277 on Product Card

## Thermador

1901 Main Street, Suite 600  
Irvine, CA 92614

Tel: 310-882-4016

Website: [www.thermador.com](http://www.thermador.com)

**Types of Appliances:** Coffee systems – built-in, cooktops, dishwasher drawers, dishwashers, ice makers, microwave ovens – built-in, ovens, range hoods, ranges, refrigerator drawers, refrigerators/freezers, warming drawers, wine refrigeration/storage.

**Channels of Distribution:** Appliance retailers, direct to consumers.

**Retailer Incentives:** Gift with Purchase – Promotion valid only on select Thermador models. To be eligible for the free appliances offered in this promotion, all other appliances must be purchased at their regular price, in one order, and at the same time. Products must be purchased and delivered during the promotional period of January 1, 2019 through December 31, 2019. More details are available at <https://www.thermador.com/us/experience/gift-with-purchase>.

**Special Services:** Customization, warranty, free shipping, installation, etc. Customers can locate a dealer nearby, or learn more about Thermador appliances at <http://www.thermador.com/dealer-locator>.

**Major Product Information:** Thermador offers a range of products, including the Thermador Pro Range Collection and the Glass Care Center. Circle No. 278 on Product Card

## THOR KITCHEN

13831 Oaks Avenue

Chino, CA 91710

Tel: 877-288-8099

Website:

<http://www.thorkitchen.com>

**Types of Appliances:** Barbecues/grills – built-in, cooktops, dishwashers, ice makers, microwaves – built-in, outdoor appliances, ovens, range hoods, ranges, refrigerator drawers, refrigerators/freezers, undercounter refrigerators, wine refrigeration/storage.

**Channels of Distribution:** Appliance retailers, direct to consumers, kitchen/bath dealers, kitchen/bath distributors.

**Special Services:** THOR Kitchen's products are backed by a full two-year warranty on parts and labor.

**Major Product Information:** THOR



■ New from THOR Kitchen is the pro-style, eight-piece, stainless steel Modern Outdoor Kitchen Suite.

introduces a pro-style, 8-piece Modular Outdoor Kitchen Suite. These are high-quality, stainless steel outdoor kitchen appliances with pro-style performance offered at half the price of ultra-premium competitors. The 8-piece suite includes: a Grill, Grill Cabinet, Pizza Oven, 24" Indoor/Outdoor Refrigerator Drawers, Sink Cabinet, Side Burner Cabinet, Appliance Cabinet as well as a Corner Cabinet. Circle No. 279 on Product Card

## TRUE RESIDENTIAL

2001 East Terra Lane

O'Fallon, MO 63366

Tel: 888-616-8783

Email: [info@true-residential.com](mailto:info@true-residential.com)

Website:

<http://true-residential.com>

**Types of Appliances:** Beer dispensers, ice makers, refrigerator drawers, refrigerator/freezers, undercounter refrigeration, wine refrigeration/storage.

**Channels of Distribution:** Appliance retailers, kitchen/bath dealers.

**Special Services:** True offers a three-year parts and labor warranty for every new True refrigerated unit, cabinet and parts of the product. True ensures a six-year sealed system warranty on all its hermetically sealed systems: compressor, evaporator coil, condenser coil, drier, metering device and connecting tubing from the date of original installation.

**Major Product Information:** True Residential has added a new Emerald hue to its Build Your True program of custom finishes and hardware. The shade joins the available custom finishes, which includes Stainless Steel, Gloss Black, Matte Black, Ultra Matte Black Matte White and Antique White. Together with hardware options, customers can now choose from 48 unique combinations available in both full-size and undercounter units. The company also launched its indoor/outdoor undercounter units in the Build Your True



■ True Residential's 30" Refrigerator Column with Glass Door is showcased in the new Emerald finish.

program of custom finishes and hardware. Previously available for full-size units only, the variously sized undercounter units include a Freezer, Refrigerator, Refrigerator Drawers, Wine Cabinet, Clear Ice Machine, Beverage Center, and a beer Beverage Dispenser. The finishes, which consist of Emerald, Stainless Steel, Gloss Black, Matte Black, Cobalt, Antique White, Ultra Matte Black and Matte White, and hardware in Stainless Steel, Pewter, Gold, Copper, Brass, and Chrome, offer 48 color combinations. Circle No. 280 on Product Card

