

January | February 2025

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Mixed Views

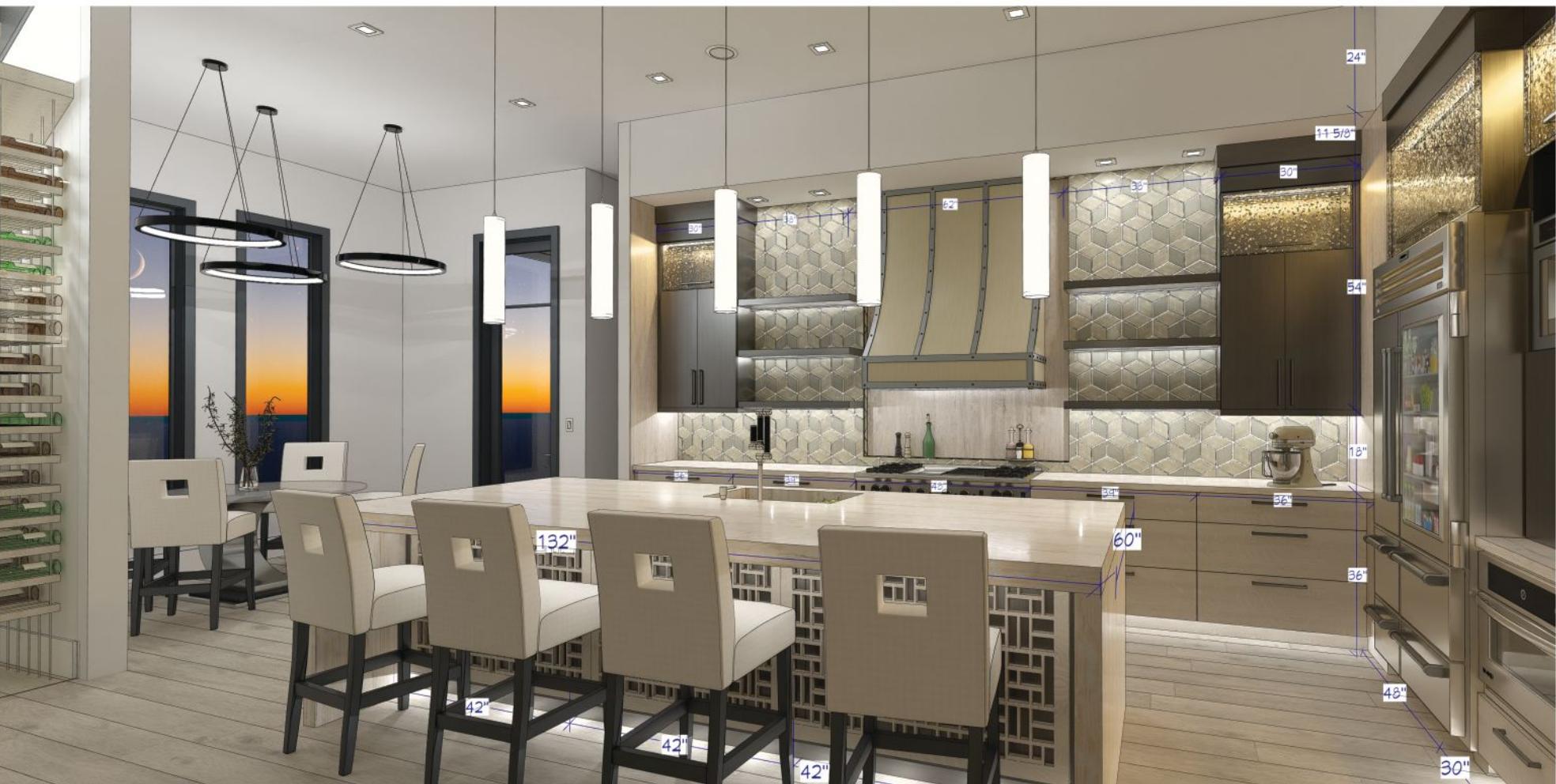
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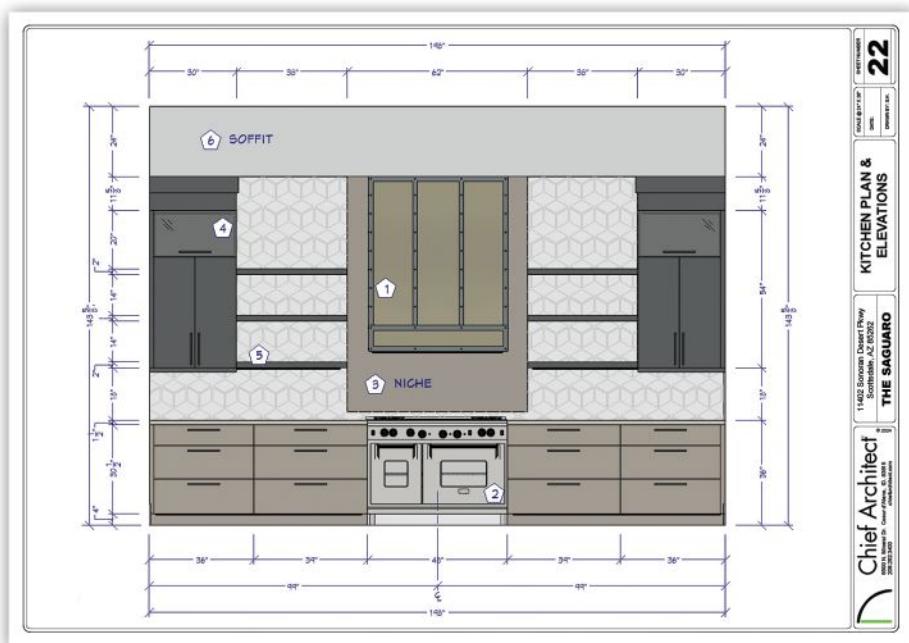
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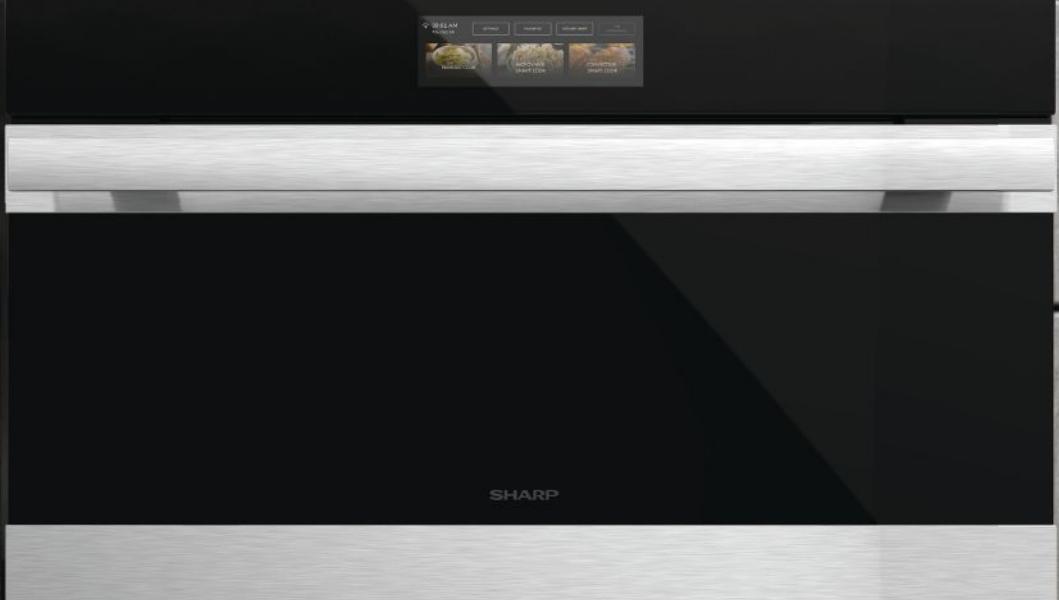
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For an apartment that overlooks the ocean, Crystal Maki of Silverwing Interiors in Little Silver, NJ incorporated various shades of teal for the cabinetry and fluted backsplash, complemented by brass accents in the faucet, lighting and hardware.

For more information about the latest color trends for kitchens and baths, turn to Color Explosion on page 48...

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Crafting a Profit Plan for 2025

THE YEAR 2024 will likely be recalled as a tepid 12 months for the kitchen and bath trade – a stable, though underwhelming, year characterized by a sluggish housing market, inflated costs, a contentious presidential campaign, and a bifurcated remodeling sector marked by robust activity in the luxury sector and stagnancy in the middle and lower ends.

The new year, however, is likely to see the industry flipping the script – if 2025 forecasts are to be believed.

Indeed, companies across all sectors of the residential design and construction trade are expressing optimism about the prospects for a decided business uptick this year, with forecasts for year-over-year revenue growth ranging anywhere from 4% to 9%, and enthusiasm building for a rousing kickoff to the year at February's Kitchen & Bath Industry Show (KBIS 2025).

"Kitchen and bath design firms that want to thrive in 2025 must adopt marketing strategies tailored to today's realities."

And there's ample reason for the bullish sentiments.

While availability challenges linger in several product categories, COVID-related supply chain issues have largely been resolved by now, while inflationary pressures have eased and project backlogs have abated. Consumer confidence is also ticking up. Annual gains are projected in 2025 for housing construction, home sales and residential remodeling expenditures. Moreover, expectations are that improved financing options will spur many homeowners to pursue renovation projects that they'd previously canceled or postponed, while allowing design and construction firms to expand operations and explore new opportunities (see related Barometers, Page 12; Forecast 2025, Page 44).

But even amid the optimism, market headwinds continue to dampen expectations.

According to a nationwide survey of design firms conducted by *Kitchen & Bath Design News*, business owners report that they harbor concerns about economic and

geopolitical factors stunting both revenue and profit-margin growth in 2025. As examples, both new- and existing-home prices remain at historic highs, limiting market access for younger, first-time buyers. Housing inventory also remains in short supply, while mortgage rates show few signs of declining. And while kitchen and bath sales leads are reportedly pacing at a higher rate than a year ago, product and material prices remain inflated, labor shortages linger and escalated project costs remain a critical issue for potential kitchen and bath consumers, many of whom are waiting for significant reductions in borrowing rates before proceeding with home-renovation plans.

All of this should be food for thought for kitchen and bath firms attempting to craft failsafe business plans as the new year gets under way in earnest.

Developing successful profit plans in 2025, as always, will depend not only upon establishing realistic revenue and profit forecasts, but in getting a firm handle on the key competitive factors shaping the market – all while maximizing customers' remodeling experiences, creating a sustainable sales funnel and reducing risk.

Ultimately, the fortunes of the 2025 kitchen and bath trade may well depend largely upon macroeconomic factors – primarily the speed at which interest rates decline and prices level off, allowing households to gain the confidence needed to act upon pent-up demand.

But there'll be more to the fate of kitchen and bath design firms than simply that.

Success in 2025 will depend, in equal measure, upon hiring, training, incentivizing and retaining the right designers, salespeople and support personnel; on tightly controlling project costs along with profit-draining overhead; on working successfully with cabinet installers, countertop fabricators and other key subcontractors, and on identifying and stocking innovative "hot-button" products at competitive prices.

Kitchen and bath design firms that want to thrive in the new year must arm themselves with customer-centric marketing strategies tailored to today's realities. They should be able to manage client expectations, deliver project quality and respond intelligently to pricing pressures. They should also be prepared to compete as fiercely as ever to win business from a limited pool of sales prospects looking to get the loudest possible bang for their buck. ■

Industry Pros Wrangle Challenges



What is the greatest challenge your business is currently facing? How do you plan to overcome it?

"MY GREATEST CHALLENGE is finding skilled labor. This became a very difficult issue for my company beginning in 2022 as our work started returning to normal levels. As you must know, skilled labor is a must in our business. I am hoping to find a trade school where I can recruit younger people who are interested and passionate about our trade – people who want more than a job."

*Robert Mignogna, owner
Professional Building & Renovations
Bowie, MD*

"OUR CURRENT GREATEST

challenge is qualified lead generation. The quantity and quality of leads we have received starting in mid-summer have continued to diminish through the current date. We suspect higher interest rates, high cost of living and uncertain election vibes contributed to the slow activity. We suspect that lead quantity may pick back up since the holidays are over, but it could be later into 1st quarter before we see any significant uptick. We plan on focusing more marketing resources to generating referrals at least through 1st and 2nd quarters of 2025."

*Scott Valentine, co-owner
Black Oak Construction LLC
Overland Park, KS*

"THE GREATEST CHALLENGE that we are facing is the current state of the market. Homeowners are not moving forward with their projects. Many are in a holding pattern waiting to see if the economy resets. We are also being affected by the outcome of the election."

*Joseph Janowiec, director of operations
Kitchen Design Center by Gramophone
Cockeysville, MD*

"[WE SAW A] significant drop off in new business in the last half of 2024. We anticipate some of this will self-correct now that we are past the election, but regardless, we are doubling down our business development efforts to rebuild our backlog to 4-6 months."

*Jeff Kaper, owner/principal
Spectrum Design Group LLC
Champaign, IL*

"OUR COMPANY HAS seen less foot traffic in the past six months or so, thus our

thinking is to try to expand our social media exposure, for which we have been in contact with two different media outlets checking which is best fitted.

I do believe things will improve in the industry, but the wait is not our best option at this time, so we will continue to try to drive additional sales via this venue and stay positive."

*Dale Mohler, general manager
Nauman Kitchen & Bath
Lancaster, PA*

"SOCIAL MEDIA MARKETING! I

don't know how to overcome it. The churn of constant content creation and responsibilities is overwhelming and paralyzing. I don't have the kind of cash flow to hire someone to do it and do it well.

I have to be chief marketing executive, graphic designer, software expert, learn AI, learn CANVA, learn Photoshop, learn Adobe Suite, be a copywriter and editor, create images, resize images, write captions, find hashtags, upload and download, post and engage, only to have my images, graphic style and copywriting hijacked or 'borrowed' by others. I am beyond exhausted with it all – oh, and keep running my business trying to be the best I can for clients engaging my services."

*Anne-Marie Brunet, owner/design director
Sheridan Interiors Inc.
Cornwall, Ontario*

"OUR BUSINESS NEEDED

to rebrand this past year in order to be able to get new clients. We saw post-COVID that a lot of homeowners were told by realtors that in order to get the offers coming in they were in need of turnkey whole-house remodeling.

Our challenge is to keep our clients informed about, for example, change orders that require owners to understand logistics and timing for various scopes."

*Paula C. Fiscal, CEO/CFO
San Francisco Investment Development aka
SFID Design Build
San Francisco, CA*

"SCHEDULING AND TIME

management. As a full-service design studio handling all aspects of interiors on a project it has been extremely difficult as we no longer receive a schedule for projects from contractors. We have nothing to work off of with projects which

makes it hard to manage our time and clients' expectations. It's a lot of clustered-up stress all at once and it should not be that way. If we had schedules for projects, it would give us ample time to plan and make decisions based on that time frame. I have been really pushing to get these from contractors and hope that they will listen to our needs knowing how much we contribute to a full-service project."

*Paige Maurer, owner/designer
Paige Lee Interiors
Traverse City, MI*

"WE SAW A huge slowdown in the last quarter of the year – cash flow is awful! I plan to call all of my potential clients and see if they want to get started. I may do some postcards to certain areas around to advertise what I can do."

*Melinda Elliott, owner
Fine Designs & Interiors
London, OH*

"OUR BIGGEST CHALLENGE is completing our tasks in a timely fashion/balancing the competing demands of the business. We have the client base but need to find ways to effect growth without impacting the client experience. We are expanding our outsourcing efforts and investigating software that will improve project management."

*Chelsea Mullen, principal
Saltwater Studio
Charleston, SC*

"WE NEED TO hire, but we don't quite have the cash on hand to make that comfortable. We are looking to the first quarter of 2025 to solve that problem for us, as we have more work on the books than we have ever had going into a new year."

*Lance Stratton
Studio Stratton
San Diego, CA*

"[WE ARE MOST] concerned with the cost of doing business compared to the sales environment. Software subscription prices are out of control. Rent, insurance, internet...everything needed to run the business is incredibly expensive. This forces a need to increase margins, which reduces competitiveness."

*Paul Oppold, owner
White Stone Cabinetry, LLC
Pembroke, NH*

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Market Bullish as New Year Kicks Off

THE NATION'S HOUSING and remodeling sectors seem anxious to turn the page on 2024, with market forecasts generally optimistic even as affordability issues, labor shortages and other challenges persist (see related Forecast 2025 coverage, Page 44). Among the key statistics and forecasts released in recent weeks by government agencies, research firms and industry-related trade associations were the following:

HOUSING STARTS & NEW-HOME SALES

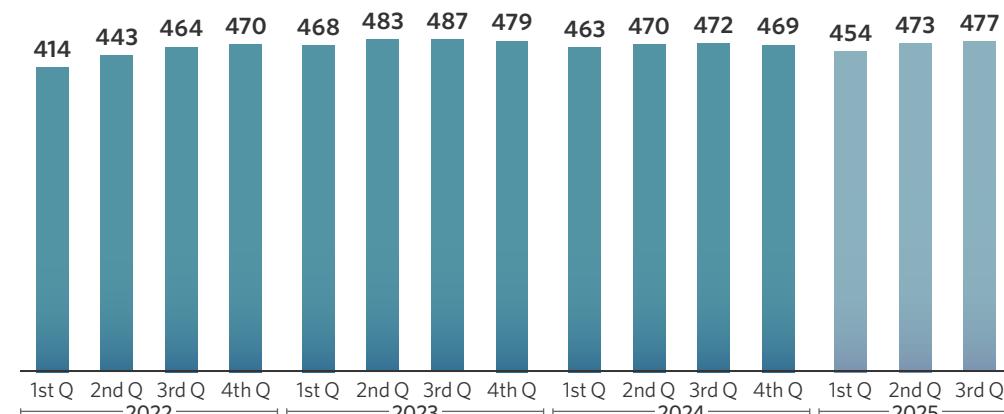
Home builder sentiment has markedly improved in the wake of the presidential election, amid forecasts calling for a gradual, if uneven, decline in mortgage rates, significant regulatory relief for the housing industry, and an increase for single-family construction in the coming months. But while builder confidence is improving, the industry "still faces many headwinds, such as an ongoing shortage of labor and buildable lots, along with elevated building material prices," National Association of Home Builders Chief Economist Robert Dietz said, adding that affordability conditions remain challenging. "Despite the beginning of the Fed's easing cycle, many prospective home buyers remain on the sideline, waiting for lower interest rates," Dietz observed. "We're forecasting uneven declines for mortgage interest rates in the coming quarters, which will improve housing demand but place stress on building lot supplies due to tight lending conditions for development and construction loans."

EXISTING-HOME SALES

The worst of the housing inventory shortage is likely at an end, while mortgage rates are stabilizing and job growth is continuing – all of which should result in steady gains for existing-home sales, according to a 2025 forecast by the National Association of Realtors. "After two years of sluggish home sales, existing-home sales are forecasted to rise to 4.47 million in 2025, and more than 5 million in 2026," said Lawrence Yun, chief economist for the NAR. Noting that household equity is also at record

ANNUAL EXPENDITURES FOR U.S. RESIDENTIAL REMODELING

Quarterly Estimates, in Billions of Dollars



After a mild pullback in 2024, spending for improvements and repairs on owner-occupied homes is projected to increase in 2025, growing by 1.2% through the third quarter, from its year-end 2024 level of \$472 billion annually to \$477 billion. Stronger gains in home values and home equity should boost both discretionary and 'need-to-do' remodeling projects for homeowners, analysts say (see related story below).

Source: Joint Center for Housing Studies, Harvard University

heights, while job gains since the beginning of the COVID-19 pandemic have led to record-high payroll employment, Yun projected a slower rate of growth in home prices during the next two years, due to additional housing supply reaching the market. He forecasted that the median existing-home price will rise to \$410,700 in 2025, and to \$420,000 in 2026, while the annual 30-year fixed mortgage rate will decline to 5.9% in 2025, but move higher in 2026. The housing market can expect six to eight more interest rate cuts, the economist said, predicting that "the new normal" for mortgage rates should be between 5.5% and 6%.

RESIDENTIAL REMODELING

The "holding pattern" for large, discretionary remodeling projects continued as 2024 wound to a close, with many households responding to persistent affordability challenges by trading

down to lower-cost options, according to the latest in a series of "US Remodeler Indexes," a quarterly gauge of market conditions compiled by *Kitchen & Bath Design News*' sister magazine, *Qualified Remodeler*, in conjunction with real-estate market analyst John Burns Research and Consulting. "High building materials prices and the cost of financing are key impediments to growth," the USRI found, adding that the remodeling market has largely shifted to wealthier households, which tend to be less interest-rate and cost sensitive. Remodeling projects that accommodate multi-generational living are also becoming increasingly common in response to the escalating cost of homeownership, the report found, noting that despite high costs, remodelers remain bullish about 2025 prospects, with lower interest rates and a reduction in consumer uncertainty fueling their optimism.

MARKET ANALYSIS

Return to Growth Projected for Residential Remodeling in 2025

CAMBRIDGE, MA — After a mild pullback last year, spending for improvements and repairs on owner-occupied homes is set to expand once again by the latter part of 2025, according to the Leading Indicator of Remodeling Activity (LIRA), a quarterly market gauge released by the Remodeling Futures Program at the Joint Center for Housing Studies of Harvard University.

The latest LIRA, released late in 2024, projects that annual expenditures for home renovation and maintenance will increase 1.2%, growing from its year-end 2024 level of \$469 billion to \$477 billion through the third quarter of 2025.

Harvard's forecast is in line with other market forecasts. "A continued thaw in new-home construction and sales of existing homes

bodes well for an uptick in residential improvement and repairs," said Carlos Martin, director of the Remodeling Futures Program at the Cambridge, MA-based Joint Center.

"Stronger gains in home values, and thus home-equity levels, should (also) boost both discretionary and 'need-to-do' replacement projects for homeowners staying in place," Martin added. ■



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2025 Kitchen Trends Focus of NKBA Report

BETHLEHEM, PA — The focus for kitchen design over the next three years will be on sustainability and wellness, the use of calming earth tones, and the importance of lighting. Other key trends will include an emphasis on personalized design, clutter reduction, multifunctional appliances and biophilic design.

Those are the key conclusions of the latest in a series of annual reports by the National Kitchen & Bath Association into current and emerging trends in residential kitchens. The *2025 Kitchen Trends Report*, according to the NKBA, was based on a nationwide survey of 500+ designers, manufacturers, remodelers, architects and other industry principals.

"It's clear that unique and personal design is crucial in today's kitchens," said the NKBA, noting that 92% of survey respondents agree that the kitchen is a reflection of a homeowner's personality – and that decorative hardware, statement lighting and pops of color in artwork are ways to showcase personality through kitchen design.

Among the report's key findings are:

- **Blast from the Past:** Past trends are making a comeback, with 52% of survey respondents saying the bright colors and earth tones of the 1970s will be popular in 2025, and 47% saying that the muted mid-century modern aesthetic of the 1950s will see a resurgence.