## U-LINE CORP.

8900 North 55th Street

Milwaukee, WI 53223

Tel: 414-354-0300

Email: [sales@u-line.com](mailto:sales@u-line.com)

Website: [www.u-line.com](http://www.u-line.com)

**Types of Appliances:** Beer taps, ice makers, refrigerator drawers, refrigerator/freezers, undercounter refrigeration, wine refrigeration/storage.

**Major Product Information:** Applications for U-Line products include residential, outdoor, ADA-height compliant and marine. Complete product categories include Wine Captain Models, Beverage Centers, Nugget Ice Machines, Clear Ice Machines, Crescent Ice Makers, Glass and Solid Door Refrigerators, Drawer Models, Freezers and Combo Models. All products are designed, engineered and assembled in Milwaukee, WI.

Circle No. 281 on Product Card

**VENT-A-HOOD**

1000 N. Greenville Avenue  
Richardson, TX 75081  
Tel: 800-331-2492  
Email: jadams@ventahood.com  
Website: www.ventahood.com

**Types of Appliances:** Range hoods.

**Channels of Distribution:** Appliance retailers, kitchen/bath dealers, kitchen/bath distributors.

**Special Services:** In addition to its wide selection of standard sized, readily available range hoods, Vent-A-Hood offers customized solutions for special requirements, including special sizes, finishes, custom colors and accessories.

**Major Product Information:**

Vent-A-Hood range hoods are produced with one of four blower platforms. The Magic Lung blower is its original filterless centrifugal blower system, offering a quiet, powerful, efficient and easy to clean range hood experience. The Power Lung blower, included in its V Line Series, is also a filterless centrifugal blower system providing the same benefits as the Magic Lung, but at a lower CFM level and a lower price point. The M Series blower system offers a competitive range hood equipped with stainless steel baffle filters and a choice of either a 600 CFM or 1000 CFM blower. The ARS duct-free system offers a premium recirculating option, with an activated carbon bed and a high-efficiency microfilter that captures smoke.  
Circle No. 282 on Product Card

**VERONA APPLIANCES**

41 Mercedes Way, Ste. 25  
Edgewood, NY 11717  
Tel: 866-844-6566  
Email: sales@veronaappliances.com  
Website: www.veronaappliances.com

**Types of Appliances:** Cooktops, ovens, ranges.

**Channels of Distribution:** Appliance retailers.

**Retailer Incentives:** Verona Appliances offers a variety of rotating rebates and incentives, including the desirable architect and designer rebate program.

**Special Services:** Verona Appliances offers a standard warranty on all product lines. Service is available across the continental U.S., and all parts are stocked in the New York office.

**Major Product Information:** The company adds the Designer series to its line of single-oven freestanding ranges. The ranges feature rounded handles, spindle legs, a new modern knob design and clean beveled doors. The new series is equipped with a larger capacity



▣ The latest addition to Vinotemp's new Brama by Vinotemp line is the Brama 30" Freestanding Gas Range.

oven cavity and newly designed continuous cast iron cooktop grates (gas only). The Designer Series gas ranges also feature brass burners that produce a higher BTU power on all burner elements.  
Circle No. 283 on Product Card

**VIKING RANGE, LLC**

111 Front Street  
Greenwood, MS 38930  
Tel: 662-455-1200  
Fax: 662-455-3127  
Email: sitecomments@vikingrange.com  
Website: www.vikingrange.com

**Types of Appliances:** Barbecues/grills, cooktops, dishwashers, ice makers, microwave ovens - built-in, outdoor appliances, ovens, range hoods, ranges, refrigerators/freezers, undercounter refrigeration, warming drawers, wine refrigeration/storage.

**Channels of Distribution:** Appliance retailers, kitchen/bath dealers, kitchen/bath distributors.

**Retailer Incentives:** See <http://www.vikingrange.com/consumer/category/products/viking-promotions> for details.

Circle No. 284 on Product Card

**VINOTEMP**

17621 S. Susana Road  
Rancho Dominguez, CA 90221  
Tel: 800-777-8466  
Fax: 310-886-3310  
Email: info@vinotemp.com  
Website: www.vinotemp.com

**Types of Appliances:** Barbecues/outdoor grills - built-in, dishwashers, ice makers, outdoor appliances, ranges, refrigerator drawers,

undercounter refrigeration, wine refrigeration/storage.

**Channels of Distribution:**

Appliance retailers, direct to consumers, home centers, kitchen/bath dealers, kitchen/bath distributors.

**Special Services:** Vinotemp offers a variety of wine coolers along with custom wine storage solutions to complement any size wine collection in any area of the home.

**Major Product Information:**

Vinotemp recently announced an appliance line, Brama by Vinotemp, with the launch of the Brama Stainless Dishwasher. The next appliance to be offered in the line is the Brama 30" Freestanding Gas Range. Available in August, the new range offers big functionality in a compact size, making it a solution for small kitchens. Features include: Convection baking, convection roasting, convection defrosting, convection dehydrating; Four sealed burners; 4.2-cu.-ft. capacity, and Porcelain oven with tinted glass window facing.  
Circle No. 285 on Product Card

**WHIRLPOOL**

2000 N. M-63  
Benton Harbor, MI 49022  
Tel: 269-923-5000  
Website: www.whirlpoolpro.com

**Types of Appliances:** Barbecues/grills, beer taps, coffee systems - built-in, cooktops, dishwasher drawers, dishwashers, garbage disposals, ice makers, laundry products, microwave ovens - built-in, outdoor appliances, ovens, range hoods, ranges, refrigerator drawers,

refrigerators/freezers, trash compactors, undercounter refrigerators, warming drawers, wine refrigeration/storage.

**Channels of Distribution:** Appliance retailers, home centers, kitchen/bath dealers, kitchen/bath distributors.

Circle No. 286 on Product Card

**ZEPHYR VENTILATION**

2277 Alameda Street  
San Francisco, CA 94103  
Tel: 888-880-8368  
Email: info@zephyronline.com  
Website: www.zephyronline.com

**Types of Appliances:** Range hoods, wine refrigeration/storage.

**Channels of Distribution:** Appliance retailers, kitchen/bath dealers, kitchen/bath distributors.

**Major Product Information:** The Zephyr Presrv Wine & Beverage Coolers deliver the same discretion of Zephyr's whisper-quiet ventilation products. Noise and vibration are kept at a minimum with a Vibration Dampening System to prevent wine disturbance. The large-capacity units maintain two distinct temperature zones with PreciseTemp temperature control and Active Cooling Technology. All Presrv models feature a sleek stainless steel profile with dual-pane,



▣ Zephyr Ventilation now offers the new Presrv Dual Zone Wine Cooler in Black Stainless Steel.

Low-e Argon-filled Glass, and can be installed under-counter or freestanding. The Dual and Single Zone Wine Coolers both have a temperature range of 40°-65°F. Full-extension black wood racks glide out to showcase every bottle, and three-color LED lighting in Cloud White, Deep Blue and Amber add a subtle ambiance. Additional features include: Door Open Alarm, Electronic Capacitive Touch Controls, Pro-Style Handle option and Field Reversible Doors.

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# Woodworking Fair Delivers the Goods

**LATER THIS MONTH**, the Association of Woodworking & Furnishings Suppliers will once again be hosting the AWFS Fair in Las Vegas. The event, which alternates years with IWF (International Woodworking Fair), will feature more than 500 exhibitors at the Las Vegas Convention Center from July 17 through July 20.

Tools, equipment, hardware and components associated with the woodworking industry will be on display, alongside raw materials available. Attendees can get an up close and personal view of the latest products and services, as well as participate in networking events and take advantage of the association's extensive educational programming.

Showcased here are just a few of the products available from companies exhibiting at AWFS. For additional information, visit [www.awfsfair.org](http://www.awfsfair.org).