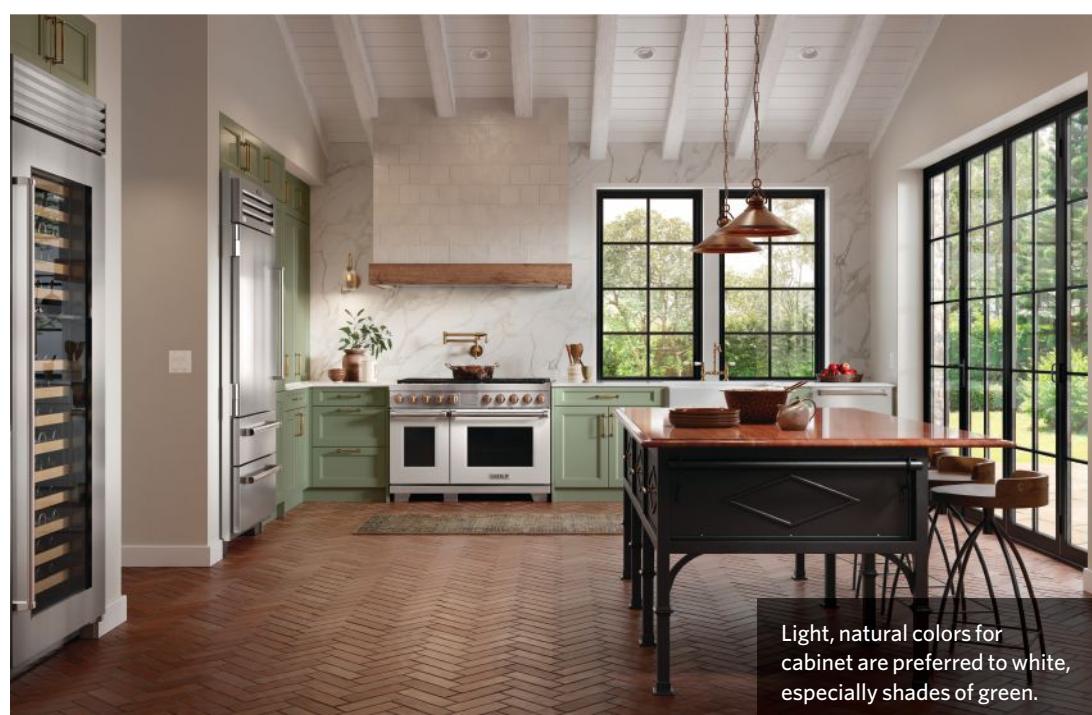
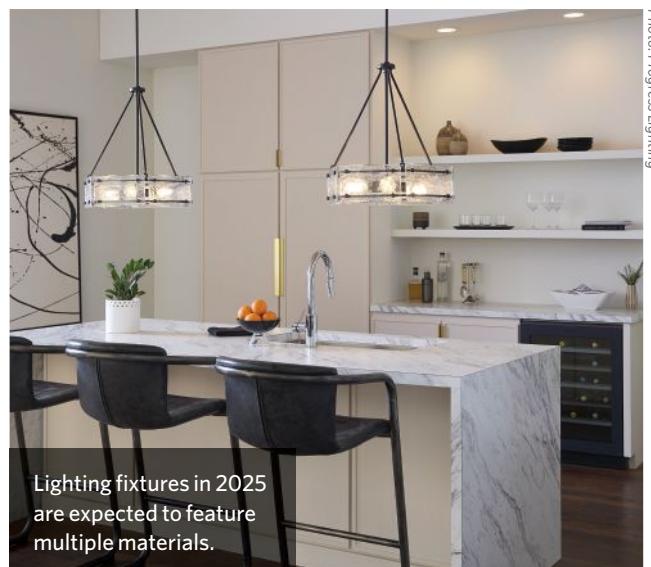
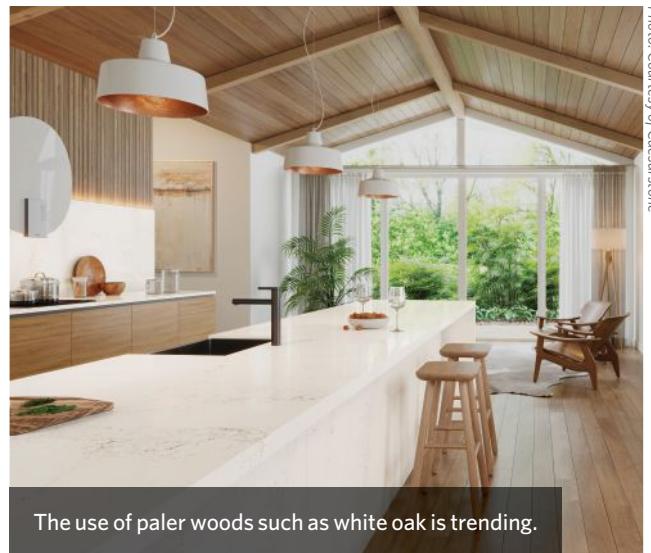


Photo: Courtesy of Wolf

- **Preference for Personality:** As part of a broader trend that focuses on personalized design, 71% of respondents said they preferred colorful kitchens that showcase personality as opposed to only 29% of respondents who prefer a clean and classic white kitchen. Statement colors will primarily be incorporated into backsplashes, islands, cabinets, wallpapers and wall paints.
- **Color is King:** White and gray kitchens are still off-trend, with homeowners preferring light, natural colors instead. Green is the most popular color for the second year, with 76% of



respondents selecting it as the top shade for 2025. Other prominent colors are blue (63%) and brown (56%).

- Mix-and-Match:** Stemming from the personalized design trend is a move toward blending colors and finishes, with 67% of respondents agreeing that mix-and-match backsplashes add a unique touch to the kitchen and 84% of respondents agreeing that lighting fixtures will increasingly feature differing materials.
- Statement Cabinets:** Of those surveyed, 52% of respondents agree that cabinets will be a primary place for incorporating statement colors into the kitchen. Additionally, white oak kitchen cabinets are the clear favorite with 59% of respondents listing them as the preferred color for 2025.
- Focus on Healthy Living:** The kitchen is becoming an epicenter for wellness, with 74% of respondents agreeing that ovens with steam cooking/air frying technology will be popular to support healthier cooking methods. Fifty-three percent of respondents state that kitchens will become increasingly connected to the outdoors and become focused on healthy living in the next three years.
- Biophilic Design on the Rise:** 72% of survey respondents reported that homeowners want a kitchen with a greater connection to the outdoors. 67% of respondents agree that large windows will be a popular way to bring more light into kitchens. 64% say that sustainable food sources are

increasingly popular in the kitchen.

- Seamless Design and Clutter Reduction:** Open pantries and shelves are out, as homeowners increasingly desire clutter-free kitchens with concealed elements, such as hidden doors, panel-ready fronts for appliances, and walk-in pantries. Of those surveyed, 87% said homeowners want pantries that are concealed behind cabinet doors or panels to maintain a seamless kitchen design, while 66% said walk-in pantries and butler's pantries will be popular in the next three years.
- Multifunctionality** will be a prominent kitchen trend in 2025, with 91% of survey respondents agreeing that appliances with more than one function are popular with homeowners. In addition, 52% of respondents agree that adding a second kitchen island to increase functionality is gaining popularity, while 83% of respondents agree that sinks with food prep and serving areas are becoming popular.
- Focus on Lighting:** According to 74% of survey respondents, homeowners are using lighting to improve their physical and mental wellbeing. Respondents report that natural light and lighting quality are top considerations in kitchen design, with 88% agreeing that lighting is widely used to create different moods within the kitchen, such as brightness while drinking coffee in the morning or a darker atmosphere for a cocktail party. ■

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Skilled-Labor Shortage Focus of NKBA Study

BETHLEHEM, PA — As the kitchen and bath industry continues to navigate the implications of a significant skilled labor shortage, many design and remodeling firms have resorted to hiring less-experienced or qualified workers to meet their basic staffing needs, according to a nationwide study by the National Kitchen & Bath Association.

The NKBA's newly released "Skilled Labor Workforce Study" was aimed at better understanding businesses' experiences and expectations as they work to meet current labor challenges, the Bethlehem, PA-based trade association said. The survey of more than 400 NKBA members and other industry professionals explores current staffing needs, difficulties hiring skilled labor, hiring incentives, barriers to hiring and other issues related to the shortfall.

"We are experiencing a major skilled labor shortage that's greatly impacting our industry, and it's not going away anytime soon," said Bill Darcy, global president & CEO, NKBA | KBIS. "Kitchen and bath companies are being smart and resourceful in confronting this challenge as best they can. But tackling the underlying issues head-on requires big thinking and bigger action, from developing new educational models to changing cultural dynamics around professions we desperately need to revitalize."

According to those surveyed, their current workforce is predominantly (66%) comprised of full-time

employees, while more than half (51%) of the businesses polled say they are currently searching for more full-timers. Most (57%) are paying above-market wages, typically 8% or more, to attract and retain skilled labor.

The consensus among surveyed businesses is that the skilled labor shortage has risen sharply over the past five years. Specifically, 58% of kitchen and bath firms are currently experiencing a moderate or severe shortage, up from 41% five years ago. More than half the businesses say their greatest need is for full-time workers — a group that is the most difficult to hire, especially those with more than five years' experience. The most in-demand positions are installers and carpenters.

Among the study's other key findings:

- Businesses noted that changing lifestyle and work expectations (33%), a generational shift away from trades (29%), as well as a lack of education/training (29%) are the most common causes of the ongoing skilled labor shortage. Very few (8%) cited their hiring and retention strategies as a factor. A scarcity of experienced workers and a general lack of applicants are the top barriers to recruitment. Other barriers include the ability to offer competitive wages and high training costs associated with onboarding.
- Project delays – both starts and finishes – and increased workloads for existing employees are the biggest negative impacts on business caused by the skilled labor shortage. On average, 16% of projects are delayed due to the labor shortage. Those delays have the biggest impact on customers, primarily affecting project starts and finishes, as well as longer delivery timeframes and waits for products.
- Businesses are adapting to the skilled labor shortage by expanding benefits and retention strategies, improving recruitment, and investing in educational programs – all efforts to attract new workers from a limited pool. They are also doing more to improve conditions for their current employees. More than a third of the surveyed businesses (35%) have invested in digital tools and software to reduce the strain on existing staff. Businesses are also tapping into other external solutions by outsourcing products and services. Internally, they're streamlining workflows and implementing new training programs to achieve greater efficiency.
- One area of opportunity in retention strategy is work-life balance. Participants cited better benefits (including work-life balance) as one of the top reasons for voluntary turnover (25%), but very few (7%) report their businesses are addressing work-life balance as part of their strategy.

2024 DPFA Conference Termed 'Resounding Success'

BETHESDA, MD — The Decorative Plumbing + Hardware Association has termed its 2024 Annual Conference and Product Showcase as a "resounding success," cementing its position as a cornerstone event for the kitchen and bath industry.

The conference, held recently in Denver, "achieved record-breaking milestones, delivering exceptional value through education programming, unparalleled networking opportunities and an innovative product showcase that underscored the organization's commitment to its members," DPFA officials said ([see page 56 for DPFA Product of the Year Award winners](#)). Attendance figures reflected a 46.9% increase in overall participation and a 10.4% rise in manufacturer engagement compared to the previous year, officials added.

The annual event included a wide range of educational programming, roundtable discussions and networking events, as well as an awards ceremony that honored outstanding contributions across multiple categories. Jocelyn Hutt, principal, The Hutt Group, received the James J. Babbitt, Jr. award, citing extraordinary contributions to the Association. Other awards were presented to: ThermaSol - Customer Services Department of the Year; Harris Wattles, Amba Products - Manufacturing Professional of the Year; Decorative Sales Associates - Representative Agency of the Year; Jim Maples, Associated Sales - Representative Professional of the Year; Earth Elements - Showroom of the Year, and Amy Mack, Consolidated Supply/The Fixture Gallery - Showroom Professional of the Year. Room of the Year was awarded to designer Cyndi Maskoluna of Emanate Designs.

"As executive director, I'm absolutely thrilled with what we've accomplished this year," said DPFA Executive Director Rebekah Covey. "This conference didn't just meet expectations – it surpassed them in every way. I look forward to what our team puts together for our Houston conference next year."

The 2025 conference is scheduled for October 16 through 19.

Trade Groups Unite for Water-Preservation

WINDSOR, UNITED KINGDOM — A trio of bathroom industry trade associations have united in support of a series of initiatives outlined in the newly signed "Windsor Declaration," a landmark collaboration aimed at addressing global issues tied to water preservation.

The National Kitchen & Bath Association (NKBA), Plumbing Manufacturers International (PMI) and the UK-based Bathroom Manufacturers Association (BMA) said that the coalition aims to address a range of issues, including water scarcity and infection prevention through sustainable product innovation, robust research, and cooperation with government entities worldwide.

The "Windsor Declaration," endorsed by industry leaders at a recent summit here, outlines a commitment to improve water efficiency, reduce infection risks, and advance global sanitation through responsible manufacturing, public education and regulatory alignment.

"The commitment to water efficiency and hygiene is more crucial now than ever," said Bill Darcy, NKBA global president and CEO. "The NKBA is proud to stand alongside BMA and PMI in this mission, recognizing that sustainable practices must be the new standard across the kitchen and bath industry."

"By collaborating," Darcy added, "we're setting a path forward for products that not only meet consumers' needs but also contribute positively to our shared environmental challenges."

"The Windsor Declaration allows us to unite industry voices around the world to rethink how we manage water and make sustainable choices accessible to consumers everywhere," said Kerry Stackpole, CEO of PMI. "Together, we can influence regulatory frameworks, share best practices, and drive public awareness to benefit both our industry and the planet."

The trade groups called on governments to support water conservation and hygiene objectives through investment in infrastructure, regulatory support and public awareness initiatives.

"As the Windsor Declaration gains momentum, the BMA, PMI, and NKBA encourage other industry players, governments, and stakeholders to join in creating a future where water resources are managed sustainably and sanitation standards are universally elevated," association officials said.



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Designers Join in nobilia-Sponsored Trip

MIAMI — Five kitchen and bath designers, winners of a contest at the 2024 Kitchen & Bath Industry Show (KBIS), were guests of German kitchen manufacturer nobilia at a special event that offered the designers "a unique opportunity to engage with global industry leaders," nobilia announced.

The KBIS 2024 contest winners experienced travels through Germany as guests of nobilia, as well as a visit to the company's exhibit at Kuchenmeile, the premier trade show for the kitchen industry in Germany, and an in-house exhibition at the company's 5,000-sq.-meter showroom in Verl, Germany.

nobilia guests included Alena Capra, owner and principal of Alena Capra Designs in Fort Lauderdale, FL; Allison Fannin, a designer at Two Thirty-Five Designs in Lubbock, TX; Dorothy McGhee, owner of McGhee Studios in Atlanta; Rose Ott, AKBD, owner of Rose Ott Designs in Long Beach, NY, and Ryan Thewes, a Nashville, TN-based architect.

"It was special to be able to celebrate our rapid growth in North America, and to show our appreciation to our customers and global colleagues," said Mikael Åkerberg, CEO of nobilia North America.

Richelieu to Acquire U.S., Canadian Firms

MONTREAL — Richelieu Hardware, the Montreal-based supplier of specialty hardware products, has signed agreements to acquire four unnamed companies — two in the U.S. and the other two in Canada.

All four acquisitions were expected to be finalized near the end of 2024, according to Antoine Auclair, Richelieu's v.p. and CFO. Richelieu is also continuing to integrate three acquisitions made since the beginning of the 2024 financial year. They include Allegheny Plywood (Pennsylvania and Ohio), Rapid Start (Ohio) and Olympic Forest Products (Ontario). Richelieu has also consolidated two of its distribution centers — in the New York City area and on the West Coast of Florida — as part of a distribution network optimization.

"We believe that the housing shortage currently affecting North America will present promising opportunities for Richelieu," the company said. "Furthermore, although the renovation market is currently slowing down...sectors such as kitchen cabinets, closets, space planning and commercial renovations are particularly promising and will continue to be crucial for our future growth."

Zephyr Names Design Contest Winners

SAN FRANCISCO — Zephyr, the San Francisco-based supplier of kitchen ventilation equipment, has named the winners of the 2024 "Zephyr Loves Designers" competition, the company announced.

Winners in the "Ventilation" and "Presrv" categories were Linette Dai and Meg Piercy, Zephyr said.

"We created the 'Zephyr Loves Designers' contest to recognize the innovative designers who are elevating spaces with Zephyr products," said Sarah Wahl, Zephyr v.p./marketing. "The winners this year exemplify how our range hoods and beverage coolers can be both functional and beautiful, transforming kitchens into stylish, purposeful spaces."

kitchen&bath DESIGN AWARDS from Kitchen & Bath Design News 2025

KBDN Opens 2025 KBDA Awards Entries

CHICAGO — *Kitchen & Bath Design News* has opened for entries its 10th Annual Kitchen & Bath Design Awards. The competition was created as a way to recognize kitchen and bath specialists and other industry professionals for outstanding project design and construction.

Categories in this year's competition include:

- Best Kitchen over \$250,000
- Best Kitchen \$175,000 to \$250,000
- Best Kitchen \$100,000 to \$175,000
- Best Kitchen under \$100,000
- Best Specialty Kitchen
- Best Master Bathroom over \$125,000
- Best Master Bathroom \$75,000-\$125,000
- Best Master Bathroom under \$75,000
- Best Powder Room
- Best Independent Showroom
- Best Specialty Project

Entries will be judged by a panel of leading kitchen and bath designers based on a range of criteria, including aesthetic appeal, functionality, attention to detail, handling of unusual situations/challenges, originality, selection of colors and finishes and overall impression.

Submitted projects need to have been completed between November 1, 2022 and May 16, 2025. The deadline for registration is May 2, 2025, and all completed entries must be submitted by May 16, 2025. Winners will be profiled in the August 2025 issue of *KBDN*.

"Design professionals are continually called upon by today's savvy and educated clients to meet a range of functional and style demands, and time and again they deliver truly spectacular spaces that deserve to be celebrated," said *KBDN* Editor Anita Shaw. "The Kitchen & Bath Design Awards is an independent design competition that focuses on all of the elements that culminate in great design. Each year, a select group of designers examines the entries, employing their knowledge and experience to determine the best designs according to the important criteria. KBDA recognizes the best in design and the professionals who continually elevate the design industry."

To enter or view complete contest details, visit KBDNawards.com.

NKBA Names 2025 Board of Directors

BETHLEHEM, PA — Eduardo Cosentino, CEO of Cosentino Americas, has been elected chairman of the National Kitchen & Bath Association's 2025 Board of Directors, the NKBA announced.

Cosentino, whose one-year term began Jan. 1, succeeds Ken Williams, president of Caesarstone Canada. Williams will remain a 2025 NKBA board member, according to the Bethlehem, PA-based NKBA.

"The kitchen and bath industry is at the forefront of innovation and design, and I look forward to working alongside a talented group of leaders to drive the association and the industry forward," Cosentino said. "As we expand our global reach, NKBA will continue to serve as a hub for international collaboration, bringing together diverse perspectives and expertise to shape the future of residential design."

In addition to Cosentino, Kerrie Kelly, CEO and creative director for Kerrie Kelly Studio, has been elected vice chair. Returning board member Ken Roberts, president of Atlas Roofing Corp., will serve as board secretary/treasurer.

New board members, who join current board member Nicola Bertazzoni, COO, Bertazzoni Group, are Scott Edmunds, v.p./marketing, Kitchen & Bath North America, Kohler Co.; Jill Ehnes, president, Delta Faucet Co.; Peri Friedman, COO, Fabuwood, and Michael Gross, senior v.p. for Whirlpool Corp. Edmunds, Ehnes and Gross have been elected to serve four-year terms and Friedman has been elected to serve a three-year term, the NKBA noted.

"The NKBA Board plays a pivotal role in guiding our association and supporting the kitchen and bath industry at every level," said Bill Darcy, NKBA global president & CEO. "The Board's collective vision, dedication and diverse perspectives will undoubtedly propel the association forward as we continue to serve our members and lead the industry into 2025 and beyond."

Fryburg Door, Mullet Cabinet Rebrand, Launch New Custom Cabinet Line

MILLERSBURG, OH — Fryburg Door and Mullet Cabinet, two longtime suppliers in the cabinet industry, have united under the rebranded name "Mullwoods" and have launched a new cabinet line in addition to their existing offerings, the companies announced.

"This rebrand marks a significant milestone for the industry and our family's heritage," said Muller Cabinet co-owner Vince Mullet. "By becoming 'Mullwoods,' we're bringing together decades of experience, quality craftsmanship and a commitment to excellence under a single, unified identity."

While the companies have operated under separate names, Fryburg Door, a components supplier, and Mullet Cabinet have served residential and commercial clients in tandem for several decades, corporate officials noted. The rebrand, they said, seeks to "strengthen the companies' combined identity and dedication to serving diverse customer needs and price points."

Under the rebranded entity, cabinet customers can choose from one of three product lines that offer a range of customization and affordability options, company officials said.

Under the rebranded entity, cabinet customers can choose from one of three product lines that offer a range of customization and affordability options, company officials said.



MULLWOODS

2025 Board Members Tabbed by ISFA

INGOMAR, PA — The International Surface Fabricators Association has named five new members to its board of directors for 2025, the trade organization announced.

Newly elected fabricator directors include Kellie Akins of Innovative Surfaces, Inc., in Hastings, MN; Omar Chahin of GMD Surfaces, in Mokena, IL; Troy Page of Ellis Page Company, LLC, in Manassas, VA; Sheri Pruitt of Alpha Countertops, in Russellville, AR, and Chad Thompson of Redding Countertops, in Redding, CA.

"Our new board members are truly a great representation of our member companies and I'm looking forward to increased diversity of thought as ISFA moves forward into 2025," said Marissa Bankert, CEO of the Ingomar, PA-based ISFA. "Our newly elected and returning board members are excited to collaborate and bring our association to the forefront of the fabrication industry."

Returning to the board in 2025 are the following officers, directors, and associate representatives: Ted Sherritt, FLOFORM Countertops, president; Austin Maxwell, Maxwell Counters, acting secretary; Travis McDermott, McDermott Top Shop, v.p., and Jessica McNaughton, Caragreen, treasurer.

In addition, Joe Duszka, Carolina Custom Surfaces, and Mike Henry, ASST, will serve as directors, and Meagan Hegland, Park Industries, and Frank Sciarrino, Quote Countertops and Granite Gold, will serve as associate partner representatives, ISFA said.



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Clarke recently welcomed Tim's Team to its Milford, MA showroom. The group of volunteers produced more than 350 Timmy Cakes as part of a charity event that raised money for the Timothy O'Connell Foundation.

Clarke Event Supports Fund-Raising Effort

MILFORD, MA — As part of a years-long tradition, Clarke, New England's exclusive distributor for Sub-Zero, Wolf, Cove, The Galley, Best and Scotsman, welcomed "Tim's Team" to the company's showroom, where scores of volunteers participated in an annual baking marathon to raise money for the Timothy O'Connell Foundation, in support of families faced with pediatric cancer.

Bakers produced more than 350 "Timmy Cakes" during the event, one in an annual series of fun runs, marathons, wiffle ball tournaments, and other charitable endeavors that have raised more than \$1.2 million dollars for the Timothy O'Connell Foundation.

Timothy O'Connell died in 2008 of acute myeloid leukemia, two days after his tenth birthday. From the time he was diagnosed in 2007, family, friends and neighbors in the O'Connell's hometown of Holliston, MA have participated in the fundraising effort.

The Timothy O'Connell Foundation has helped fund Make-A-Wish, Jimmy Fund and Dana-Farber Cancer Institute initiatives, provided tuition to medical students studying treatment of acute myeloid leukemia, and funded grief support groups.

"We are so proud to be part of 'Tim's Team,' and we are humbled to be able to participate in helping families struggling with the challenges of pediatric cancer," said Clarke President Sean Clarke. "We are also proud to be the place where wonderful ingredients and true love are poured into 'Timmy Cakes.'"

Chicago Faucet Dedicates Training Center

DES PLAINES, IL — The Chicago Faucet Company has dedicated a new corporate training center in honor of former President and CEO Andreas Nowak, the plumbing products supplier announced.

The newly opened Andreas Nowak Training Center is designed to accommodate up to 50 participants, offering an environment for showcasing Chicago Faucets products, the Des Plaines, IL-based faucet supplier said. The center will host a variety of educational and training events aimed at advancing the professional development of its employees and partners, officials added.

PMI Elects 2025 Board Members

WASHINGTON, DC — Plumbing Manufacturers International members have elected Belinda Wise as president of the 2025 PMI Board of Directors, the trade organization announced.

A member of the Neoperl USA Board of Directors, Wise succeeds Chip Way, director of OEM sales at Lavelle Industries. Way will remain on the board as immediate past president, PMI officials said.

In addition to Wise and Way, members of the PMI's 2025 board will include President Bob Neff, Delta Faucet Company; Board Secretary/Treasurer Lowell Lampen, Kohler Co.; and At-large Directors Troy Benavidez, LIXIL; Kate Olinger, Uponor-GF Building Flow Solutions; Michael Reffner, Moen, and Paige Riddle, LSP Products.

STRASSER Acquired by the Scott Group

WOODINVILLE, WA — STRASSER, the Woodinville, WA-based manufacturer of luxury bathroom furniture, has been acquired by the Scott Group, a company with holdings in the North American and Australian bath products markets, the companies announced. Terms of the transaction were not disclosed.

The acquisition, according to corporate officials, "unites two trusted names in the bath products industry, combining the Scott Group's commitment to craftsmanship and innovation with STRASSER's established expertise in luxurious and sustainable design."

"Together, the companies aim to expand their market reach, enhance their product offerings, and deliver unmatched value to customers nationwide," officials added.

Under the terms of the acquisition, STRASSER's operations "will continue to function seamlessly to ensure uninterrupted service to customers and partners," the companies said.

WestEdge Design Fair Sets 2025 Return

SANTA MONICA, CA — WestEdge Design Fair, the West Coast's premier contemporary design fair, will return for its 10th-anniversary edition from November 20-22, 2025, show officials announced.

The three-day event recently concluded its ninth edition, attracting 9,300 guests to Santa Monica's Barker Hangar in November 2024. The Fair allows guests to experience the latest in design and furnishings, with a highly curated selection of domestic and international manufacturers as well as independent designers and others.

"WestEdge brings the industry together and has provided an immersive experience and key business platform for, not only exhibiting brands, but the dozens of industry trade organizations and media partners who support them. It really is a platform where connection meets commerce," said WestEdge Principal Troy Durst.

"The growth of the WestEdge platform, from welcoming new brands to the expanded involvement of industry partners year after year, has been incredibly rewarding. The design community's enthusiasm, both locally in Los Angeles, nationally and even globally, motivates us to innovate and take the event to new horizons each year," added event co-founder Megan Reilly.

Plumbing Manufacturers' Initiative Aimed at Water-Delivery Systems

MCLEAN, VA — Plumbing Manufacturers International, the trade association representing most of the nation's leading plumbing product suppliers, has mounted an initiative aimed at addressing the importance of "responsibly managing" residential and commercial plumbing systems.

PMI CEO and Executive Director Kerry Stackpole said the initiative was developed to help policymakers attempting to achieve water savings understand that water-delivery systems consist of many components — including pipes, valves, water heaters, fixtures, fittings, pumps and drains — "and how a change to one part of the system affects the other parts."

"With good intentions toward saving water, policymakers want to reduce flow and flush rates below performance-tested 'WaterSense' specifications certified by the EPA," Stackpole said. "However, further reducing these rates may have unintended, negative consequences to other plumbing system components, making them not work as well as planned."

For example, Stackpole said, using less water per toilet flush may lead to double flushes, inadequate draining of solid waste, sewer-pipe blockages, and backflow into potable drinking water. In addition, lower-flow showerheads may lead to longer showers, he noted, while lower water flow causes water to move through pipes at a slower rate and stay inside pipes longer, potentially leading to pathogen growth.

The PMI, Stackpole said, is in favor of working with policymakers to create robust incentives to more quickly replace older, inefficient plumbing fixtures and fittings rather than by mandating poorly conceived new legislation to regulate water flow in toilets, showerheads, faucets, urinals and similar plumbing products. This approach, called "legacy product replacement," could save up to 65.3 billion gallons of water within the next five years, Stackpole said.

Cindy Allen, left, talks with renowned designer Clodagh in The Tent, NKBA's center of operations during Fall's High Point Market.



NKBA Makes Mark at High Point Market

HIGH POINT, NC — The National Kitchen & Bath Association's debut at October's High Point Market showcased a series of events featuring leading designers and product brands aimed at highlighting the latest trends impacting the kitchen and bath market.

Over the course of the three-day event, visitors to "The Tent" – a first-of-its-kind design experience – found inspiration from industry leaders and brands including Signature Kitchen Suite, Anderson Tuflex | Shaw Floors, Fabuwood, Bed Bath & Beyond Profession-

al, Hettich, Uniform Studio, Cosentino, and FreePower, according to the NKBA. Programming featured conversations with designers Arianne Bellizaire, Barry Dixon, Clodagh, and the NKBA Design Council: Caleb Anderson, Michel Smith Boyd, Thom Filicia and Celerie Kemble, NKBA officials said.

Additional presentations were sponsored by SKS, Shaw Floors, and Bed Bath & Beyond Professional, according to the NKBA, which also hosted a celebratory dinner commemorating the association's 60th anniversary.

Febal Casa Opens Trio Of Locations in AZ and CA

MIAMI — Febal Casa, a renowned Italian home furnishings brand, has announced its entrance into the U.S. with the openings of a flagship showroom in Miami's MiMo district, as well as locations in Scottsdale, AZ and Orange County, CA.

Founded in 1959, and part of the Colombini Group, Febal Casa offers furnishing solutions for the entire home, including kitchens, walk-in closets and wardrobes. The 6,000-sq.-ft. Miami flagship will serve as the brand's U.S. hub, while the company's 3,500-sq.-ft. Scottsdale location and 1,500-sq.-ft. Orange County store will spotlight the company's product line to both trade and consumer clientele, corporate officials said.

"Miami is the ideal location for Febal Casa's U.S. flagship store," said Fabio Pitton, CEO of Febal Casa USA. "With its booming real estate market and thriving design community, it offers the perfect backdrop for Febal Casa's entrance into this competitive space."

Miami will also serve as a gateway to Latin America, enhancing support for Febal Casa partners across Central America, South America, and the Caribbean, the company said. Scottsdale and Orange County further expand this reach, catering to West Coast clientele, officials added.

"With the opening of our flagship store in Miami, Febal Casa reinforces its commitment to international growth, establishing Miami as a central gateway for the United States, Canada and Latin America," said Colombini Group CEO Giovanni Battista Vacchi, adding that the company "has an ambitious development plan for the Febal Casa brand in major American cities," and aiming to have 15-20 showroom openings by 2029.

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MSI Marks Opening of Showroom, Distribution Center in Minnesota

MAPLE GROVE, MN — M S International Inc. (MSI), the Minnesota-based supplier of flooring, countertops, tile and other surfacing products, has opened an expanded showroom and distribution center in the Minneapolis-St. Paul suburb of Maple Grove, the company announced.

Spanning 195,000 sq. ft., the facility features an array of quartz, natural stone, porcelain, LVP, hardwood, hardscaping and other surface options, the company said. The showroom and distribution center also offers a range of services, including project quantity estimation, virtual branch tours, and slab selections, the company said. Walk-ins from consumers and trade professionals are welcome.

"We're excited to offer our customers an even better experience with our expanded showroom and inventory," said Jeffrey Krusina, branch leader. "Our relocation to a larger facility is a testament to MSI's commitment to growth and customer satisfaction."



Coverings 2025 Registration Opens

ORLANDO — Coverings, the largest showcase of ceramic tile and natural stone in North America, has opened registration for Coverings 2025, show officials announced.

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Industry professionals are being encouraged to register in advance to secure their badges for Coverings 2025, returning to Florida's Orange County Convention Center in Orlando from April 29-May 2, 2025. Entry badges for Coverings 2025 will grant access to a comprehensive conference program and international product exhibition, with 1,100 global exhibitors, showcasing the latest in tile and stone innovations, trade show officials said, adding that entry will also include admission to show-floor stages, activations, tours and networking.

Registration details and program information regarding Coverings 2025 can be obtained by visiting Coverings.com.

ISFA Honors 2024 Award Recipients

INGOMAR, PA — The International Surface Fabricators Association (ISFA) has named the winners of its 2024 ISFA Awards, an annual program that honors excellence in application design, fabrication and installation of projects using surfacing materials across five categories.

A panel of industry professionals selected the winners for the awards, "which exemplify excellence in all methods of the fabrication process, including safety, training and the use of technology," ISFA said. In addition to the project awards, ISFA awarded a "Fabricator of the Year" award and inducted a new member into its Hall of Fame, according to the Ingomar, PA-based trade association.

Named as 2024 ISFA award winners were:

- Excellence in Commercial Projects Under \$100K: Gecko Solid Surface Solutions, San Antonio, TX.
- Excellence in Commercial Projects Over \$100K: Ellis Page, Manassas, VA.
- Excellence in Residential Projects Under \$20K: Alpha Granite and Tile, Austin, TX.
- Excellence in Residential Projects Over \$20K: Surface Providers, Alpharetta, GA.
- Sustainable Project of the Year: The Countertop Factory-Midwest, Addison, IL.

Nate Kolenki, of Block Tops, Sacramento and Anaheim, CA, was named ISFA "Fabricator of the Year." Dr. Michael Banks was inducted into the association's Hall of Fame.

Daltile, Gary Sinise Foundation Partner to Aid Disabled Vets

DALLAS— Daltile, the Dallas-based supplier of porcelain and ceramic tile products, has joined forces with the Gary Sinise Foundation in support of the foundation's R.I.S.E. (Restoring Independence Supporting Empowerment) Program, which provides mortgage-free, specially adapted smart homes for the nation's severely wounded heroes.

"Daltile has had the privilege of donating tile for these new homes to honor and express gratitude to our heroes who have given so much to their fellow Americans through their military service," said Pajj Thorn-Brooks, v.p./marketing for Daltile.

Established in 2011 by actor and humanitarian Gary Sinise, the Gary Sinise Foundation honors and supports military service members, first-responders and their families.

"Freedom and security are precious gifts that we, as Americans, should never take for granted," Thorn-Brooks said. "We must do all we can to extend



Veteran Jose Armenta poses with his family outside of their home, awarded by the Gary Sinise Foundation's R.I.S.E. Program.

our hand in times of need to those who willingly sacrifice each day to provide that freedom and security.

"These fully customized homes make a tremendous difference in the lives of the men and women who have served, given so much on behalf of their country, and who continue to persevere against physical challenges," added Jay Samber, Daltile v.p./sales. "It's a great feeling to see the joy these heroes experience when they enter their new homes for the first time."

Dacor & Scavolini Partner on FL Showroom

FORT LAUDERDALE, FL— Luxury appliance brand Dacor has been designated as the exclusive appliance provider for Scavolini's new showroom at the Design Center of the Americas in Fort Lauderdale, FL, the companies announced.

Owned and operated by Niki and Alisha Serras of Cucina Moda, the 5,500-sq-ft. showroom features six kitchen vignettes highlighting Scavolini's luxury kitchen furnishings, each enhanced with Dacor appliances.

"Scavolini and Dacor are both committed to elevating kitchens through beautiful design, and with this partnership, we will support the trade community in providing a seamless luxury experience to their clients," said Scott Davies, senior director of marketing for Dacor. "The trade community has been the driving force behind Dacor's introductions this year. Partnering with Scavolini is an essential part of strengthening our relationships with designers in a key market for Dacor and the industry at large," Davies added.

Armina Opens Florida Stone Facilities

MIAMI— Armina Stone, a Pittsburgh-based importer and fabricator of natural stone, has expanded into the South Florida market with the opening of two locations in Miami-Dade County, the company announced.

Armina Stone Miami, a stone gallery and fabrication facility in Hialeah, FL, and Armina Luxe, a luxury showroom in the Miami Design District, will each serve as a destination for residential and commercial clients seeking natural stone and quartz surfaces, as well as custom cabinetry and fabrication services, the company said.

"South Florida is the fastest-growing region in the nation, making it the perfect place for our expansion," said Armina Founder Emre Basman. "We're excited to offer a one-stop solution that handles everything from sourcing material to fabrication and installation."



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NKBA, EXPO SICAM Alliance Aimed at Global Market Growth

BETHLEHEM, PA — The National Kitchen & Bath Association collaborated with NKBA Global Connect Strategic Alliance Partner, EXPO SICAM to invite North American cabinetry, furniture, closet and storage manufacturers to attend the recent international components, accessories and semi-finished products fair in Pordenone, Italy.

The NKBA "Global Connect" business-development team also hosted a presentation for international companies interested in learning more about the North American kitchen and bath industry, the NKBA said.

EXPO SICAM, the International Exhibition of Components, Accessories and Semi-Finished Products for the furniture industry, held its 15th annual edition Oct. 14-18 in the heart of Italy's furniture manufacturing hub north of Venice. The show drew 9,243 visiting companies from 113 countries, event organizers said.

"The strategic alliance between NKBA and SICAM fosters an important appreciation for the highly advanced components – categories such as interior furniture lighting, functional and decorative hardware, engineered surfaces and laminate (HPLs) materials – that go into the making of European kitchen and bath furnishings, a significant and growing segment of the North American kitchen and bath market," the NKBA said.

"The American market is increasingly desirous of sleek, high-performance European kitchen and bath furnishings, making this buyers' trip especially fruitful," the trade association added. "The 'Global Connect' program is specifically designed to facilitate exposure to new technologies and capabilities, as well as an exchange of knowledge to help American manufacturers better meet consumers' shifting preferences."

As part of the SICAM collaboration, the NKBA participated with a kiosk at the fair to introduce SICAM attendees to the association and to the NKBA-owned Kitchen & Bath Industry Show (KBIS), and to discuss the benefits of the NKBA Global Connect program and the opportunities at KBIS for Global Connect members, NKBA officials said.

PrimeSource Brands Acquires Bath Hardware Supplier

TAMPA, FL — Harney Hardware, a Tampa, FL-based manufacturer and distributor of door and bathroom hardware, plumbing fixtures and related products, has been acquired by PrimeSource Brands, a major provider of specialty branded residential building products, the companies announced.

The transaction, whose terms were not disclosed, is PrimeSource Brands' sixth acquisition since partnering in 2020 with private equity firm Clearlake Capital Group, L.P., the companies said. PrimeSource Brands' product portfolio encompasses more than 85,000 SKUs, including cabinet knobs and pulls and functional hardware, according to the company, which serves the market through 58 distribution centers in 26 states.

"We're excited to welcome Harney to the PrimeSource Brands family," said PrimeSource Brands CEO Tom Koos. "The acquisition further advances our mission to create the leading branded specialty building products platform in the industry."

House of Rohl Announces Restructuring

IRVINE, CA — House of Rohl, the luxury kitchen and bath business unit of Fortune Brands Innovations, has been restructured as the Global House of Rohl, with Fortune Brands' Emtek and Schaub now joining the business unit, the company announced.

Created in 2018, the Irvine, CA-based House of Rohl brought Fortune Brands' luxury brands – Rohl, Riobel, Perrin & Rowe, Victoria + Albert and Shaws – together in one group in its Water Innovations segment, which also includes Moen.

Going forward, Emtek and Schaub, formerly separate units in the company's Water Innovations segment, will join the Global House of Rohl business unit, corporate officials said.

Thompson, Keeler Brass Forge Alliance

GREENSBORO, NC — Thompson, a manufacturer of hand-hammered metal sinks, bathtubs, range hoods, and accessories, has formed a "strategic design alliance" with luxury hardware supplier Keeler Brass Company, the companies announced.

The alliance, said company officials, is aimed at simplifying the design process by offering dozens of curated product selections that pair Thompson's finishes with Keeler Brass Company's portfolio of knobs, pulls, and other decorative hardware.

"By pairing Thompson's handcrafted finishes with Keeler Brass Company's diverse selection of luxury hardware, this alliance will take the guesswork out of designing kitchens, home bars, bathrooms, and other spaces," the companies said. "Whether specifying a Thompson kitchen sink, bar/prep sink, range hood, vanity, or bathtub, designers and homeowners can seamlessly match their new statement product with Keeler Brass Company's cabinet hardware, achieving a unified and cohesive look across any project."

"We're thrilled to partner with Keeler Brass Company to offer a solution that removes much of the hassle from the design process," said Thompson V.P./Sales & Marketing Alejandra Thompson de Jordan. "This collaboration ensures that both designers and homeowners no longer need to spend hours trying to match finishes and style. Together we're helping them create cohesive, beautiful spaces with ease."

Flooring Franchise Expands Offerings

DENVER — Footprints Floors, the Denver-based national flooring franchise, has expanded its offerings with the launch of a sister brand, Footprints Bath and Tile, the company announced.

The new brand, company officials said, is aimed at expanding the company's footprint in the home remodeling market, specifically in bathroom remodeling and tile installation. Footprints Bath and Tile services are available in 28 locations across the U.S., officials added.

"The decision to launch Footprints Bath and Tile stemmed from the company's success with flooring installations, which naturally extended into tile and bathroom work, and a desire to deliver its high level of service in a new area of homes nationwide," said Taylor Murphy, v.p./operations.

"The beauty of what we were doing with Footprints Floors translated extremely well to the bath and tile space," Murphy added. "With Footprints Bath and Tile, customers now have access to a wide range of bathroom remodeling services, from full and partial remodels to shower conversions, tub inserts and vanity installations."

Isenberg Faucets Updates Brand Positioning

DALLAS — Isenberg Faucets has announced a strategic change to its brand and corporate structure. The designer and distributor of luxury plumbing fixtures is now Isenberg by FLUSSO, a move that positions FLUSSO as the parent company with an expanded focus on global markets and Isenberg as the lead brand. This change is effective immediately and will be displayed across all corporate communications, marketing and social media platforms. Although the name has changed, the owners, location, products and employees remain the same.

Isenberg by FLUSSO continues the brand's long-standing commitment to creating the finest quality contemporary and transitional plumbing fixtures for the kitchen and bathroom, notes the firm. The company plans to pursue growth opportunities in Europe and India, as well as exploring new product categories beyond plumbing fixtures within the general building material industry.



**The International Water, Sanitation
and Hygiene Foundation**

IWSH Joins NKBA Global Connect As Strategic Alliance Partner

BETHLEHEM, PA — The National Kitchen & Bath Association has welcomed the International Water, Sanitation and Hygiene Foundation (IWSH) as a Strategic Alliance Partner in its NKBA Global Connect business development initiative.

IWSH is the first North American organization to join the NKBA program, which aims to connect the global kitchen and bath community through information exchanges, including sharing of market insights, product development ideas and go-to-market strategies designed to assist international companies in exploring business opportunities in the North American market, notes the NKBA.

IWSH is the social impact arm of IAPMO, which is best known for plumbing and mechanical certifications and services, including treatment and filtration of drinking water and other utility functions in the built environment. As its philanthropic organization, IWSH leverages IAPMO's plumbing expertise to solve water and sanitation challenges.

To accomplish its mission, IWSH showcases practical plumbing solutions that can be replicated by other communities; builds sustainable impact via a combination of well-planned projects, skilled plumbers, quality products, and community training, and facilitates workforce development by providing entry-level plumbing experiences for students and local residents in areas where it does projects.

Through NKBA's platform, Global Connect members and other strategic alliance partners will have the chance to meet and partner with IWSH to learn and, in many cases, transfer insights and initiatives being developed in other parts of the world as well as to better understand how to impact North American water management actions.

Acquisition of Bell Cabinetry Completed

ATLANTA — Construction Resources Company, LLC has completed the acquisition of Bell Cabinetry, LLC, an Atlanta-based business specializing in the design, manufacture and installation of custom and semi-custom cabinets for professional builders, interior designers and remodelers. Michael Bell, president & CEO of Bell Cabinetry, and his leadership team will remain with Construction Resources following the acquisition.

"This acquisition represents a significant opportunity for us to accelerate our multi-product strategy by introducing high-quality cabinetry to the Construction Resources offering," said Mitch Hires, CEO of Construction Resources. "By combining our strengths, we are confident that we will drive innovation and continue to deliver the exceptional quality and service our customers have come to expect."

"This acquisition aligns with our shared vision of delivering exceptional value to our customers by simplifying the design and building process, reducing build time and streamlining product selection and installation," added Michael Bell.

Design Firm Adds NJ Showroom

PRINCETON, NJ — Just Bathrooms, LLC, a design firm specializing in bathroom and kitchen design, has opened a showroom in Princeton, NJ, the company announced.

Joining a network of showrooms in Middletown, Morganville and Plainfield, NJ, the addition "marks a significant milestone, illuminating its dedication to providing exceptional remodeling solutions and inspiring home design," the company said. The showroom features an extensive range of products, from flooring and tile options to cabinetry and countertops, company officials said.

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BY DENISE GROTHOUSE

How Ad Projections Impact the Market

IN 2025, THE overall growth of the advertising industry is projected to slow due to economic uncertainty. Simply put, companies overall will not be increasing their 2025 advertising spending as they have in the past. This will offer a unique opportunity to leverage emerging trends to continue building strong connections with customers.

The advertising sector is expected to grow by 4.5% in 2025, a moderation from the 9% growth we saw in 2024. The slowdown is largely attributed to political changes and their ripple effects on the economy. In a market that's not growing as rapidly, it's more important to focus on high-impact strategies that maximize return on investment (ROI). For businesses in the kitchen and bath industry, this means crafting targeted campaigns that speak directly to your audience's needs.

Digital advertising, which accounted for 70% of the ad industry in 2024, is expected to grow by 8.4% in 2025 – down from 14.3%. This growth, while slower than the previous year, still represents a dominant force in advertising. One area to keep an eye on is commerce media, which has been a major contributor to digital growth in recent years. However, this sector is projected to slow down significantly in 2025, with growth expected to fall to 9.4% from the 18.3% pace seen in 2024.

For the kitchen and bath industry, this means that while digital advertising remains an essential tool, businesses may need to get more creative with their digital campaigns. It will be crucial to find ways to integrate digital touchpoints into your marketing efforts, especially as consumer behavior shifts further toward online shopping and product research.

ADAPTING SOCIAL MEDIA STRATEGIES

Social media advertising growth in 2025 is forecast at 5.4%, but this is subject to potential disruptions, especially with TikTok's uncertain future. If TikTok faces challenges, ad dollars could shift to platforms like Meta (Facebook and Instagram), Snapchat, and Alphabet (Google's parent company). For kitchen and bath businesses, this could mean an increased focus on Instagram and Facebook, two platforms that continue to perform well for visual industries like ours. Instagram's visual-centric format makes it ideal for showcasing kitchen designs, cabinetry and bathroom remodels. The future of video content on these platforms, especially short-form content, is also promising for increasing engagement and building brands.

Artificial Intelligence-based products and services are beginning to disrupt the consumer experience, but the search advertising sector is

still expected to see growth in 2025, projected at 4.6%. For small businesses in the kitchen and bath industry, this suggests that search engine marketing (SEM), particularly Google Ads, will continue to be a stable and reliable advertising strategy. While larger platforms such as Amazon and social media will dominate the digital landscape, small businesses should continue to invest in search advertising to capture high-intent traffic. Local search, in particular, will remain a vital tool for businesses targeting clients in specific geographic areas.

The decline of traditional audio advertising is expected to continue, but digital audio – especially streaming platforms and podcasts – will continue to grow. Kitchen and bath businesses should consider podcast sponsorships or ads as a way to connect with niche audiences. Podcasts that cater to home design, interior decorating or even DIY remodeling could be great opportunities to get your products and services in front of the right listeners.