## CABINET SLIDING DOOR SYSTEM

SlideLine M from **Hettich** is a sliding door design for bottom running sliding doors. The system works with all conventional furniture designs and doors made of wood, glass or aluminum weighing up to 66 lbs., depending on the application. Providing unobstructed access to cabinet contents, the doors move easily and quietly, according to the company, and do not intrude into the area when open.

Circle No. 196 on Product Card



## BASE CABINET PULLOUT

**Hardware Resources'** Base Filler Pullout organizer is designed with three shelves, patented six-way adjustable door-mounting brackets and smooth, soft-closing slides. The 24"-high metal pullout is available in either a 6" or 8" width and is equipped with the company's No Wiggle Technology. Gray acrylic liners are removable for easy cleaning.

Circle No. 199 on Product Card

## CUSTOMIZABLE WINE STORAGE SHELVEING

Parallel Rods from **Häfele America** provide storage and display capabilities for wine bottles. The customizable option allows for labels to be viewed from the front while the rods span between two vertical substrates. The rods can accommodate multiple cabinet depths and bottle types.

Circle No. 195 on Product Card



## PIE-CUT CORNER CABINET HINGE

The Tiomos Pie-Cut Corner hinge from **Grass America** is designed for connecting two folding doors in a corner cabinet application. This type of application provides wide access to the interior of the cabinet, allowing for interior shelving such as a lazy susan. The Pie-Cut Corner hinge and Wide Angle hinge partner together for a solution not only for the door application, but the installation as well. This pairing allows the installer to drill for both style hinges on the same door for easier installation.

Circle No. 197 on Product Card

## CUT-TO-SIZE DECORATIVE WIRE GRILLE PROGRAM

**Designs of Distinction by Brown Wood, Inc.** has launched a cut-to-size Decorative Wire Grille Program. The steel grilles, which are made in the U.S., are hand woven in eight styles, and are available in six finishes, including satin brass, antique pewter and a contemporary, stainless steel look. The cut-to-size program allows designers and manufacturers to specify the exact opening size of their door panels and receive the pre-cut panels, ready to install.

Circle No. 198 on Product Card



## ODOR-REDUCING WASTE CONTAINERS

**Rev-A-Shelf** offers a complete line of waste containers that feature a self-contained odor-reducing bin. The unique clamping mechanism prevents odors from escaping, while the carbon filter helps neutralize offending scents. Included with each unit are compostable bags and a no-mess trash carriage. The containers are available in three different frame choices for drawer/door and under-the-sink applications, and four different colors – black, green, orion gray and white.

Circle No. 200 on Product Card



### THIN DOOR HARDWARE

Available for lift, hinge and metal box systems, **Blum's EXPANDO T** thin door technology is strong enough for heavy stones while still being suitable for softer materials, the company notes. For lift systems, EXPANDO T can be used with AVENTOS HK top, HK, HL and HS, while for doors, Blum has combined the features of CLIP top BLUMOTION and EXPANDO T technology. For drawers, the firm provides LEGRABOX front fixing brackets with EXPANDO T technology in various heights. The hardware is suitable for fronts from 8-14 mm.

Circle No. 201 on Product Card

### CABINET COMPONENTS WITH UV-CURED FINISH

Clear Coat UV finishing from **Northern Contours** is a UV-cured finish that lets the beauty of the wood show through, notes the firm. The coating consists of a catalyst that initiates the curing process when exposed to ultraviolet light, and resins that cure very hard and are solvent and scratch resistant, according to the company.

Circle No. 202 on Product Card



### NEW COLOR OPTION FOR CABINET BASE PULLOUT

**Kesseböhmer USA's** Base Pullout is now available in a new color option – Anthracite – a powder-coated, dark gray finish. The base cabinet pull-out system offers a variety of shelving options and accessories for a highly customizable unit. Choices include the Spice Tray, Baker's Tray and YouBoXx systems.

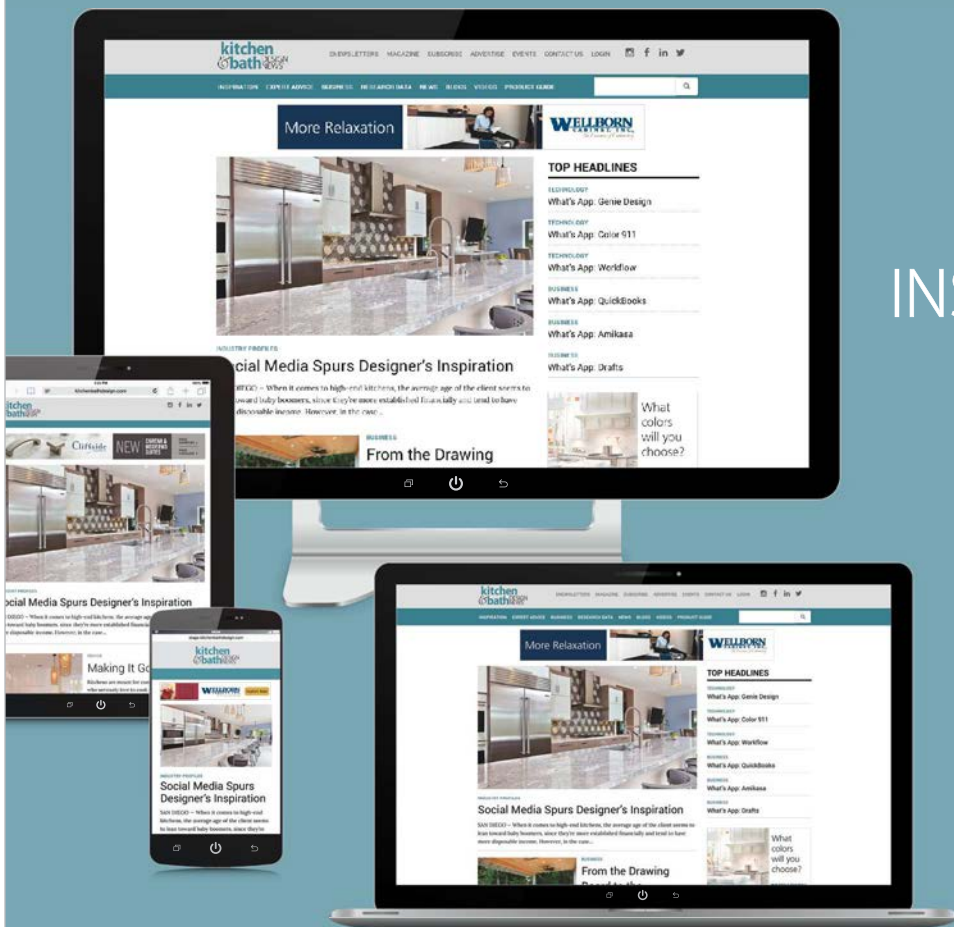
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# Small, Dated Kitchen Gets 'Beachy' Update



After photos: Covenant Kitchens & Baths, Inc.



## BEFORE

For a family of four that loves to cook and entertain, this early 19th-century kitchen just wasn't quite getting it done. The two-centuries-old kitchen presented several challenges, including a poorly designed traffic flow and narrow and dark conditions, not to mention a strict budget.



## AFTER

According to designer Kira Van Deusen of Covenant Kitchens & Baths, Inc., "The family knew what they wanted and came with a wish list that included a 48" Kohler Stages sink and an equally hefty Thermador steam oven." Van Deusen and her team were tasked with creating a space that would reflect the home's 'beachy' vibe and its owners' laid-back personalities. In order to open up the room, the team removed a back corner staircase and swapped the swing-in porch door for a swing-out door. The pantry wall was moved forward in order to recess the refrigerator. By opening the kitchen to the dining room and adding windows and strategically placed pendants, a light and spacious feel was created. The addition of peninsula seating creates a feeling of family togetherness in the area and makes for a convenient breakfast spot. To top it off, the design team kept the project under budget by reusing existing appliances and wood and relying on visually engaging textures instead of more expensive materials. **View more after photos at [KitchenBathDesign.com](http://KitchenBathDesign.com)**



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