While national television is expected to

investments to maintain visibility, SEO focuses on creating high-quality content and optimizing a website to organically attract traffic. The beauty of SEO lies in its ability to provide compounding returns over time, building a solid foundation of free traffic that can drive leads and sales without the ongoing cost of ads.

For example, a builder in northeast Ohio has been putting more focus into a strong SEO strategy. Organic traffic is up 420% comparing 2024 to 2023, meaning the content they are producing is driving thousands of potential customers to the Marks Building Co. website.

"There is simply no other form of marketing that can produce those types of results at the same cost afforded to us through SEO. We are going to further streamline our efforts and increase our content output to build up 2024's numbers," says Steve DiMatteo, the company's marketing director.

SEO provides a reliable way to stay visible in a crowded marketplace, driving meaningful, organic engagement without relying on the

"It will be crucial to find ways to integrate digital touchpoints into marketing efforts, especially as consumer behavior shifts further toward online shopping and product research."

see a 6.1% decline, Connected TV (CTV) and digital extensions are growing rapidly. In fact, CTV is forecast to grow by 26%. As platforms like Amazon and Netflix continue to dominate the CTV space, this opens up a new avenue for video content to reach a broader audience.

If you're looking to invest in television advertising in 2025, consider pivoting to digital streaming options where you can run targeted ads based on user behavior and precise location. Additionally, over-the-top ads are advertisements that are delivered to viewers through streaming services, such as Freevee, Twitch and Fire TV. OTT ads are delivered directly to viewers over the internet, bypassing traditional cable, broadcast and satellite TV platforms. OTT ads offer a customizable menu of options for targeting specific shows and zip codes with a cost effective 15-second commercial.

ALTERNATIVE TO TRADITIONAL SPENDING

Many businesses are shifting their focus to Search Engine Optimization (SEO) as a more sustainable, long-term alternative to traditional paid advertising. Unlike paid search ads or social media campaigns, which require ongoing

unpredictability of ad performance or shifting media trends. By investing in content and website optimization, businesses can position themselves for lasting success.

As we adjust to new technologies, platforms and consumer behaviors, the key to success will be agility – quickly adapting to the changing landscape while maintaining a focus on high-quality, targeted advertising strategies. By embracing innovation, understanding shifting trends and staying true to what makes your brand unique, you can achieve meaningful growth in the years to come.

Denise Grothouse has an extensive background in international business, branding and marketing. Today, she specializes in advertising, marketing and branding in the kitchen and bath industry. She is the founder of Perfect Six Marketing, past v.p. of Grothouse, and a representative of the Washington, DC-based National Small Business Association Leadership Council.

Read past columns and features and send us your comments about this article and others at KitchenBathDesign.com

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JAN NEIGES,
CMKBD

Curating Your Personal Sense of Style

You're a designer, so how do you dress?

WHEN I HAD my first corporate job in New York City, appropriate attire for women included matching shoes, handbag and a belt if the outfit required it. I recall my boss advising me not to wear slacks at the office if I wanted to move up the corporate ladder. It was his way of incorporating me into the male-dominated company culture, sharing the unwritten dress code at that time. More women were entering the workforce back then, and they needed to dress professionally to be taken seriously.

At the time, men wore obligatory suits and women wore the feminine version by replacing slacks with skirts and neckties with softly draped bows delicately tied around their necklines in fabrics that matched their blouses. The truth is, I never did move up the corporate ladder, I just moved over to a different industry. However, my takeaway from that experience was not to frown upon that archaic sexist dress code, but to understand that what we wear affects someone else's perception of our ability and standing.

GOING CASUAL

'Casual Fridays' changed the corporate dress code. IBM wanted to ignite creative thinking and collaboration in a casual setting among their engineers, so it implemented a dress down day when, one day a week, the company would remove the shackles of suits and ties. Realizing that casual wear could entice creativity, Silicon Valley startups implemented casual Fridays 'every day,' not only as a way to rebel against stodgy corporate procedures but to entice new talent by fostering collaborative working environments that accelerated creativity.

Need more casual wear five days a week at the office eventually changed the fashion landscape, with sneakers, jeans and hoodies becoming the new office attire. The perception was that casual style suggested to others that your clothes did not define your capability. It fostered a wider net of communication between all ranks in an organization because one could casually sit down with the owner of the company and swap ideas.

Fast forward to today and you only need to look around at your colleagues to see what is acceptable to wear in the office. But, acceptable attire should also be defined by the industry in which you work and, most importantly, the country in which you work.

It is no secret that Europeans frown upon Americans and their fashion because of what we wear when showing up at their borders as tourists. American men are known for new white sneakers topped by white knee socks

and wrinkled shorts hemmed below the knee, along with t-shirts that advertise their favorite American city, college or sports team. American women can be spotted in foreign lands wearing leggings that highlight every body curve – even when it is improper to do so. They also reveal more undergarments layered as camisoles, exposing several styles and colors of spaghetti straps. Many then top it all off with a baseball cap. I am always amused when I hear from those who travel abroad that people in other countries have such an attitude toward them.

DRESSING FOR SUCCESS

If my characterization of the American tourist is accurate, then there is some truth to the idea that casual attire has gone too far in what we wear at the office and even to job interviews. We can't fight the dominating invasion of activewear as everyday fashion because America dominates the global activewear industry, but do we have to give into it? Shouldn't what we do be reflected in how we present ourselves?

Is it time to find your fashion sense and revamp your wardrobe? Is it time to try a new hair style? Pay attention to accessories and add a new watch or artistic jewelry. Your clothing choices reflect your design style, and give clients a visual cue about who you are and the kind of work you produce. It may be time to consider tailoring your style to align with the taste of your typical clientele. Understand the dress code norms within your firm and adjust your attire based on the situation, whether it's a design presentation, construction site visit or a networking event.

Case in point: The first time I hired a contractor, it was because he was clean shaven, his clothes were pressed, and he had clean shoes along with a clean truck. I believed that, if he took that much care in how he presented himself, he would take that much care with my home. Showing up sloppy suggests that you have no regard for how you look and that attitude may reflect in your work. While I'm not suggesting that you need to rebuild your ward-

"Your clothing choices reflect your design style, and give clients a visual cue about who you are and the kind of work you produce."

Maybe we've reached the point when we need to stop dressing like everybody else and understand the importance of first impressions. It is said that, when you meet someone for the first time, they will form 11 impressions of you within the first 7 seconds. It's known as the 7/11 rule. Ill-fitting leggings, ripped jeans with frayed hems, dirty shoes and worn-out heels probably shouldn't be part of your work attire if you want your first impression to reflect who you are and what you're capable of. In all honesty, just because it is displayed on a mannequin in Nordstrom does not mean you should wear it to work.

In our industry, image is important, and we only have those seven seconds to convince a potential client that we can design, build and deliver on their vision for their home. I subscribe to the idea that we should dress like we can afford and have experienced that \$150,000 kitchen we are proposing. We sell expensive projects and we need to look like we have that kind of money in the bank. Remember, our clients don't *need* to remodel, they *want* to remodel, and they will – in 7 seconds – decide if you are the right fit for their wants.

robe with expensive new clothes, it might benefit you – and your business – to invest in one smart-looking outfit for that first impression.

In summary, it might be time to look in the mirror and ask yourself, "Am I dressing like a professional designer, and would I buy from me?" If you can't say yes with confidence, then you need to take action. Stop dressing like everybody else and curate your own style. Your business depends on it.

Jan Neiges, CMKBD, has been part of the kitchen and bath industry for 25 years, starting her own design firm in 2012. She is currently v.p. of sales & design with Avalon Cabinetry in Englewood, CO. An award-winning designer, she is a past Board Member for the National Kitchen & Bath Association (2019-2022) and past president of the NKBA Rocky Mountain Chapter. In addition to designing kitchens and baths, Neiges is a business coach for designers and acts as a mentor for design students. She can be reached at jann@avaloncabs.com.

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Photos: Stoffer Photography Interiors

Kitchen Design Supports Healthy Living

BY KIM BERNDTSON

With clients passionate about living a healthy lifestyle, this designer only sourced materials for the new-construction home that met the strictest health standards.

GLEN ELLYN, IL — When people talk about making healthy lifestyle choices, they often consider diet and exercise programs. However, for these homeowners who were building their dream home in the suburbs of Chicago, they extended those considerations to the design, construction and selection of materials for their new residence that would serve their family of five, which included kids that ranged in age from elementary to college.

"The entire home was designed and built with good health and well-being in mind," says Amy Storm, owner/principal designer,

Amy Storm & Company in Glen Ellyn, IL, who worked with Greenside Design Build and Moment Design to bring the dream to fruition. "All of the decisions that were made – everything from how the home was framed to the materials, finishes and fabrics, even any paint, sealer, etc. – were approved by an outside consultant who specialized in healthy materials. We wanted to ensure that *everything* we sourced met the strictest health standards. That meant we had to ask a lot of questions, and in some cases, find new trade partners to meet these high standards.

"Each of us learned and grew our knowledge and skill sets around healthy home building products and procedures," she continues. "Many products are in the marketplace, but are hard to find, generally more expensive and never just 'so easy' to spec. However, when a client is passionate about something, so are we!"

As that health-focused objective evolved in the kitchen, the team even paid close attention to where they positioned appliances, strategically locating them so they wouldn't have any negative impacts on health, the designer relates. As well, an abundance of windows and doors, which encompasses an entire wall floor-to-ceiling, maximizes the amount of natural light that flows into the space to minimize the amount of artificial lighting needed during the day.



■ Amy Storm and her design team fell in love with the copper accents on the range, so to make it feel more intentional – and to connect several elements within the kitchen together – they incorporated the metal into the range hood as well as into the shelving unit on the perimeter wall.

“And, since the home is positioned and landscaped to offer privacy, we didn’t really need to put any window treatments on the back of the house,” she adds. “We were able to allow those windows to bring in a ton of natural light. Also, the doors, which lead to the patio, give them easy access to the backyard where they can sit and enjoy the outdoors.”

With regard to materials, a focus on health led to choices such as the natural stone slabs, specifically Bettogli Superiore quartzite, selected for the countertops, the backsplash behind the BlueStar range and the accent behind the open shelves.

“We chose quartzite because it is a natural material, rather than something that is man-made,” Storm explains. “This particular quartzite also has an aesthetic benefit because it has such depth to it. When you look at it on the surface, it looks white, but as you look deeper you find dark blues and browns beneath. That depth is such a beautiful characteristic of quartzite, in general. It has so many layers, colors and textures within it.”

PROMOTING CONTINUITY

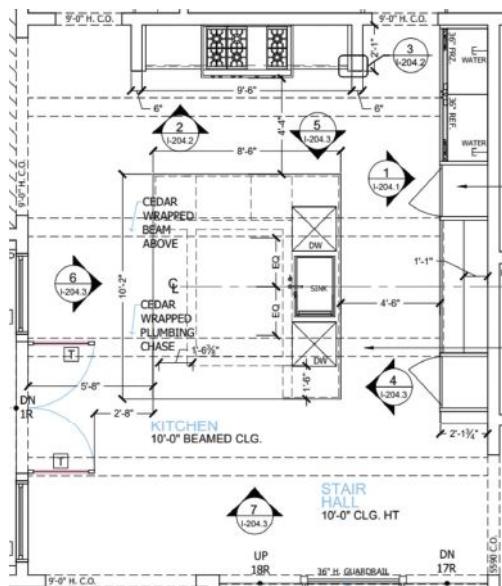
Inspiration for the quartzite, as well as for many other finishes throughout the home, came from the home’s exterior and its wooded lot location.

“The home’s exterior is clad with a really beautiful stone with a lot of color,” she says. “Besides the typical buffs, tans and creams, it also has dark blues and grays. We brought that same stone into the foyer and lined one of its walls as a way to connect the inside of the house to the outside. This Bettogli Superiore quartzite also has those same colors, so when my clients walk into their kitchen, the space feels very connected to the rest of home. It’s all very fluid.”

Continuing the palette, Storm repeated the stone’s colors elsewhere in the kitchen, including as the custom Hoosier House cabinetry, which, since there aren’t any upper cabinets, is customized for optimum functionality. A classic white, Benjamin Moore’s White Heron, echoes the stone’s background and dominates as the perimeter cabinetry, which includes a



■ The over-sized island houses several appliances and provides seating and lots of built-in storage, so it is highly functional and fits perfectly in the space.



▲ A neutral color that echoes the background of the quartzite used as the countertop and backsplash dominates as the perimeter cabinetry, which includes a tall pantry for dish storage, and as panels for the Sub-Zero refrigerator and freezer.



▲ The working pantry, or scullery, was designed for a daughter who loves to bake. A wall of windows brings natural light into the room. A sink allows for easy cleanup while a stool gives her a place to dream about her next masterpiece.

tall pantry for dish storage and as panels for the Sub-Zero refrigerator and freezer. A dark blue hue, Benjamin Moore's Raccoon Fur, is featured on the super-sized island.

"The island is huge!" she relates. "It's the size of two king mattresses side by side. You do need some go-go gadget arms for cleaning the middle, but it has appliances, seating and lots of storage built in all around it, so it is highly functional, fits perfectly in the space and is quite stunning with its natural stone top."

To provide further continuity, the designer continued the blue hue as wing walls along the cooking and perimeter walls.

"We designed the cabinetry to be captured within the wing walls to give it a built-in feel," she explains.

Dark hues continue within the space via a pair of custom light fixtures from The Urban Electric Co. that hover above the island. As well, the BlueStar range showcases a deep, dark blue finish with stainless steel trim and copper knobs and handles.

"We loved the copper accents on the range so we invited that detailing into the rest of the kitchen," Storm relates. "For example, we lined the hood over the range, and we incorporated some copper into the shelves along the perimeter wall. It is just enough to make it feel super intentional and to connect all the parts and pieces of the kitchen and add some beautiful warmth."

FEATURES FOR THE WHOLE FAMILY

Storm carried the dark blue cabinetry color from the main kitchen into the working pantry to make the spaces feel connected. Tucked behind the cooking wall, the pantry is conveniently accessed to one side of the range.

"This home was designed to not only be functional for the husband, wife and kids who are still living at home, but also for the



▲ In the working pantry, a cabinet with folding and recessing doors conceals small appliances and convenient shelving while a wealth of storage in base cabinetry drawers keeps baking supplies close at hand.

college-age kids when they come home so there are a lot of bathroom/bedroom ensuites and the basement is outfitted with a ping pong table, golf simulator, bar and even a workout room and guest spaces," she relates. "One of their daughters also loves to bake, so the scullery was created for her."

A wall of windows allows natural light to flow into the room where the daughter can make her creations on the Caesarstone Piatra



Grey quartz countertop below. A nearby sink allows for easy cleanup. A cabinet with folding and recessing doors conceals small appliances and convenient shelving, while a wealth of storage in base cabinetry drawers keeps baking supplies close at hand. A pair of JennAir refrigerator drawers keeps perishable items and beverages cold. Retaining space for a stool gives her a place to dream about her next masterpiece. ■

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The Luxe Bath Lowdown

BY JAMIE GOLD, CKD, CAPS, MCCWC

Thoughtful touches can make all the difference when designing a luxury bathroom.

DESIGNING AND MANAGING

luxury bathroom projects is not for the novice! They require extensive experience to master – spanning design and materials, but also plumbing, lighting, ventilation, electrical and technology.

Knowing what's trending in this category is important too. Last October we looked at luxury kitchens. This time around, we focus on bathrooms. These seven pros share what they're seeing and working on across the country, from the Hamptons to Hawaii!

- Quinn Hannum is an interior designer working between Philadelphia and the New York metro area.
- Lance Stratton is a San Diego-based kitchen and bath designer.
- Dayson Johnson is director of design and construction for Magleby Development in the Park City, UT area.
- Sarah Gaffney is design director for San Jose-based remodeling firm Next Stage Design.
- Caroline Danielson is director of showrooms for upscale retailer Ferguson.
- Doug Greenwald is an HTA-certified technology integrator serving Hawaii and Arizona.
- Chicago-based Jennifer Woodring is director of marketing for The Dawn McKenna Group real estate team.

ROOM PLANNING MUST HAVES

When I was growing up in Brooklyn in the 1960s, our family of four shared the home's

one full bathroom down the hall. I discovered a few years ago on a real estate site that later owners converted my childhood bedroom into a bathroom for a new primary suite. It has a full shower with bench and handheld showerhead but lacks a separate toilet room and likely the amenities our contributors would add today.

"Luxury homebuyers expect spa-like bathrooms with features such as large walk-in showers, soaking tubs, double vanities with ample storage and high-end fixtures," observes Johnson. Natural light and thoughtful design that promotes relaxation and wellness are other features he mentions.

Woodring agrees: "Baths have become a place for respite within the home, so the more thoughtful and sumptuous their designs – as they relate to daily use and enjoyment – the better."

Hannum sees separate tub and shower, concealed water closet, lounging space and other amenities as must-haves. "We're also seeing large-format wet rooms equipped with rainhead shower systems and body sprays." Integrating outdoor elements is another layout feature she cites.

"Main bathrooms are growing!" Stratton declares. "Extra floor space is welcome and wanted. We are learning that our clients want to be able to comfortably coexist in the main bath, and that takes space, and often separate vanities."

Fixture Must Haves

For Johnson's luxury mountain homes, multiple showerheads, heated floors and towel racks,



Photo: VOLO

■ Towel warmers of all types are now a luxury bathroom staple.

and premium surfaces are must-haves. For Stratton, "Freestanding tubs continue to be a leading request," the San Diego designer says. He adds that many of his clients are asking about fully accessible showers – "no curbs and preinstalled backing for future grab bars," he reports.

Hannum cites solid carved stone tubs that "make for beautiful and functional sculpture to create real wow factor" spaces and smart toilets. Additionally, she calls out rainfall showerheads paired with body jets to provide a spa-like experience and wall-mounted faucets to add a sleek, modern aesthetic.

"The bidet toilet is practically a standard now in the luxury bath. It is the one feature that quickly distinguishes an ordinary bath from a luxury bath," Gaffney points out.

Danielson agrees. Ferguson's clientele also sees steam showers as must-haves, offering the dual benefits of sustainability and luxury. "They use less water than traditional showers while providing a soothing, spa-like experience that promotes relaxation and well-being."

Finish Must Haves

"I love to clad walls in natural stone, millwork or specialty plaster because it's like enveloping yourself in abstract art," Hannum declares. "There's something about using natural materials that calms our nervous system even more during our bath rituals. For floors I enjoy using mosaic tiles or micro-cement, and for more intricate designs, I create patterns using natural stone tile or handmade clay tiles." She also mentions realistic porcelain slabs as a worthy finish.

Gaffney frequently opts for low maintenance quartz surfaces in place of marble, she offers: "We can create the same beauty and drama with a man-made quartz slab, especially



Photo: Velvære/Magleby Development

■ Freestanding soaker tubs are still popular with luxury homebuyers.



Quartz slabs are one of the finishes available for luxury bathrooms.

when cladding shower walls."

"Luxury customers are opting for less grout," Stratton observes. He's incorporating larger tiles and slab surfaces in floors and shower walls and notes, "Even Venetian plaster takes the place of smaller tiles."

TECHNOLOGY MUST HAVES

"Clients want to bring all of their technology tools into the bathroom space, but they don't want to clutter backsplashes and surfaces with chargers and outlets. In bathroom cabinetry design, we are designating spaces," Gaffney comments.

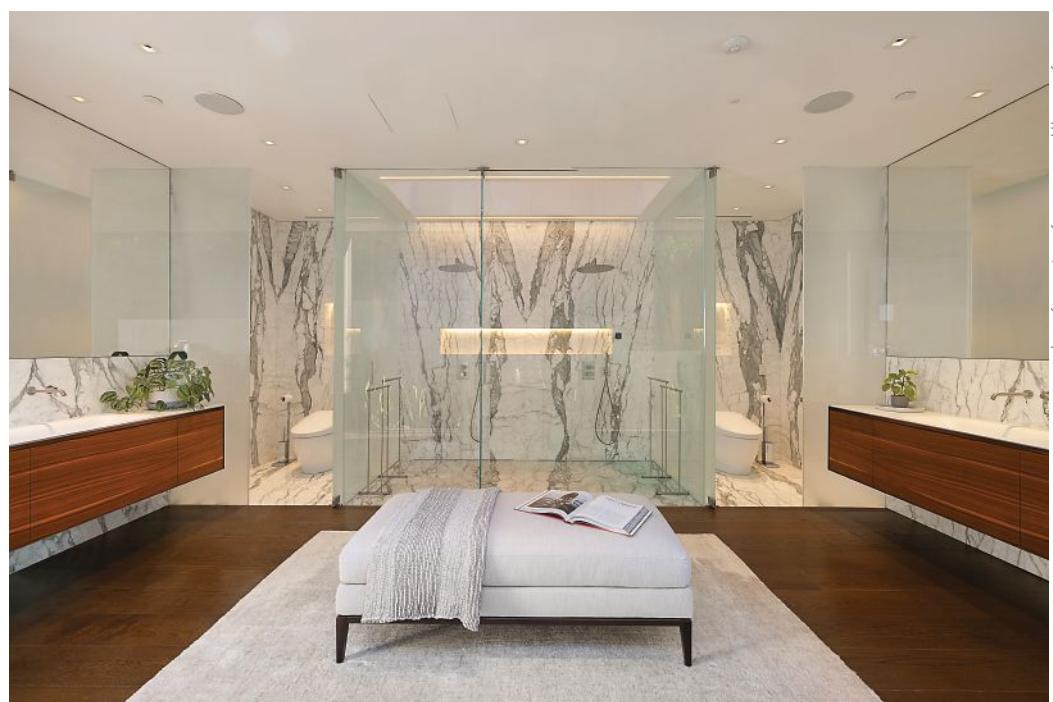
Danielson sees the same with Ferguson's clientele: "While technology plays a role, today's luxury bathrooms focus more on comfort and elegance. Programmable showers and smart mirrors with integrated lighting offer convenience and personalization without overwhelming the space with tech. Touchless faucets add a modern touch and improve hygiene. Heated floors and carefully designed lighting enhance the overall experience, creating a spa-like atmosphere. The goal is to subtly integrate technology that enhances comfort and sophistication, ensuring a relaxing and indulgent environment."

Integrated sound systems, automated window coverings, indoor air quality monitors, temperature systems, leak detectors, app-controlled lighting and temperature controls, smart mirrors, high-tech toilets with bidet functionality and touchless operation are available features for Johnson's homebuyers.

Hannum's clients across the country are embracing tech too: "Technology in luxury bathrooms is designed to enhance comfort and convenience," she points out. Integrated smart mirrors with built-in Alexa, defogging



Luxury bathrooms are often spacious with outdoor connections.



Dual vanities for two users are expected where space allows.

technology and lighting controls are now standard, she adds. "Smart showers allow users to program water temperature, flow and even steam, providing a personalized experience," she adds, also citing underfloor heating systems that can be controlled remotely. (*Who doesn't want warm feet first thing in the morning or on midnight visits?*)

Stratton's clients are eschewing technology, he says, "preferring a more sanctuary feel." Even requests for televisions, common in years past, never come up today, he says. "People are opting to unplug and relax now more than ever." *Well, not all of them...*

"Some clients like to watch the news or the stock market while getting ready," Greenwald shares. "Mirror televisions are excellent for this. The TV is actually behind a mirror, and you

can see it only when it's turned on." He's also providing the technology that makes smart toilets, showers, lighting, radiant heat and towel warmers work properly. Circadian lighting is an oft-requested feature, he says.

"Air quality is becoming more important to our customers and probably varies in popularity by region," the integrator adds. "Our main office is located in Scottsdale, Arizona, and our air quality is very poor with air pollution and dust. I imagine places like Los Angeles also get more requests like these," he theorizes. (This has become an imperative in the wake of the wildfires afflicting that city and those in regions blanketed by their smoke and ash.)

Woodring is seeing air and water filtration systems becoming must-haves for buyers, as well as integrated smart home features in

general. "The more automatic and responsive, the better!" the real estate executive declares.

THE WELLNESS FACTOR

"Many clients are now seeking wellness-focused features," Hannum observes, citing infrared saunas built into the bathroom space and customizable lighting to reflect desired ambiance. "Wellness has become a primary focus in luxury design, especially since the pandemic. Clients are increasingly looking for features that promote health and relaxation, such as air and water purification systems. The emphasis on wellness has also increased demand for touchless technology, which reduces the spread of germs."

Polar plunges, chromatherapy and aromatherapy shower enhancers, as well as mini fridges with icemakers for refreshment, are showing up on Ferguson's wellness requests, Danielson acknowledges.

BUDGET CHANGES

"Budgets for luxury products have increased as homeowners prioritize comfort and well-being," the Ferguson executive comments. "While it's an estimate that spending on luxury bathroom budgets has increased by approximately 25%, it's crucial to understand that these numbers can vary widely." It's not about the price point though, she suggests. "Instead, luxury is defined by how effectively an investment elevates the home." It's also about the luxury of comprehensive, personalized service provided by the client's design, technology, installation and retail teams.

Hannum and Gaffney are both seeing increases in that same range, they report, attributing them to various factors, including material, shipping and labor costs. On the technology side, Greenwald is seeing 10% increases, he says. "The majority of this can be attributed to the desire and cost of circadian lighting being added to the overall cost of the project," he reports.

FINAL THOUGHTS

The impact of wellness cannot be overstated! It shows up in many of the trends highlighted here and has really emerged, as Danielson observes, with the pandemic. This aligns with surveys I've seen showing huge leaps in consumer awareness of home-health links since COVID sent everyone to their rooms five years ago!

"The pandemic initiated a wellness journey for many that went beyond avoiding germs. People thought about their total health, including their quality of life. Some recognized the need for more movement and exercise-friendly home environments, while others missed natural sunlight and began investing in lighting systems that work with their biorhythms to enhance mood and health. Ultimately, they wanted to elevate their daily routines and not take anything for granted." This has manifested in creating spaces and featuring products that cater to personal well-being, Danielson says.



Photo: Studio Stratton

▲ Zero-barrier wellness showers are luxury bathroom must haves.



Photo: Avalon Available at Ferguson Bath Kitchen & Lighting Gallery

▲ Mini refrigerators for refreshment and cosmetics are desirable luxury amenities.

Those spaces are often expansions of primary bathrooms.

Woodring is seeing that on the real estate side too: "More and more, owners have been outfitting their homes with health-focused amenities as wellness continues to be top of mind post-pandemic, and we do not see any signs of that slowing."

Jamie Gold, CKD, CAPS, MCCWC is an author, wellness design consultant and industry speaker. Her award-winning third book, *Wellness by Design* (Simon & Schuster, 2020) is available wherever books are sold. Learn more about her wellness design CEU presentations, books, blog and consulting services at jamiegold.net.

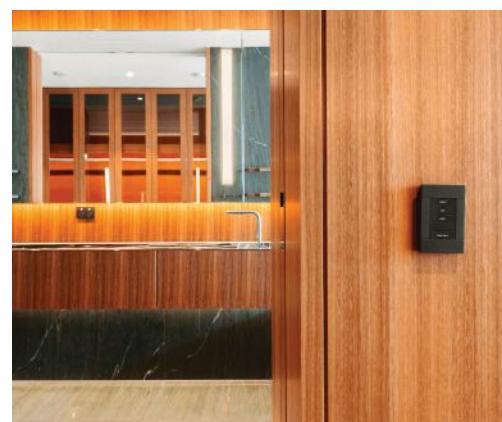


Photo: Crestron

▲ Sleek technology controls support the luxury bathroom's premium capabilities.



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Transitional Kitchen Nods to Traditional Style

BY ANITA SHAW



ATLANTA — An awkward, inefficient kitchen with odd angles was the original canvas for Jerel Lake, a kitchen designer based in Atlanta, GA. The client was looking for a cheerful space that provided better function for her lifestyle, with a layout that would accommodate cooking and entertaining as well as deliver spaces for coffee preparation and pantry storage. A transitional style that would integrate some of the traditional elements of the home was requested, along with green cabinetry.

Lake began by removing builder-grade white laminate cabinets, a two-tiered angled peninsula with granite countertops and a small, angled pantry that took up an excessive amount of space. This allowed for a more linear layout, which improved the room's overall functionality, according to the designer.

Per the client's request for green cabinetry, Lake's intent was to use the color in a sophisticated and elevated manner that aligned with the desire for a transitional space that included playful, whimsical elements.

A built-in refrigerator and a coffee station were situated near the breakfast area, with a 30" built-in refrigerator on

the opposite side. The removal of the angled pantry provided space for two decorative antique mirrored cabinets in the breakfast area: one for glasses, dishes and everyday items, and the other for dry pantry storage. The mirrored cabinets feature traditional mullion inserts for a classic touch. Orb-shaped knobs complement the light fixture over the breakfast table. Additional storage was also added behind the ovens for small appliances, books and extra dishes.

To break up the tall cabinetry and add a decorative touch, an art niche with arched opening and small countertop was created. A space for artwork, the niche is backed with a bold floral wallpaper.

Central to the design is the walnut "dresser" that serves as a prep station and creates a break for the marble countertop that aligns with the range wall. The dresser adds function as well as beauty as it houses a knife block, spice storage, cutlery divider and container organization. On the side of the dresser are additional rollout drawers for a mixer and bowls, accented by ring pulls to highlight the furniture-like quality of the cabinet. A walnut hood complements the dresser and is accented by minimal brass strapping. ■



“My goal was to use green on the cabinetry in a sophisticated and elevated manner that aligned with the client’s vision for a transitional space with playful, whimsical elements.”



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A Mixed Bag

Kitchen & bath design firms, while generally bullish over 2025 prospects, foresee a mixed bag of factors likely to impact their companies this year, a *KBDN* survey finds.

CHICAGO — Kitchen/bath design and remodeling firms are expressing guarded optimism about the prospects for a business uptick in 2025, although inflated product and material costs, lingering homeowner uncertainty, skilled-labor shortages and other market headwinds continue, as in 2024, to temper expectations.

According to a nationwide survey conducted by *Kitchen & Bath Design News*, dealers and designers, while forecasting 2025 revenue gains, report that they harbor nagging concerns about economic and geopolitical factors potentially stunting sales revenue and profit margins in the coming year (see **Barometers**, Page 12; related stories, Page 46).

KBDN's online survey, which garnered roughly 250 responses, was conducted in December of 2024, at the tail end of a year characterized by stubbornly high interest rates, inflated product/material costs, a sluggish housing sector, presidential-election uncertainties and a bifurcated remodeling market characterized by robust activity in the luxury sector and pronounced softness in the market's middle and lower end.

When asked about their prospects for 2025, more than 84% of those surveyed told *KBDN* that they're either "somewhat," "very," or "extremely" concerned about anticipated economic conditions impacting their business. In contrast, only about 15% reported that they're either "not very concerned" or "not at all concerned" (see **Figure 1**).

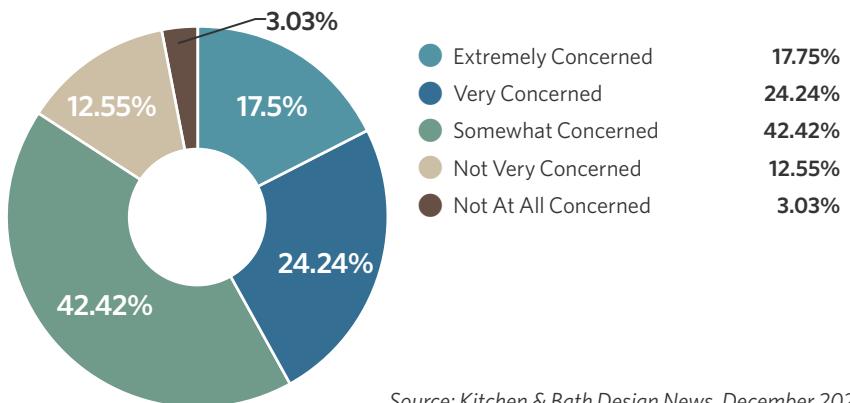
While many expressed satisfaction with the outcome of the recent presidential election, predicting that homeowners will be more comfortable spending in an improved economy, others shared concerns over the potential threat of tariffs on foreign goods, among other issues. Skilled-labor shortages, already problematic, will only worsen if the U.S. clamps down on immigration, some say.

FORECASTS VARIED

Those concerns are mirrored in 2025 revenue projections, which are evenly split among *KBDN* survey respondents. Indeed, while roughly 50% of those surveyed say they expect 2025 kitchen and bath revenue to post gains over last year, an equal percentage expect 2025 annual revenue to either remain flat or decline compared to 2024 (see **Figure 2**).

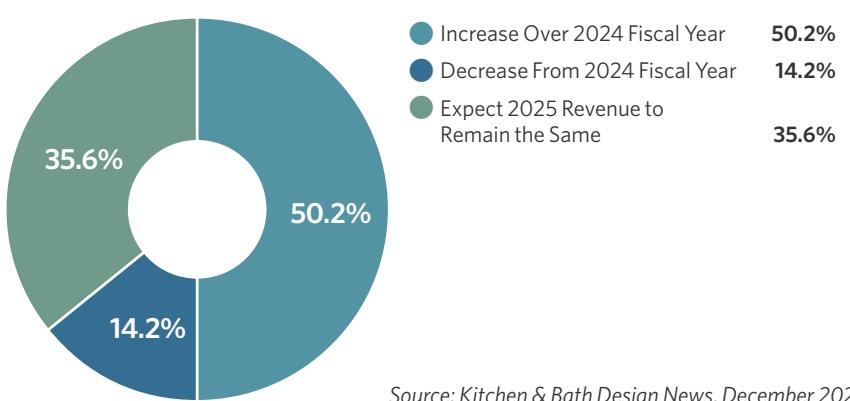
Moreover, when asked if anticipated revenue increases in 2025 would be at the same rate as in 2024, only about 46% of those surveyed answered affirmatively. By comparison, 54% of the survey's respondents told *KBDN* that any revenue increase they might experience in 2025 would likely be at a slower pace than in 2024.

1. Concerns About 2025 Economy Impacting Business Operations & Profits



Source: *Kitchen & Bath Design News*, December 2024

2. Kitchen & Bath Revenue Expectations for 2025



Source: *Kitchen & Bath Design News*, December 2024

More positive expectations are being reported when it comes to profit margins – with roughly 39% of those surveyed reporting that they anticipate their company's profit margins to increase in 2025, while only about 18% say they expect their margins to decline, and some 44% expect margins to remain about the same in 2025 as in fiscal 2024 (see Figure 3).

Prices for products and raw materials top the list of major challenges currently facing kitchen and bath design firms, survey respondents report. Other challenges include a significant recent turnover among independent and factory sales reps and customers postponing and/or canceling projects (see Figure 4).

"Prices have skyrocketed ever since COVID," one business owner told *KBDN*. "Overhead costs are rising rapidly, impacting my ability to cost-effectively promote my business. I'm hoping to see costs level out or become lower in the new year."

"Prices for everything have climbed to ridiculous levels, yet quality and support haven't kept pace," another survey respondent observed. "No one can forecast what the effect will be on our business. Interest rates and the cost of living will need (time) to filter back down before 'real people' are able to entertain upgrading or replacing failed systems in their homes."

"The economy has taken some of the fun out of designing," yet another business owner said. "The kitchen and bath industry has proven resilient throughout the years, but business will decline in the face of (continued) economic hardship. Only those consumers with very good financial standing will be able to afford major renovations, which will make competition in the market tougher than it already is."

Another challenge, survey respondents told *KBDN*, is the ongoing shortage of skilled labor.

"The most critical supply-and-demand issue we face is (hiring and retaining) skilled kitchen designers," one business owner said. "The skillset requires a strong aptitude for sales, excellent communication skills, strong visual skills, knowledge of design and construction principles and very strong computer/technical skills. Many of the 'best' go into business for themselves, because working for a studio is not very high paying at all."

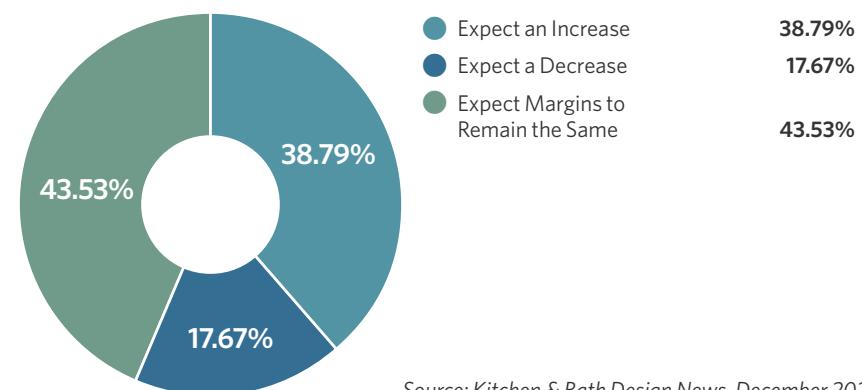
"Without young people coming into the industry, it's getting harder and harder to find designers."

OTHER FINDINGS

Among other key survey results were the following:

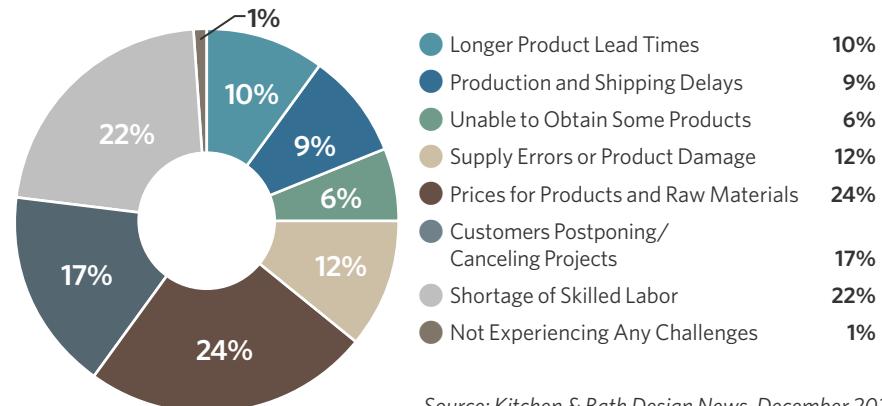
- Sales leads are currently pacing at a higher rate now than at the same time a year ago. According to the businesses polled by *KBDN*, 35.8% of survey respondents reported that sales leads are currently "somewhat higher" than they were a year ago, while 6% said they are "much higher." In contrast, 22.8% of the poll's respondents reported that sales leads are "somewhat lower," while 15.5% said they are "much lower" and roughly 20% reported they are about the same.
- Project costs reportedly remain a critical issue for many kitchen and bath remodeling consumers, according to surveyed firms. Among those polled, nearly 55% say that project pricing is more important now than at the same time a year ago. In contrast, only about 6% say that pricing is less important, while 40% say it carries the same level of importance as it did the same time last year.
- Products that provide for ease of maintenance, along with natural products such as stone and wood, lead a long list of products that are currently in demand among kitchen and bath consumers. Among other leading in-demand products are universal design/aging-in-place elements, survey respondents report (see Figure 5).■

3. Expectations for Profit Margins In Fiscal Year 2025



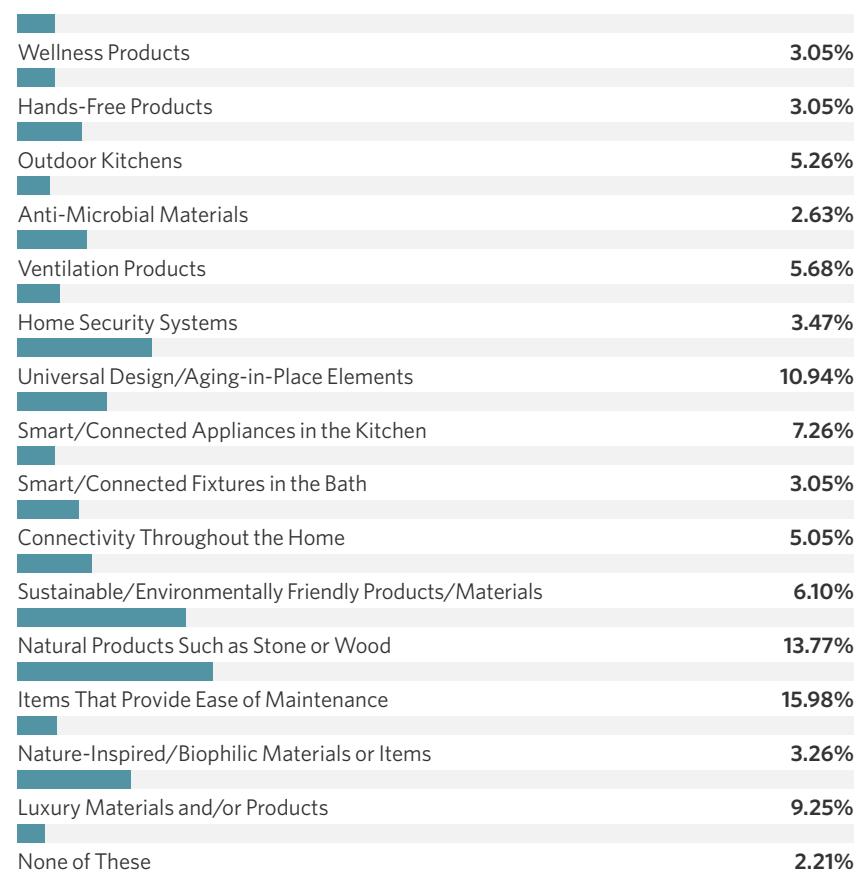
Source: *Kitchen & Bath Design News*, December 2024

4. Major Challenges Faced by Kitchen & Bath Firms



Source: *Kitchen & Bath Design News*, December 2024

5. Products Experiencing Uptick in Client Requests



Source: *Kitchen & Bath Design News*, December 2024



Market Seen 'Moving Beyond' Recent Uncertainties

BETHLEHEM, PA — The final quarter of 2024 likely represented "a fitting conclusion" to a year dominated by economic and political uncertainties, with companies across the kitchen and bath market spectrum expecting "very healthy" revenue growth in 2025.

That is the key finding of the latest in a quarterly series of kitchen and bath market analyses conducted by the National Kitchen & Bath Association in conjunction with real-estate market analyst John Burns Research and Consulting. The report, issued in late-October, includes data and insights garnered from surveyed NKBA members in four key segments: design, building and construction, retail and manufacturing.

"There's no denying that 2024 is turning out to be a stable, but largely underwhelming year, for our industry," said Bill Darcy, global president & CEO of the Bethlehem, PA-based NKBA. "With the Fed's initial interest rate cut and the likelihood of more reductions to come – as well as the conclusion to a highly intense political season – kitchen and bath pros are telling us that they expect to see steady growth finally start to take root after the new year."

Demand for kitchen and bath products, and upgrades, "remained stagnant" in 2024, with average year-over-year revenue growth pegged at a modest 1.3%, said the NKBA, adding that the year "is ending on a neutral note."

In contrast, kitchen and bath pros broadly expect the market to make a solid recovery in 2025, with expectations for year-over-year revenue growth ranging from 4 to 9%, the NKBA reported. The design (9.2%) and manufacturing (9%) sectors "are especially bullish," the trade association said. The retail sector reported the most conservative growth expectations, at 4.2% growth, the association added.

"While the Fed lowered interest rates in September, many consumers are still waiting to see more significant reductions in borrowing rates," the NKBA commented. "Indications are that more favorable borrowing rates, as well as a resolution to the contentious political season, will move more homeowners to finally pursue their renovation projects."

Design Firms Term 'Bullish' Over 2025 Business Prospects

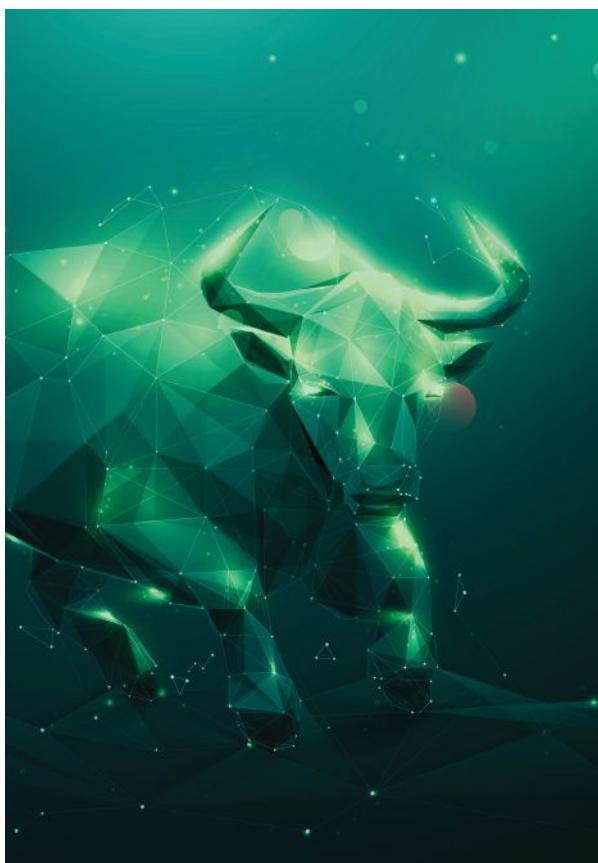
PALO ALTO, CA — Businesses across all sectors of the residential design and construction trade are bullish about prospects for the short-term future, as declining interest rates, election uncertainties, and other market headwinds slowly improve, according to the Q4 2024 Houzz U.S. Renovation Barometer, a quarterly gauge of conditions in the residential-remodeling industry, including expectations, project backlogs and recent activity among businesses in the U.S. construction and architectural and design services sectors.

"Business activity slowed in Q3, especially in the construction sector, with fewer project inquiries and commitments compared with Q2," said Marine Sargsyan, staff economist for the Palo Alto, CA-based online platform for home remodeling and design. "However, the outlook for Q4 is more positive, especially among architectural and design firms, driven by anticipated economic growth, declining interest rates and larger project budgets.

"Those anticipating gains cite these favorable conditions, while others remain cautious due to economic uncertainty, current interest rates and tighter budgets," Sargsyan commented. "The broader political environment, including uncertainty around elections, also adds to the industry's caution," she added.

With interest rates starting to decline, residential construction and design firms can take advantage of improved financing options to explore new projects and expand operations, Sargsyan observed. "Meanwhile, homeowners, encouraged by more affordable conditions, are revisiting their plans for renovations or new builds with greater confidence.

"A favorable financial environment like this not only makes it easier to finance new projects but also boosts overall economic confidence, leading to larger projects, more investment and growth opportunities in the industry."



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Amanda Welch's clients are embracing spaces with colors that are more dusty and less pure or saturated. These more muted colors are more approachable and more livable for a longer period of time.

Photo: Wynne Earle

Color Explosion

As consumer interest in color grows, there are no color families that are off limits.

BY KIM BERNDTSON

Now that the floodgates to a world of color have been opened and people are more willing to move beyond white and gray kitchens and bathrooms, it seems that there are few, if any, hues that those who work with color don't reference when asked about designing with color. Recently, blues and greens have been at the forefront, and these colors are still definitely on-trend. Both Valspar and Dutch Boy selected blue shades, Encore and Mapped Blue, respectively, as their Color of the Year for 2025.

But based on several other paint companies' Colors of the Year, color is moving into other directions, too, including reds, purples and browns. For example, BEHR's Rumors is a fresh take on the popular red of the 1990s. Glidden by PPG's Purple Basil quiets timid voices that encourage their possessors to 'play it safe' while Benjamin Moore's adaptable but distinctive Cinnamon Slate offers a delicate mix of heathered plum and velvety brown. Krylon selected Hammered Black as its Color of the Year, while Pantone and Dunn-Edwards ushered in a wave of warmth with their Mocha Mousse and Caramelized, respectively. Sherwin-Williams' 2025 Color Capsule of the Year captures a variety of hues, including Chartreuse, an historic yellow/green, and Mauve Finery, a subdued, sophisticated true mauve. Given this range of diversity, there's almost no color family that isn't currently receiving some level of love.

"It's a really exciting time for kitchen and bath design,

which has been traditionally very neutral," says Stacy Garcia, CEO and chief inspiration officer for Stacy Garcia Design Studio and chairholder of the Color Marketing Group. "We saw an age when the all-white kitchen had its moment. That evolved into the all-gray kitchen. What I'm seeing in the market now is two separate parallels. One still leans more neutral, but it has a warming of the palette that includes more beiges and creams. Those lighter, warmer neutrals are mixing with light, natural woods as well as mid-tone and darker browns.

"The other parallel is jewel tones, which really gets me excited," she continues. "They are richer, deeper and a bit more muted with a livable quality to them. One design trend that we've introduced from our Studio we've named Opulent Heritage. It's all about classic inspiration mixed with modern. It isn't about bringing the Versailles Castle into the home. Rather, it's looking toward a classic design element and bringing it forward into the home for 2025 and beyond. We crave evolution. Nobody wants to stand still. And as we evolve, we embrace color. It's enveloping and offers a rich quality to an interior."

Crystal Maki, principal of Silverwing Interiors, in Little Silver, NJ, is well-known in her area for working with color, and her clients on the East Coast and beyond look to her for her expertise.

"Color is on the rise and I'm so here for it!" she relates. "We're seeing an interest in deeply saturated colors with



Green and blue (as in this kitchen and the one top right) are definitely on-trend as current color choices for Amanda Welch's clients.



Photo: Kara Mercer

warmth, earthiness and history. They aren't the bright, loud colors of the Miami Vice era, but colors that are cozy with depth and personality. I think deep red and wine are trending, as are dusty pink, peach, olive, moss, sage, deep teal, navy and dark brown. Instead of stark white, we're seeing warmer colors rule such as mushroom and stone.

"People are being braver about color and embracing bold hues," she continues. "It's almost as if we're trending into emotional colors as a backlash from all the tech we're exposed to. We're overtired, overexposed, overmanufactured and overstimulated. We want a place to stop and think...to languish over a cozy dinner and spend all day Sunday making sauce. We want a place that is personal. We want to feel something in our homes so we embrace color, because on a visceral level, we understand what it does for our wellbeing."

Sarah Robertson is excited about more color, too. "We are seeing much more color in the kitchen and bath...finally," reports the principal of Studio Dearborn in Mamaroneck, NY. "Dark and muddy greens, blues, oxblood and even browns are all trending. Colors have definitely shifted a bit from saturated towards more subtle lights and dark, and we are enjoying seeing the resurgence of colorful cabinetry in the kitchen mixed with bold but neutral natural stone."

"Fashion is always one of the largest influences in home décor color choices," she adds. "But the movement towards 'Grandmacore' has also brought back a lot of colors popular during the Victorian Era. I expect to see more of the dark and dramatic tones over the next several years continue in popularity, especially more muted and organic darks."

Amanda Welch agrees, adding, "I feel like we are in a time where anything kind of works in design, which is really fun. We were in the farmhouse trend for so long. Everything was natural, white, black and wood tone. But now people seem to be over seeing so many neutral spaces that look the same. They have a desire for something new and unique, and they are willing to be bolder with their choices."

"I don't think neutral will ever go away as a base palette, especially in kitchens and baths, but there will still be color," continues the interior designer and owner of Brooks Vale Design, based in Washington's Seattle Metro area. "Green and blue are definitely on-trend, and lots of shades of tan are also becoming popular, which is nice to see as a shift from gray. Clients seem to be embracing darker spaces as a whole, meaning they are

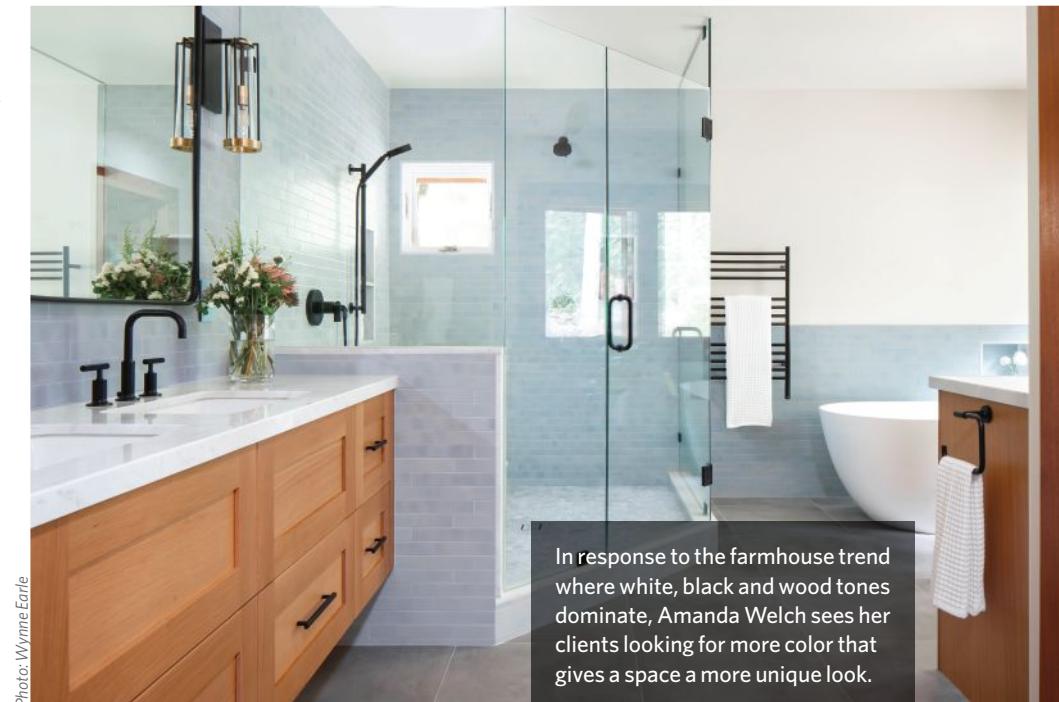


Photo: Vynne Earle

In response to the farmhouse trend where white, black and wood tones dominate, Amanda Welch sees her clients looking for more color that gives a space a more unique look.

okay with dark cabinets and dark walls. Colors are more dusty and muted, which makes them more approachable and livable for a longer period of time. How long a color will be 'in' is definitely something that concerns my clients, so I try to make colors as approachable and long-lasting as possible."

Like Welch, Caren Rideau believes neutral still has a place in design as she often layers neutral colors with organic woods to add texture, as well as to keep the palette clean to create an opportunity to incorporate color.

"I love to design with pops of color in my kitchens and bathrooms," explains the owner of Kitchen Design Group in Pacific Palisades, CA. "I'm not afraid of color, so I use it a lot in my designs. It's a great way to showcase someone's personality."

"But I like to use color in a more timeless approach," she adds. "Because kitchens and bathrooms are designed on average every 15 to 20 years, I want to make sure they don't have a trendy aesthetic. If I do design with a more trending color, I make sure it fits in with the architecture and the aesthetic of the home."

Considering 2025's Colors of the Year palettes, she is particularly excited about some of the cinnamon tones, deep lilacs and burgundies.

"I could definitely see those as cabinetry colors," she remarks. "In fact, we're painting the door of our office a very deep wine burgundy. We're also working on a kitchen now with cinnamon colored cabinetry. Around the corner in the ladder we used a deep navy, all on a foundation of taupe. It reads very classic and sophisticated."



■ BEHR's Color of the Year, Rumors, can be incorporated in various ways within kitchen and bathroom spaces, including as a bold accent on kitchen cabinets against neutral backdrops.



■ Benjamin Moore color experts see a strong interest in shades that subtly reflect personal style while ensuring long-lasting appeal. Its Color of the Year, Cinnamon Slate, encapsulates this sentiment.



Photo: Meghan Beierle-O'Brien

■ Caren Rideau's bachelor client loves how she designs with color, and in his space she chose Pertola Paint's Nomad, a dusty shade of deep purple, which gives the cabinets a distinctive look without being too feminine.



Photo: Meghan Beierle-O'Brien

■ The main kitchen in this home is layered in various shades of neutral hues. To satisfy her client's desire for some added color, Caren Rideau selected Benjamin Moore's Marblehead Gold, a versatile shade of straw with muted amber undertones, for the cabinetry in the adjacent larder.

CONTINUATION OF BLUES AND GREENS

A conversation about color wouldn't be complete without mentioning the continued popularity of blues and greens. In part, they remind people of nature, which satisfies a desire to bring the outdoors in. They also support the wellness trend by creating a calming environment.

"The fluidity between indoor and outdoor spaces continues to trend in color and design, with consumers being increasingly drawn to nature-inspired shades for their homes," notes Erika Woelfel, v.p. of color and creative services at BEHR in Santa Ana, CA. "Trending colors such as blue and green fit nicely with natural elements within the kitchen and bathroom. Greens like Boreal feel grounding, while tranquil, optimistic blues like Aerial View are great choices for bathrooms. Additionally, brown shades are continuing to grow in popularity, such as Gardener's Soil and Wild Truffle. Retro is also trending in the design space, with vibrant accents like Colorful Leaves that add optimism to a space when paired with light warm neutrals like Even Better Beige."

In addition to the Opulent Heritage trend identified by Garcia, she also draws attention to the Oasis trend. Inspired by the colors of nature, including sage and forest green as well as oat and caramel, its intent is to nurture the mind, body and spirit by creating spaces that are holistically supportive.

"These earthy tones evoke tranquility and foster a sense of grounding, perfect for creating environments that promote well-being," she reports.

As well, Stephanie Pierce, director of design and trends, MasterBrand Cabinets in Jasper, IN, indicates that shades of blue and green are popular cabinetry color choices to mix with white and mid-tone woods.

"After nearly a decade of white shaker cabinets being the default choice for homeowners, we're seeing this field begin to open up," she states. "[Now] when white cabinets are incorporated, they're often mixed with other finishes, including mid-tone woods and shades of blue and green, the two most popular color families for cabinetry."

"With minimalism driving many home interior choices for years, people are now itching for color," she continues. "The warm, nature-driven palettes that are trending are the result of homeowners looking for joyful color that also creates a serene and welcoming respite in an uncertain world."

Also in support of blue is Valspar's Color of the Year, Encore, a true blue with a violet undertone.

"Encore bridges the hue from strictly timeless to future-seeking in design and allows for self-expression and elevated style at home," stresses Sue Kim, director of color marketing at Valspar in Minneapolis, MN. "Homeowners are trying to move beyond what was established as the norm during the pandemic, and the violet undertones of Encore help push interior aesthetics forward. People are also craving a happier home, and their color choices reflect that."

"For those who like to play with more color, blue and green are popular choices for a kitchen or bathroom because they are pulled from nature and help ground these hardworking spaces," she continues. "The wellness trends are still important in our home life, too, so colors that embody or support comfort and a nurturing mood take center stage. Kitchen colors are getting lighter when paired with material in their raw state, like wood. On the other hand, the bathroom is getting moody with layers that help create a hotel spa-like ambiance. A color like Encore is versatile because it can fit into both spaces."

Mark Woodman, owner/principal of Mark Woodman Design + Color in Laurel, MD, sees a continuation of blues and greens, but with a move to lighter versions.

"Navy blue and the dark green are still staying," observes the Color Marketing Group member and aesthetics consultant

for Corian Design. "But we're starting to look at a slightly pulled back misty version of blue, and greens that are more pale sage. We did see sage a long time ago, but I think this new sage is going to be a precursor to a really nice olive."

"These muted colors have some gray tones in them, which make them marvelous choices for people looking to renovate their gray kitchens with some color," he continues, noting that they also work well with lighter stained woods that are emerging. "Dusty pinks are also a way of bringing in some color and transitioning through the gray. When we look at warm colors, some taupes and camels are the next direction coming through, which complement wood. Overall, it isn't as much about specific colors as it is a treatment of the colors. These colors have a muted, softened quality to them, which comes back a bit to the mindset of people right now. We're still needing something that gives us a moment of calm contemplation...a moment of quiet because there is so much coming at us all the time. Having said that, dark colors can do the exact same thing. They can be rich and contemplative. We'll still see dark colors, but not so much as an accent. Rather, dark colors can be full on. Black kitchens, for example, are gorgeous."

Gerri Chmiel, senior design manager, Formica Corporation in Cincinnati, OH, also indicates that, for many of the currently trending color palettes, it's less about a specific color and more about how it feels.

"Homeowners are eager to incorporate color again, and when it comes to specific hues, anything goes," she stresses. "When it comes to countertops, we're seeing a surging interest in moody hues, including black, brown, green and dark gray. Through stone patterns, these colors can at once anchor a modern space or add a fresh perspective to a more traditional room."

"Also, wellness hues, like biophilic greens, soft warm whites and luxury beiges are pairing with deep desaturated browns, blues and greens to keep moody and bold interiors cozy. Rich wood cabinetry is returning to the kitchen in warm brown tones."

MAKING A CASE FOR BROWN

Designers and color experts agree that color palettes are warming, thereby paving the way for earthy tones of beige, tan and brown, all of which parallel the rise in wood.

"Light and dark neutrals, such as beige, gray and brown, are going to be seen a lot more in kitchens and bathrooms," says Sue Wadden, director of color marketing at Sherwin-Williams in Cleveland, OH. "The trend of quiet luxury has been taking over the home and design space, and these shades help achieve that. Also, most of the shades we're seeing being chosen as Colors of the Year, including our own 2025 Capsule of the Year, have shades that pair really well with materials of nature in kitchens and baths, such as wood-toned cabinets and butcher block countertops."

As reference, she cites colors such as Malabar, Clove and Sunbleached from Sherwin-Williams' 2025 Color Capsule of the Year, and Mindful Gray and Thunderous from its 2025 Colormix Forecast Capsule.

"Consumers are going either very light or very dark," she adds. "They are shying away from pure colors and going for more understated and complex shades. I love the idea of creating a soft and feminine bathroom using Malabar and Mauve Finery. And for the kitchen, Sunbleached is the perfect color for a cozy and refined, yet bright, kitchen."

Pantone made a big move into the world of brown by selecting Mocha Mousse as its Color of the Year. The warm and mellow brown hue is infused with a sensorial and comforting warmth that transports the senses into the pleasure and deliciousness it inspires, conjuring up visions of cacao, chocolate

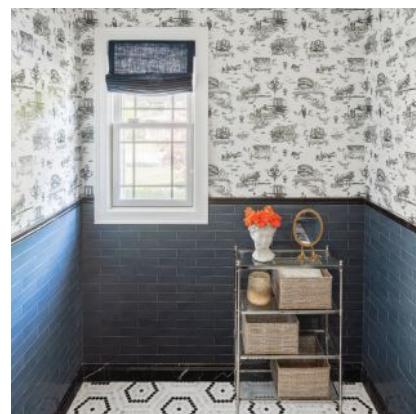


In this apartment overlooking the ocean, Crystal Maki designed a monochromatic kitchen in various shades of teal, including cabinetry painted in Sherwin-Williams' Still Water and fluted teal-colored tile from Tilebar. Brass accents, such as the Brizo faucet, Emtek cabinet hardware and Visual Comfort pendants, enhance the modern design.

Photos: Will Ellis Photography



↑ Crystal Maki's clients wanted their new-construction home to feel somewhat historic, thus the shaker cabinetry was painted in Farrow & Ball's Green Smoke and Shaded White. Gold-toned Schaub & Co. cabinetry hardware complements the Rohl Satin English Gold faucets and Coppersmith Brass ventilation hood.



↑ Crystal Maki designed this bathroom to pay homage to her clients' Brooklyn roots by using Artistic Tile's B Train subway tile in Indigo to sheath the walls. She complemented it with Artistic Tile's Riverside Drive hexagon mosaic tile on the floor and Flavor Paper's Brooklyn Toile wallpaper on the walls.



↑ Zellige wall and shower tile, Zia Tile's Absinthe, steals the show in this serene yet colorful bathroom designed by Crystal Maki.

COLOR TRENDS



Sarah Robertson finds that her clients want to mix lights with darks, with colors shifting from saturated towards more subtle lights and darks, such as in this kitchen and the one to the right.



Photo: Adam Kane Macchia



According to MasterBrand Cabinetry, shades of green are still popular with homeowners.



■ Pantone ushered in a wave of warmth by choosing Mocha Mousse as its Color of the Year.



■ When it comes to countertops, experts at Formica are seeing a surging interest in moody hues, including black, brown, green and dark gray tones.



■ Experts at Sherwin Williams see consumers going either very light or very dark, shying away from pure colors and opting for shades that are more understated and complex such as Malabar.

and coffee that appeal to a desire for comfort.

"Underpinned by our desire for everyday pleasures, Mocha Mousse expresses a level of thoughtful indulgence," says Leatrice Eiseman, executive director of the Pantone Color Institute in Carlstadt, NJ. "Sophisticated and lush, yet at the same time an unpretentious classic, Mocha Mousse extends our perceptions of the browns from being humble and grounded to embrace the aspirational and luxe. Infused with subtle elegance and earthy refinement, Mocha Mousse presents a discrete and tasteful touch of glamour. A flavorful brown shade, Mocha Mousse envelopes us with its sensorial warmth."

"The everlasting search for harmony filters through into every aspect of our lives, including our relationships, the work we do, our social connections and the natural environment that surrounds us," adds Laurie Pressman, v.p. of the Pantone Color Institute. "Harmony brings feelings of contentment, inspiring a positive state of inner peace, calm and balance, as well as being tuned in with the world around us. Harmony embraces a culture of connection and unity as well as the synthesis of our mental, spiritual and physical well-being. With that in mind, for Pantone Color of the Year 2025, we look to a color that reaches into our desire for comfort

and wellness, and the indulgence of simple pleasures that we can give and share with others."

Tineke Triggs, founder of Tineke Triggs in San Francisco, CA, also sees value in brown, having selected Signal Brown as BlueStar's Color of the Year. For the past five years, the appliance manufacturer has chosen a pivotal designer partner to select a Color of the Year from the company's 1,000-plus custom color and finish offerings.

"Part of why I selected Signal Brown is that it is a great warm baseline that has the versatility to complement a broad range of colors and materials often found in the kitchen," notes the designer. "Signal Brown pairs well with deep, dark blues, softer greige-beige tones, and neutrals. It looks great with soft white oak and dark black finishes and is deep enough to pop against gold and silver, adding a jewelry-like effect. It's a color we've seen trending in fashion, and we are seeing that momentum pick up in design, as interior trends often follow the runway."

Color experts at Benjamin Moore reiterate the relevance of warm neutrals, adding that homeowners' better understanding of colors paves the way for colors such as Cinnamon Slate, a purple/brown hue chosen as the company's Color of the Year.

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Credit: BEECK Kuechen

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COLOR TRENDS



▲ Sue Kim indicates that colors like Valspar's Color of the Year, Encore, helps push interior aesthetics forward.



▲ Stacy Garcia's collaborations with Tilebar and Harmony (above and top photos) reflect some of the color trends she is seeing in design.

"Moving away from crisp white kitchens, homeowners are embracing warmer and moodier colors to reflect their personal style," says Hannah Yeo, senior manager, color marketing at Benjamin Moore in Montvale, NJ. "These rich, nuanced hues are not confined to walls or cabinetry alone, but they extend to trim and ceiling, enveloping the space with color. This color-drenching technique creates a custom, built-in look while adding depth and visual interest."

"As we looked at the transition over the past few years, the idea of quietly colorful hues came to the forefront," she continues. "While there is still a strong interest in embracing color, the colors that feel most relevant have a beautiful muted quality. We found homeowners are leaning towards a more subtle take on color that best reflects their unique personality, while ensuring long-lasting appeal. Cinnamon Slate encapsulates this sentiment, along with nine other thoughtfully curated hues from the Color Trends 2025 palette. It is a color that has a presence, without distraction."

"For the past couple of years, we've seen people reach for more saturated hues, like Raspberry Blush and Blue Nova, which deepen our understanding of color and its application in design," she adds. "Coming out of this, homeowners now have a better understanding of how color impacts the overall design, and they have a clearer vision to create a space that reflects their individuality. By understanding the undertones and how those intricate nuances bring depth, homeowners can create a space that feels both soothing and familiar with colors they can enjoy for years to come."



▲ Valspar's Color of the Year, Encore, painted on cabinets as well as window and door trim, captures different zones in a space such as a kitchen that is part of an open floor plan.

LIVING BOLD

There's no denying that neutrals and brown hues are gaining ground. But as many designers and color experts indicate, there is really very little that is off limits, including bold choices that include dark tones, reds and purples.

"When it comes to cabinetry, I'm keeping my eye on the evolution of white to become less stark with more undertones of warmth," notes Pierce. "I also have a close eye on the red family, from dusty roses to deep maroons. These hues are rising in popularity in a similar way that blues and greens did in the past few decades."

Chmiel expects to see a juxtaposition of neutrals and darks within interior palettes.

"Neutrals and darks will be used to bring much-needed balance and stability, while pops of color will add excitement and allow for personal expression," she stresses. "Warm neutrals and near neutrals, such as undyed cotton, wool, mushroom and soil, set the foundation for a restorative palette that will bring comfort and calmness, while darks – think cocoa and red-based browns – will offer stability and longevity. Wood stains will continue to darken and woodgrains will become more high contrast, while tinted blacks will add understated luxury. Mineral tones like dusky purple, purple/brown and teal, which are inclusive to all genders and ages, feel premium and transcend seasons, which give them long lifespans within the home."

As well, BEHR's selection of Rumors as its Color of the Year supports the desire to make a statement.

"Typically, we see consumers reaching for calming colors for the kitchen and bathroom spaces, but as we head into 2025, we see an increased desire for bolder hues to reflect a confidence and energetic force," says Woelfel. "Dark greens like Amazon Jungle or blue-blacks like Black Sapphire achieve this effect."

"We also see consumers reaching for nostalgic colors with a modern twist such as Rumors," she continues. "It can be incorporated in various ways within kitchen and bathroom spaces. For example, it works as a striking accent on kitchen cabinets against neutral backdrops. Alternatively, the red hue can be used to color drench a bathroom for an unexpected bold moment. While neutrals will remain popular, we see consumers craving colors that energize and make a statement in a space." ■

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Mile-High Style

THE FOUNDATION OF a kitchen or bath design is usually the cabinets, countertops and appliances. They often set the tone for the space through both their design style and color. It's the complementary pieces, however – the faucets, fixtures, hardware and accessories – that complete the space and deliver the wow effect.

The Decorative Plumbing & Hardware Association, based in Bethesda, MD, is a community of industry professionals dedicated to the manufacture and distribution of the latter elements, those that enhance and elevate the design of kitchen and bath spaces. Each year, the DPHA honors new products in this segment through its Product of the Year Awards, which recognizes the uniqueness, design, functionality, innovation and technological superiority of these items. This year, the association presented the 23rd POTY Awards at its annual conference and product showcase, which was held in October 2024 in Denver, CO.

An independent panel of judges – all experts in the field of design and construction – evaluated each of the entries. The judges for the 2024 DPHA Awards included: Eliot Sefrin, founding editor and publisher emeritus of *Kitchen & Bath Design News*; Alena Capra, owner, Alena Capra Designs in Fort Lauderdale, FL; Alissa Ponchione, executive editor at *Hospitality Design* magazine; Eric Goranson, CKD, producer and host of “Around the House with Eric G”; Garrison Hullinger, founder and principal designer, Garrison Hullinger Interior Design in Portland, OR, and Molly Switzer, founder, Molly N. Switzer Designs in Portland, OR. Award winners were presented in nine separate categories: Bathroom Water Delivery, Bathroom Fixture, Kitchen Fixture, Furniture, Accessory, Innovative Technology, Innovative Engineering, Door Hardware and Cabinet Hardware. ■

Bathroom Water Delivery



WINNER

AD Waters: Treemme WATT

The Treemme WATT thermostatic shower system, available from AD Waters, showcases a design inspired by vintage lighting. The collection, in brass and 316 L inox, features a single mixer tap and thermostatic valves for built-in showers. The control panel is fitted with knobs similar to those of old transistor radios.

ad-waters.com

HONORABLE MENTION

Venini-Fantini: Venezia

Venezia by Venini from Fantini is a luxurious faucet collection that combines the expertise of Fantini, Venini, and Studio Thun. Showcasing Italian craftsmanship, the faucets include two-tone cylindrical handles in aquamarine/green, amethyst/amber or red/amber, and filigree handles in white or black, all crafted of Murano glass.

fantini.it



Kitchen Fixture



↑ WINNER

Julien: FIRA Sink & Accessory Set

Handcrafted in Italy, each FIRA fireclay sink from Julien offers a smooth, non-porous finish with a reversible apron in flat or Shaker style. The firing process not only makes the surface impervious to dirt, it also fuses the materials together leading to higher impact and scratch resistance, states the company. The workstation sink includes a rim that fits accessories made from American black walnut.

homerefinements.ca



↑ HONORABLE MENTION

Ruvati: HexBottom Kitchen Sink

The HexBottom kitchen sink collection features an etched geometric design that keeps sinks looking new without grids or sink protectors, according to Ruvati. This patent-pending technology brings an embossed finish to stainless steel sink bottoms with a hexagonal pattern and matte finish for a semi-reflective look. The workstation sink includes a built-in ledge that provides a platform for 40+ Ledge-Fit accessories.

ruvati.com

Bathroom Fixture

→ WINNER

TOTO: Neorest LS Toilet

TOTO's NEOREST LS Smart Bidet Toilet sports a new low-profile, one-piece skirted design with decorative metal trim that provides a modern yet classic aesthetic. Spa-like features include: ultra-high efficiency dual-flush; aerated warm water, dual-action spray with oscillating and pulsating features; adjustable spray position, water temperature and water pressure, and warm air dryer with five temperature settings.

totousa.com



← HONORABLE MENTION

LACAVA: BRIO TUB21

BRIO tubs project opulence and intricate fluted detailing making an interior statement of their own, reports LACAVA. The tubs are geometrically simple oblong soakers made of solid surface, available in gloss and matte white. The repeat flutes on the entire perimeter invite many creative possibilities for installation, the firm adds.

lacava.com

Furniture



↑ WINNER

Native Trails: Winemaker Series

Inspired to give a second life to a quality material regularly discarded after use, the Winemaker Series from Native Trails repurposes white oak staves originally used to enhance the flavor and aroma of wine during the fermentation process. Rich in character, the reclaimed material is transformed into five distinctive pieces, including two free-standing vanities, a floating vanity and matching mirrors for the bath.

nativetrailshome.com



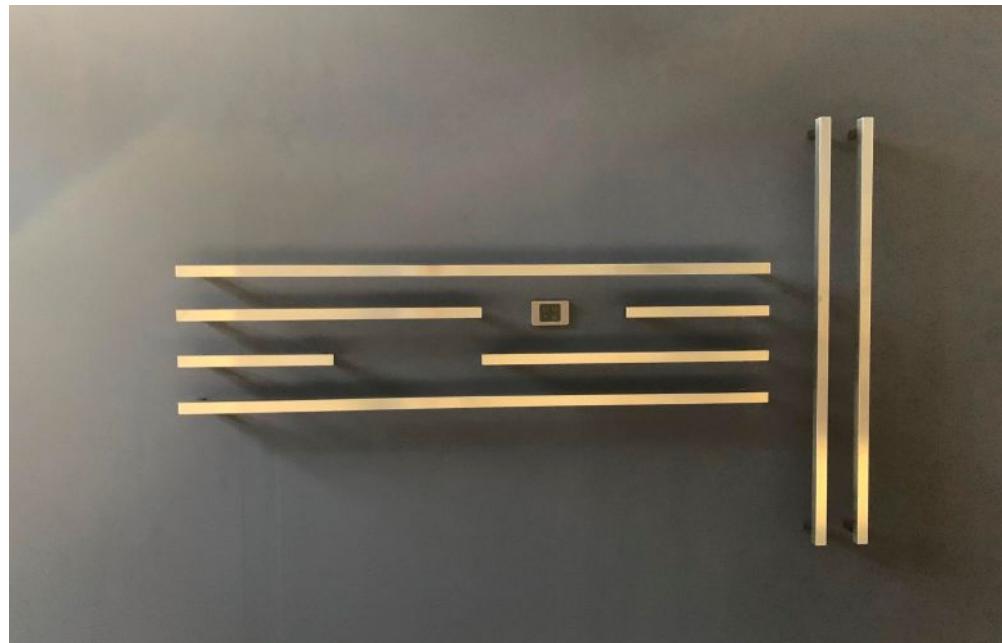
↑ HONORABLE MENTION

Stone Forest: Portico Console

A simple silhouette adorned with clean lines and delicate curvature, the Portico Console Sink is a refined work of precise engineering and sculptural ingenuity that harkens back to mid-century modern design, according to Stone Forest. Carved from a single block of antique gray limestone, the console sink boasts an integrated sink with a generous countertop.

stoneforest.com

Accessory



↑ WINNER

Amber Products: Modello i

The minimalist single-bar design of Modello i towel warmer from Amber Products has vertical or horizontal installation capabilities, allowing it to be installed in a range of spaces and configurations. It is offered in round or square bar profiles in four lengths and four finishes – Matte Black, Satin Brass, Brushed and Polished Stainless Steel. The dry electrical system provides complete heating throughout the towel bar.

ambaproducts.com



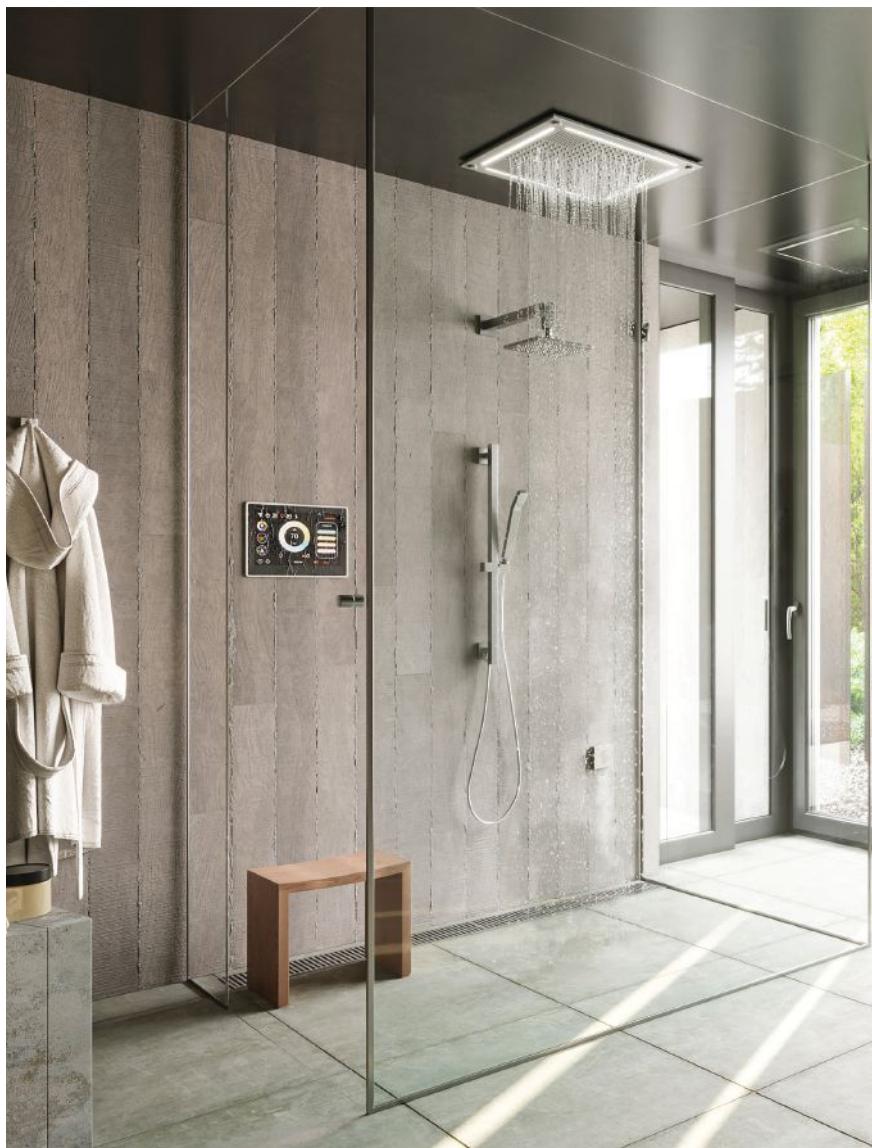
↑ HONORABLE MENTION

Brisa: Brisa Body Dryer

The Brisa Body Dryer is the first fully integrated whole body dryer, according to Brisa, and includes intuitive touch screen controls that provide customized heat and air flow. The device, which sports a clean and modern style, fits flush to the wall. It is offered in Matte Black, Polished Nickel, Brushed Nickel, Brushed Gold and Polished Chrome.

brisabodydryer.com

Innovative Technology



↑ WINNER

ThermaSol: ThermaTouch2 15" Screen

ThermaSol's ThermaTouch2 in-shower control is available in 7", 10" and the newly unveiled 15" screen option, which has a new interface and exclusive functionalities. The system offers a range of apps, including live television and music streaming, and syncs with smart home technology that allows users to turn on the shower remotely, set water at a certain temperature and pressure, activate steam therapy and control chromatherapy options through voice-activation.

thermasol.com



↑ HONORABLE MENTION

Brizo: Pristine Tankless RO

The Pristine Tankless Reverse Osmosis System by Brizo uses a state-of-the-art, six-stage filtration process to purify and enhance drinking water, reducing more than 90 contaminants, states the firm. First, three core filters - a reverse osmosis filter, carbon filter and pre-filter - work synergistically to provide purity and reduce toxins at the molecular level. The tankless system saves space beneath the sink, and an optional remineralizer restores naturally occurring minerals, Brizo states.

brizo.com

Innovative Engineering



↑ WINNER

AD Waters: OLI Easy Move

The Easy Move Water Closet from OLI gently moves any wall-hung toilet up and down via a remote control. Easy Move, available from AD Waters, is especially practical for the elderly, children and those with reduced mobility to easily and safely alter the height of the toilet seat to meet their needs. The mechanism is almost silent, easy to install and comes with one of the most efficient water-saving outlet valves, according to AD Waters. ad-waters.com



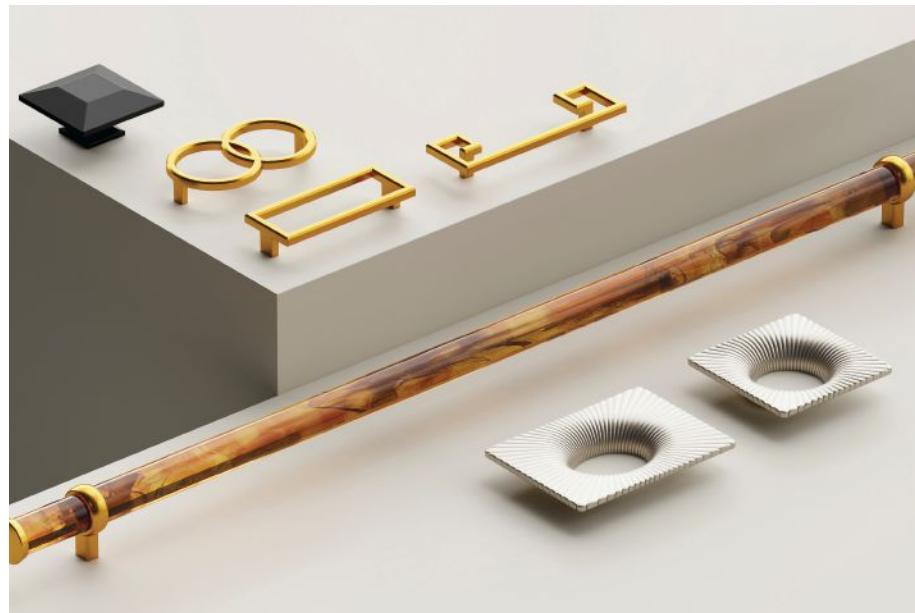
↑ HONORABLE MENTION

Airmada Drying Solutions: AirPocket Door

The AirPocket slide-in shower door from Airmada Drying Solutions is designed to replace the traditional swinging shower door to create a combination walk-in shower/steam shower, as the door can create a full shower seal. This walk-in/steam shower can be accompanied by either a flush or raised threshold. Airmada Airjet technology is built into the door, which dries difficult-to-reach pockets after use.

airmadadry.com

Cabinet Hardware



↑ WINNER

Belwith Keeler: Bijou Collection

The Bijou Collection embodies an innovative fusion of historical design and modern elegance, according to Belwith Keeler. The collection includes 11 pieces, including the 33" long Paramount pull available in acrylic, black, clear and Tortoise shell. The Akoya Knob is inspired by the spherical form of Akoya pearls, while the Luminescence Pull features an Art Deco-inspired pattern. belwith-keeler.com



↑ HONORABLE MENTION

Thom Filicia for Accurate: Aurora Collection

The Thom Filicia for Accurate's Aurora Collection of cabinet hardware is comprised of five distinctive silhouettes: a rectangular pull, T-bar, round knob, oval knob and hexagonal knob. Each piece showcases laser-etched designs ranging from a pattern to match one of Thom's wallpapers to a simple herringbone. thomfiliciaforaccurate.com

Door Hardware



↑ WINNER

Baldwin Hardware: Adjustable Latch

Baldwin Hardware's Adjustable Latch eliminates the need for hardware distributors to stock door hardware with different backsets, according to the firm, as the product easily adjusts from 2-3/4" to 2-3/8" with a pre-installed privacy spacer and enhanced knob and lever strength. The ability to go between knob and lever settings makes the adjustable latch a game changer; this allows a knob to turn left and right, while a lever can only be pushed down, adds the company. baldwinhardware.com



↑ HONORABLE MENTION

Emtek: SELECT Terrazzo Knob/Lever

The Emtek SELECT Lever program offers new levels of customization, allowing users to choose a textured lever grip, stem design, and pair with any available rosette options, states the company. The available selection - nine lever and four knob textured lever grip options - can be paired with 20+ rosettes options in a mix of 11 finishes for hundreds of unique combinations, Emtek reports. emtek.com

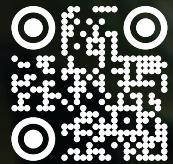


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Photo: Courtesy of Gaggenau

Smart Home Style

As demand for connectivity and WiFi-enabled products increases, designers are brushing up on the latest innovations and forging relationships with experts who can deliver the goods.

BY ANITA SHAW

The importance of technology in everyday life can no longer be considered casually, as things such as 24/7 connection to the internet and the use of AI in the workplace have become must-haves rather than desires. The same holds true for the home, where consumers are interested in moving beyond ‘conversing with Alexa’ to controlling many aspects of their lives. But, technology in the home needs to be easy to use and truly beneficial to the user’s lifestyle in order to meet expectations.

For kitchen and bath designers, this added layer is challenging, to say the least. Few are fully versed in all things technical, with many stymied by the myriad possibilities of technology in design. Faucets that operate without a touch and appliances that can be controlled via app can be challenging, but tying that into lights, stereo systems and blinds that can be turned on and off via voice command often requires a different level of expertise.

But, knowledgeable clients are inquiring, and designers need to answer the call.

“I think the pandemic increased our reliance on technology and we have more trust with it as a result,” offers Toni Sabatino, principal, Toni Sabatino Style in Northport, NY. “The smart phone apps for shopping, deliveries, monitoring and even staying in touch with friends and family have given us more confidence in technology as a society.”

Sabatino believes it is important for designers to have some working knowledge about technology and what is available. While she used to be apprehensive about technology because it seemed to change so quickly, streaming and downloadable updates have changed her thought process.

“Products have a longer lifetime and relevancy, and I am no longer fearing obsolescence the way I did 15 years ago,” she reports. She adds that attending the CEDIA trade show and technology presentations from design organizations, as well as visiting a smart house showroom, are great ways to increase comfort levels. “Seeing the product offerings and uses, as well



Photo: Courtesy of Smart Glass Country

as building relationships and partnerships with tech people, are key to getting more comfortable," she stresses.

MAKING CONNECTIONS

Back in the late 1990s, when Josh Christian became involved in the custom residential market, "I would watch designers work on these amazing projects and think, 'they need help with technology.' They had so much to do just to be a designer, and I wanted to advise," states the CEO of the Home Technology Association. He ended up working many years with designers, building relationships and installing systems. As the person who now oversees the association, his current work is about finding the home technology professionals who are true pros.

"There are a lot of people working in this industry, but only a very small minority who are really professional grade, who know how to play well with others, who respectfully interact with interior designers," he stresses. "Designers bring in the aesthetics, as the beauty is very important. But integrators who work in this field have to pick products that blend in with that interior. Integrators need to know how to communicate with designers."

He adds that this is why the association was created, "to differentiate those folks, so a designer can have someone to reach out to. It's like bringing in a lighting designer or a cabinet maker or any other trade. The association is designed to make the home technology integrator a member of the team, someone who can make the designer's life easier and make their whole project come out way better and with less 'I wish I knew about this earlier.'"

Partnering with a home-automation specialist is the best way to learn, successfully present to a client, and implement an automated lighting or sound system, stresses Randy Godeau, president, Bay Area Kitchens in Webster, TX. "They will educate and guide you through the process, and will be there to consult, install and program the system. I did it a few times by myself before realizing a technology specialist makes it much easier and with fewer hiccups."

PRODUCT PREFERENCES

When it comes to what type of technology is being integrated into today's homes, Christian begins with the internet. "We are all reliant on the internet and WiFi, so I start there as a base foundation, because every project is going to have this. Even the client who doesn't care about smart phones or fancy lighting is going to want to have a solid, strong WiFi network that is secure," he maintains. With the kitchen as the hub of the house, he continues, people are going to be in there on their phones or tablets, so it starts there.

In addition, the advent of smart appliances has changed

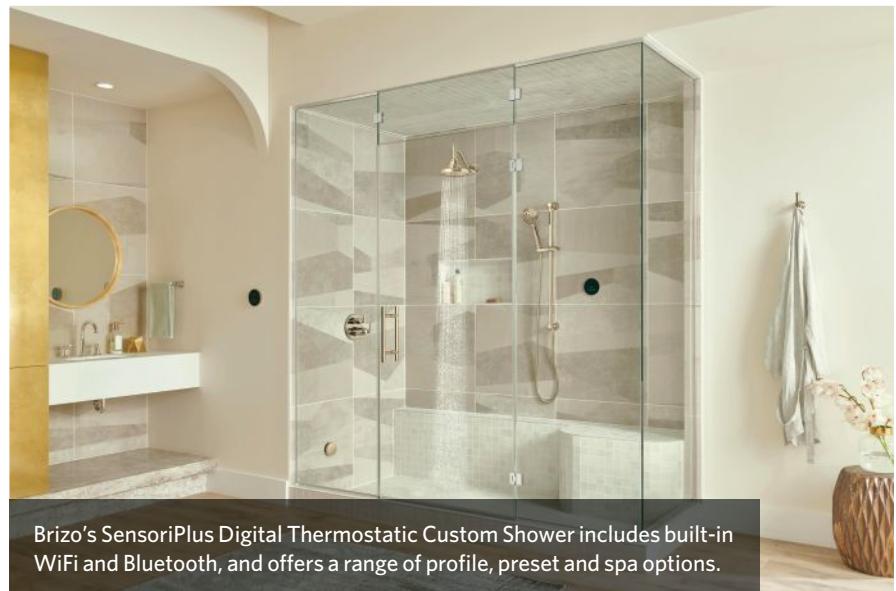


Photo: Courtesy of Brizo

the way homeowners operate in that space. Refrigerators now have cameras so contents can be checked while in the grocery store. Cameras are also built into ovens, sending messages and images to smart phones for remote cooking capabilities. Ranges and rangehoods provide synchronized cooking and ventilation, while smart dishwashers sense soil levels and adjust detergent and water accordingly.

Technology in the bath is also on the rise, delivering the wellness comforts of the best hotels and spas. Smart showers with digital controls allow for personalized programmable settings, while smart bidet seats and toilets deliver the ultimate in cleanliness. Glass with an opaque option is also making an appearance for shower doors, allowing the glass to remain clear when not in use and going opaque when someone enters the shower. The glass needs to be wired since there is a film within it that needs to be activated.

"The Living in Place philosophy of creating spaces that work for people of all ages and abilities so that all of our loved ones feel good when there is my favorite way to look at improving a space," stresses Sabatino. "A toilet with 'technology,' i.e. washing and drying features, is a big plus for aging loved ones or anyone convalescing and can really be a game changer for promoting dignity. Touchless faucets can add function as well."

"I think of technology as an aid to security, comfort and entertainment," she continues. "Looking at the users and seeing how best to improve their at-home experience is key, whether it's with audio-visual, smart appliances, whole-smart home systems or individual features."

"I think one of the easiest ways kitchen and bath designers



■ The SWB3085HS from Sharp Electronics combines a 30" Smart Convection Wall Oven featuring Alexa compatibility with over 150 voice commands with a Microwave Drawer Oven with Easy Wave Open.



■ Featuring a Japandi style, Moen's Tenon smart faucet can deliver volume and temperature control via voice, a wave of the hand or the company's Smart Water App.

Photo: Courtesy of Sharp Electronics

Photo: Courtesy of Moen

can open the conversation about technology is by replacing appliances, since technology is embedded within the smart appliances," remarks Godeau. "Lighting and other technology can involve simply replacing existing switches with new devices, or it can require wiring or other more extensive changes. Consulting with a smart home specialist is our best resource."

For tech integrators, ensuring the necessary internet connection to operate all of these elements is key. They may also be involved in the planning of wiring and outlets throughout the spaces to ensure optimal operation.

Lighting is also becoming much more important with regard to technology in design, especially when there is an interest in things like circadian rhythm or human-centric lighting (HCL), with the lighting changing color temperatures throughout the day to mimic the sun and its natural cycle, notes Christian. "The right lighting can highlight the beauty of a kitchen, because good lighting can accentuate certain design aspects, especially where tasks are happening. You need task lighting to be right, and at the same time you need to be able to warm it up or dim it down depending on when and what it's being used for," he asserts.

Homeowners are learning more about operating their lighting through voice and remote, and are definitely intrigued, even if the idea isn't yet mainstream. Other options also entering the technologically advanced segment are motorized window shades, security cameras and videos, programmable thermostats, flush-mount speakers for music in the walls and ceiling, and television systems.

All of these elements can be controlled via voice, apps or an in-wall touchscreen, states Christian. And, depending upon the client and how they use their home, the integrator might incorporate a mixture of these options, he adds.

And Sabatino notes that many of these elements are being requested for multiple reasons, with some needing remote access. "Smart thermostats, remote shades and other security measures like leak detectors and cameras are very popular in second homes," she reports.

ASKING THE QUESTIONS

While some designers are proactive regarding learning about technology, some would rather not get involved. But it's important to acknowledge, as a designer, that every project will have technology. And, it's important to get ahead on that conversation, because later in the project may be too late, and that could leave everyone disappointed.

"Not having the conversation early enough is the hindrance," stresses Christian. "The first role of a designer is as a consultant – to learn what the client wants. Only after asking questions can decisions be made."

"I believe that technology is an important part of daily living at this point, so I ask clients about how they use it early in the process," adds Sabatino. For example, for many years clients noted that the news was often part of the morning routine, so that led her to incorporating a large television that could be seen from the kitchen.

As technology became more commonplace for security and comfort, a 'smart home' control screen or wall-mount iPad dock became a common add into the kitchen space, she continues. "When talking to people about how they lived in their spaces – particularly post-pandemic during which time home had to become an office, school, salon and theater – I found that technology was playing an increasing role, and it continues to."

To assist designers in the process, the Home Technology Association offers a one-page checklist of different technologies that might be of interest to a client. "Designers can hand it to a client early on to see what they're interested in so they can get in front of it," notes Christian. "It's a cheat sheet to not forget the technology," which is important since incorporating technology later in the design process, or even after the fact, can not only be costly but can ruin the overall look of the space.

"It's the integrator's job to meet the needs of the designer and the client," Christian stresses. "Having that conversation early can take some of that anxiety away." ■

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Water Works

Kitchen sink and faucet trends meld function with fashionable design for efficient and elegant work spaces.

BY ELIZABETH RICHARDS

Smooth food preparation and kitchen clean-up relies heavily on a highly functional sink area. When it comes to design, this space must include operational and aesthetic options tailored to the homeowner's lifestyle and personality.

In the kitchen, as with the rest of the house, there's a strong desire for a personalized, customizable experience. "The trend towards individualization reflects the central principle of our time," stresses Tim Bohmann, director category management, Dornbracht, based in Germany. "Self-determination and self-realization, uniqueness and personal freedom of choice are becoming more of a driving force than ever before. This can also be transferred to the interior sector. Whether with a high-quality mix of materials, colorful elements or different application scenarios, consumers expect a wide range of options to design their kitchen according to their own ideas – including kitchen sinks, faucets and water accessories."

The sink area needs to be designed for quick, efficient work, whether during prep or clean up. "Enhanced functionality is a trend that's present and one that will keep growing for years to come. Through our annual consumer research, we're able to see that consumers crave convenience at all possible angles," offers Kiran Singh, senior brand manager, Peerless Faucet, a brand of Delta Faucet Company, in Indianapolis, IN.

Aesthetically, styles vary widely as designers work to create spaces unique to the homeowners who will use them. While classic finishes and



The Rivera Hammered Brass Bar/Prep Sink from **Thompson** features rounded edges, a functional square, flat bottom and Thompson's signature hand-hammered texture. Shown here in Semi-Satin Brass, this design is also available in Copper, Antique Copper, Nickel and Stainless Steel.
thompsontraders.com



Blending architectural details with industrial style, the Torak Commercial Style Pull Down Faucet from **Kraus** features a sleek modern silhouette with twisted lever handle. The faucet is available in a range of finishes, including a bold split finish featuring matte black and brushed gold accents.
kraususa.com



California Faucets has added teak wood to the customization options available for its Descanso Series of kitchen faucets. The solid brass faucet, which features a modern industrial aesthetic, is available in the company's 25-plus artisan finishes.
calfaucets.com



The Olympia K-5080 kitchen faucet from **Pioneer Industries** features magnetic docking for the faucet head and a 7-9/16" reach, ideal for smaller spaces, notes the firm. The ADA-compliant faucet is available in Polished Chrome, PVD Brushed Nickel and Black Matte.
pioneerind.com

materials continue to enjoy popularity, consumers are increasingly willing to play with colors and textures.

Workstation sinks, water accessories that increase access and health, and technology that has a real impact are additional trends in the sink space. That's according to manufacturers recently surveyed by *Kitchen & Bath Design News*.

INDIVIDUAL STYLE

Consumers are eager to express their own personality and design style in the kitchen, creating a need for myriad finish and material options, as well as the option to customize accessories and features in the sink area.

"Consumers are looking for faucet designs and colors that reflect their own personal style. In many instances, this combines modern materials with classic styles," states Becky Wagner, channel manager, kitchen and bathroom faucets, at Kohler, WI-based Kohler Co.

"Customizable accessories for specific areas and usage themes seem to grab the interest of the designers and consumers," reports Jonathon Chong, lead engineer, industrial design, R&D and analysis at Elkay in Downers Grove, IL.

Jeff Silverstein, CEO at California Faucets in Huntington Beach, CA, says that, rather than a specific style trend, the company has seen a willingness to experiment. "We see a lot more finishes and variety of styles.



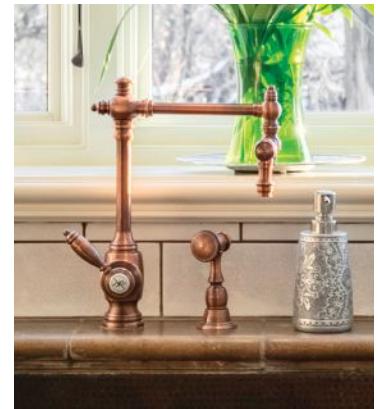
Featuring a minimalist design, the Seager Pull-Down Kitchen Faucet from **Newport Brass** features a dual-functioning head that goes from stream to spray and a magnetic docking system. Made from solid brass, the ADA-compliant faucet is available in over 20 finishes.
newportbrass.com



The **Lenova** K224B kitchen faucet, made of T304 stainless steel, showcases a double-function spray head with Neoperl aerator. The faucet features a ceramic cartridge with diamond content for drip-free operation. Featured is Matte Black and Brushed Brass/Gold two-tone with an extra PVD layer.
lenovagroup.com



Crafted in Italy, Dual Spray Faucets from **Buster + Punch** are constructed from rough-cast and precision-machined solid metal. Levers include cross or linear-knurled versions, both matching the knurled pull-out nozzle that transitions between an aerated flow and precise needle spray.
busterandpunch.com



Premier Copper Products offers a variety of sizes, designs and configurations for its artisan-crafted copper kitchen sinks. Shown is a 33" Hammered Copper Apron Front Single Basin Kitchen Sink, complete with scroll design and nickel background. Each piece is hand hammered, making them one of a kind.
premiercopperproducts.com



Barber Wilsons has added a kitchen faucet to its Milne Collection. Characterized by cross-top handles and clean line, the Milne Editions 1040 is distinguished by a tubular, high-profile spout and hand spray. Crafted of solid brass, it is available in a variety of living and established finishes.
barberwilsons.com



Stone Forest's Brass Prep Sink merges the natural warmth of hand-hammered brass with artisan craftsmanship. The sink basin is available in brushed or polished brass and accommodates a 3.5" kitchen drain. The sink, which is also available in a stainless steel variation, measures 15"x15" and is 7.5" deep.
stoneforest.com



Zurn Elkay Water Solutions has launched Quartz Classic Workstation sinks, crafted from natural quartz and acrylic resins for an organic look and feel of stone. The sinks include an acacia wood cutting board, colander, drying rack, roll-up drying rack, bottom grid and color-matching drain.
zurnelkay.com



Building on its Components line, **Kohler** has introduced the Components Kitchen Faucet Collection. The line features a Slim Sweep Spray with a forceful water blade, and a Two-Function aerator allows users to turn the tip of the faucet spout 90 degrees to activate Mist spray for glassware.
kohler.com

"There's not one dominant style. It's been spread across the whole gamut. Traditional, contemporary, transitional and industrial – it all seems to be fair game," he remarks.

EFFECTIVE ENHANCEMENTS

Technology in the kitchen sink and faucet space centers around advancements with a practical advantage.

"Technology is playing a transformative role in shaping trends in these areas, particularly by enhancing functionality, sustainability and convenience," says Bohmann. "Built-in filtration systems ensure access to clean, safe drinking water."

"Smart technology continues to be an important trend in kitchen design and function," adds Wagner. "It has an impact on the environment – dispensing set amounts of water – and allows for efficiency and convenience in the kitchen space."

Technology that is straightforward and simple allows for the desired personalization. It provides customization for everyday needs, but shouldn't be an extra chore, offers Chong. These additions need to be low maintenance and hassle free, intuitive and easier to use, he adds.

Chris Lee, president, Lenova Group in Hillside, IL notes that smart chip technology including voice, temperature and volume controls are in demand.

Some manufacturers, however, say less is more. Silverstein says that though there's a perception that younger generations want to operate everything from their cell phones and have high-tech hands-free faucets, they've seen the opposite. "We've had zero demand from our customers for technological advancements in the kitchen. There seems to be a want to return to the very tactile, easy to use, intuitive types of products in the kitchen that are very familiar and very comfortable," he observes. Some of this may stem from hands-free products not being reliable, Silverstein adds. "In the most used appliance in the house, they want it to be trouble free and easy to maintain."

David Emmons, v.p. at Newport Brass, in Santa Ana, CA, reports that touch and proximity faucets continue to be popular in kitchens, but voice-activated technology has seen limited adoption.

Dawn Robinson, national director of sales & marketing at BOCCHI, in Alpharetta, GA, states that advances in manufacturing are an important technology focus since more consumers understand the different processes used to make different materials. While BOCCHI has always used high-pressure casting to make products as uniform as possible, as well as thinner, stronger and quieter, more people are asking about it now, she remarks. Customers are more educated and want to know how things are created, not just what they look like, she adds.

This increased awareness also leads to demand for products that are



The gold Adelphia Single-Bowl Apron-Front Sink kit from **Barclay Products** is a luxurious addition to its stainless steel sink collection. Fashioned from 16-gauge solid stainless steel, the sink is coated with a PVD finish for durability. Each kit includes a gold sink, matching wire grid and strainer. barclayproducts.com



A new undermount Workstation Sink has joined the lineup from **MSI**. Made of 16-gauge stainless steel with a satin finish, the single-bowl sink comes with a suite of accessories, including a cutting board, colander, rolling mat, grid and strainer. A fully undercoated interior dampens sound, states the company. msisurfaces.com



The Trinsic Touch2O Kitchen Faucet with Touchless Technology from **Delta Faucet** provides control three ways: by placing a hand near the faucet, tapping the faucet surface or using the handle. An LED light changes color to indicate the water temperature, and magnetic docking pulls the wand back into place. deltafaucet.com



Part of the **Speakman** Lura Collection designed by Clodagh, the Lura pull-down kitchen faucet features a two-function sprayer with aerated stream and a spray pattern for wide rinsing. The collection is available in polished chrome, brushed bronze, matte black and specialty finishes. speakman.com



This UPC-Certified Apron-front/Farmhouse sink from **Hardware Resources** is handmade from 16-gauge stainless steel and features 15-degree radius corners that accommodate pots and pans of all sizes. The brushed satin finish is easy to clean and helps camouflage small scratches, notes the firm. hardwareresources.com



The ROHL Apothecary Kitchen Collection by **House of Rohl** draws its inspiration from the shapes of old apothecary bottles. Designer Xander Noori looked to the past for inspiration with unique chamfered details, beveled edges and balanced arcs, resulting in a silhouette of contoured elegance, notes the firm. houseofrohl.com



The Baveno Hide-Away Kitchen Sink System allows users to change between sink and counter space with its design and telescopic faucets. Sink covers, multiple faucet options, cutting board, colanders and roller mats are included. The sinks are available in **BOCCHI's** fireclay and granite options. bocchiusa.com



Karran's undermount QU-710 sink is crafted from a durable quartz composite material. Its elegant matte finish is luxurious to the touch and easy to clean and care for, notes the firm. This design features a curved back of the bowl that is complemented by the sweeping arm of the Adlington faucet. karran.com

eco-friendly. "With water scarcity continuing to be a growing issue, sustainability is extending to home products, with a focus on environmentally friendly manufacturing," reports Singh. "Water-saving faucets with aerators and precise flow controls are further increasing in popularity."

ENHANCED UTILITY

As an area used for both prep and clean-up, the sink area must offer practical solutions that make these tasks easier. "In the kitchen, the functionality of materials is an indispensable basic requirement," says Bohmann.

Demand for high functionality in the sink area has led to an increase in demand for both workstations and integrated faucets and accessories.

Lee notes that stainless steel sinks with integrated faucets for multiple functions are trending, including undermount triple-ledge designs with functional accessories and sinks integrated with a glass rinser, waterfall faucet, pull-down triple spray function faucet, soap dispenser, hot water and drinking water faucet.

A functional drain system is also important, Lee adds. A regular drain leaves water on the bottom of the sink, while a functional bottom water drain system makes water drain faster and completely, he reports.

Robinson notes that the workstation trend has been strong in 2024 and will continue into 2025. People have loved big farmhouse sinks with workstation accessories, she adds, but they are seeing a shift away from

that style towards fully undermount fireclay kitchen sinks with built-in workstations. And while people want them in any size, she continues, the majority want them as big as you can make them.

Some trends that began with COVID – such as demand for sophisticated, beautiful, low-maintenance products that make life easier at a reasonable price – have never gone away, Robinson reports. "When [consumers] find something that hits all those areas, that's what they are going for," she points out.

Faucets with multiple functions integrated are popular, Lee maintains. These include triple-function spray heads, waterfall functions, a glass rinser, drinking water and hot water, soap dispenser and a touchless sensor.

"Pull-down and pull-out sprayers remain popular for their versatility," reflects Singh. "With a significant majority of older adults in the U.S. expressing a strong desire to 'age in place,' Peerless looks towards a more inclusive kitchen and bath industry."

WATER ACCESS AND FILTRATION

Accessories that make water access easy and healthier are in great demand, manufacturers say.

"Anything having to do with water and healthy water – water dispensers, filtration, instant hot water – all those types of devices have been a

Beautiful Brushed BRONZE

A Modern Take on Classic Gold

Isenberg by FLUSSO's exquisite brushed bronze finish reinterprets gold with an updated vibe and subdued radiance. It is both sophisticated and elegant but features a fresh, matte texture—definitely not your mom's gold finish!

Featured in this stunning finish is the Serie 240™ a beautifully cohesive master bath ensemble that includes a variety of coordinating fixtures for the tub, shower, and sink, along with a complete line of accessories. Available options include wall or deck-mounted sink faucets, a freestanding tub filler, and thermostatic shower valves with matching components. The minimalist lines make this collection a smart choice for any bathroom decor, blending seamlessly into both contemporary and vintage design environments.

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The Galley offers the Ideal Workstation sink. Made in the U.S., the complete culinary system is a place where the user can prepare, cook, serve, entertain and clean in one central location. The Galley Tap product line is the only kitchen faucet designed to pair with the company's workstation.
thegalley.com



The Kitchen Program from **Watermark Designs** includes monoblocks, pull-out sprays, pull-down sprays, instant hot and filtered water dispensers, prep faucets and pot fillers. The suite is made to order, which allows for tailored kitchen fittings, and the Program includes 16 collections and ancillary pieces.
watermark-designs.com



The new LedgeFit by **Ruvati** boosts the flexibility of its workstation sinks with over 40 different accessories that integrate seamlessly into the ledge. Options for the accessories include natural wood or composite. Included in the selection are the new Nova black accessories.
ruvati.com



The Ziel K-1360 faucet from **Isenberg by FLUSSO** delivers a sleek vibe with its high-arched spout. Constructed of stainless steel with a pull-down head and sprayer, the faucet features an extended 16" reach. The model is offered in 20 shades from bold to neutral, including Dark Tan.
isenbergfaucets.com



Blanco has reintroduced its BLANCO CULINA II faucet family to include sleek new models such as beverage faucets and pot fillers, along with two touchless semi-pro faucets with dual-sensor technology. The collection boasts a slimmer design with triple coil hose protection and magnetic docking.
blanco.com



The Tenet pull-down kitchen faucet by **Pfister** offers a sleek, modern aesthetic with a dual-tone finish option. Its streamlined design features a single handle and a pull-down spray head for added functionality. With a high-arc spout, Tenet offers ample clearance for pots and pans.
pfisterfaucets.com



The Filone Single Handle Pull-Down Kitchen Faucet from **Current Faucets** showcases sleek, graceful curves. The functional faucet delivers two spray patterns, a 360-degree swivel, and one- and three-hole installation options. It's available in Chrome, PVD Brushed Nickel and Matte Black.
currentfaucets.com



The Cocina 30 is a single-basin sink that offers a smart size option while its undermount installation allows for a subtle display of texture, notes **Native Trails**. Handcrafted by artisans in Mexico from 16-gauge copper, Cocina 30 brings modern functionality to a classic antimicrobial material, the firm adds.
nativetrailshome.com

real growing market," notes Silverstein.

"With consumers' continued focus on health and wellness, kitchen faucet filtration experiences continue to be a key trend with simpler user interaction/interface," Wagner agrees. "This includes boiling, chilled and sparkling water options."

Chong states that health and wellness with regard to hydration has been on the rise, especially in the U.S. "The understanding of clean drinking water vs. eco waste is now a big concern for everyone, yet convenience is just as important," he remarks. More companies are adding all-in-one solutions for safe drinking water to their standard kitchen faucets, he adds.

Alyson Angotti, group product manager, filtration at Elkay, says there are many potential health impacts to the chemicals in standard tap water. "We offer an assortment of products to help homeowners overcome the largest chemicals found within PFAS, PFOA and PFOS," she emphasizes, including a filter that removes lead, microplastics and more. Their filtered kitchen faucet has a dedicated filter line, meaning only water intended for drinking is filtered.

AESTHETIC APPEAL

While function is a top concern, aesthetics are no less important. Consumers are playing with color a little more, with a range of style preferences creating demand for a wide array of materials and finishes.

"[Sinks and faucets] should integrate into the overall design concept," Bohmann stresses. "Stainless steel modules, dark woods and translucent stones with LED lighting are being used more and more frequently, for example. Together with a mix of colors and styles – including gold, glass, leather and fabric – a sophisticated and dynamic atmosphere is created."

"Industrial-style designs, with features like exposed springs and utilitarian looks are also standing out this year," reports Singh. Sleek and minimalist designs continue to be in demand for kitchen faucets, she adds. "Aligning with modern and stylish kitchen styles, high-arc and gooseneck shapes, for example, are on the rise due to their striking look, yet functional capabilities."

Silverstein reflects that traditional styles are now cleaner without a lot of fancy curlicues, and instead have light ornamentation that gives a nod to the traditional looks. He also says that bridge-style faucets, especially in traditional designs when paired with a farmhouse sink, have been strong over the past year.

WARM AND CLASSIC

Classic finishes continue to enjoy popularity, and warm, natural finishes are also on the rise. Matte black continues to be a strong preference as well, manufacturers say.

"Classic finishes like black and stainless steel remain timeless

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Rising 16½", **Sonoma Forge's** tall tap features the Brut's raw plumbing parts vernacular. The Elbow spout swivels with a reach of 9¾", and a hidden button activates the dual-spray feature. The handles match those in the company's WaterBridge and WherEver collections.
sonomaforge.com



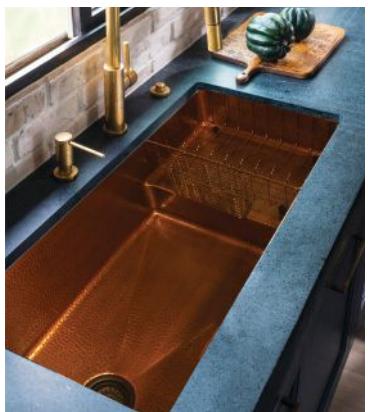
The elegantly curved silhouette and fine details of the new Classic Kitchen faucet by **Franz Viegener** channels a more traditional design aesthetic that provides versatility, notes the company. The fixture is constructed from solid brass and is available in 12 finishes.
franzviegener.com



The Single-Handle Pull-Down EZRA Kitchen Faucet has sharp, striking lines paired with soft, sweeping curves and an ergonomic handle for ease of operation. Available from **Peerless**, EZRA is equipped with a 3-function, pull-down sprayer inclusive of POWERinse Technology for additional cleaning power.
peerlessfaucet.com



The Jason Wu for **Brizo** Semi-Professional Kitchen Faucet sports a streamlined aesthetic, while the subtle details of the polished nickel faucet handle echoes the base of the designer's mannequins in a Matte White finish option. The faucet features a dual-function wand with MagneDock Technology.
brizo.com



In collaboration with Studio Dearborn, **Nantucket Sinks** offers The Steppe Sink, a rustic hand-hammered copper two-tiered fixture. The Steppe's innovative design features a full-depth basin plus a lowered platform and custom dish drying rack for rinsing and air drying.
nantucketsinksusa.com



The Luxe Chef Workstation System Sinks from **Moen** feature an under-sink pullout storage bin to keep accessories organized. Available in a number of configurations with SoundSHIELD technology, the sinks are available with accessories such as a cutting board, drying racks, prep bins and colander.
moen.com



Dornbracht's META SQUARE kitchen faucet collection features a square spout elbow in combination with rounded design. Finishes include shiny and brushed Chrome, Platinum, Champagne 22kt Gold and Durabass 23kt Gold, as well as Dark Chrome, Brushed Dark Platinum and Matte Black.
dornbracht.com



The **VOLA** 590H Kitchen Tap, available from **Hastings Bath Collection**, offers a distinctive vertical spout and single-lever handle for easy water control, notes the firm. It features clean lines and simple, geometric shapes, ideal for contemporary kitchens, VOLA adds. The faucet is available in a variety of finishes.
hastingsbathcollection.com

favorites due to their versatility and elegance," offers Bohmann. "At the same time, bronze and gold are becoming increasingly popular, adding warmth and luxury to modern kitchens."

Silverstein agrees that the classics – such as polished nickel, chrome and satin nickel – remain extremely popular, and matte black has been going strong for several years. He adds that two finishes have been emerging strongly recently: satin bronze, which has passed satin brass as one of the company's top finishes, and a burnished brass finish that will patina over time.

"The use of unique and diverse metal conditioning techniques is enabling the creation of innovative faucet designs," comments Emmons. Yellow brass and gold tones have also been on the rise, he adds.

"Matte black and mixed metal designs are on-trend," says Singh. "These finishes pair well with both modern and transitional kitchens."

Wagner adds that warm, earthy tones are gaining popularity again in home design. "Rich, warm neutrals create a sophisticated and comfortable space. Earthy hues such as deep bronze and Kohler's Truffle finish offer a sophistication and richness to kitchen spaces," she reports.

PLAYING WITH COLOR

The desire to create a look that is unique has led to demand for materials that can bring a touch of color into the space.

Chong believes fireclay and cast iron are more traditional kitchen looks due to their glossy colors, but quartz has been trending up due to its functionality, design uniqueness and color options.

In both stainless and fireclay, Lee adds, color finishes that match appliances, furniture or hardware are in demand. "This makes the kitchen unique and integrated with the home," he states.

Robinson notes that BOCCHI is seeing more people have fun with color for their sink. Matte finishes in white and black are popular, but in 2024 she saw a rise in biscuit finishes, a tone popular in the 1980s. "People are bringing it back in a very chic way," she reports. This is driven by counter-top materials that lend themselves to natural colors, she believes.

Blues have always been strong for the company, Robinson continues, but BOCCHI is introducing a dark spruce option to coincide with the rise of green tones in the kitchen. The firm is also introducing a gray fireclay option that looks more like concrete.

"Concrete is a wonderful, all-natural material that people love, but it doesn't make the best kitchen sink," she explains. The new color is a nod to the firm's eco-manufacturing processes while giving the customer a finish in a color they want, she adds.

People are looking for materials they can have fun colors in, to personalize the space to their lifestyle. "Fireclay is a material that allows you to do that," Robinson continues. ■

Calcutta Marble Gold

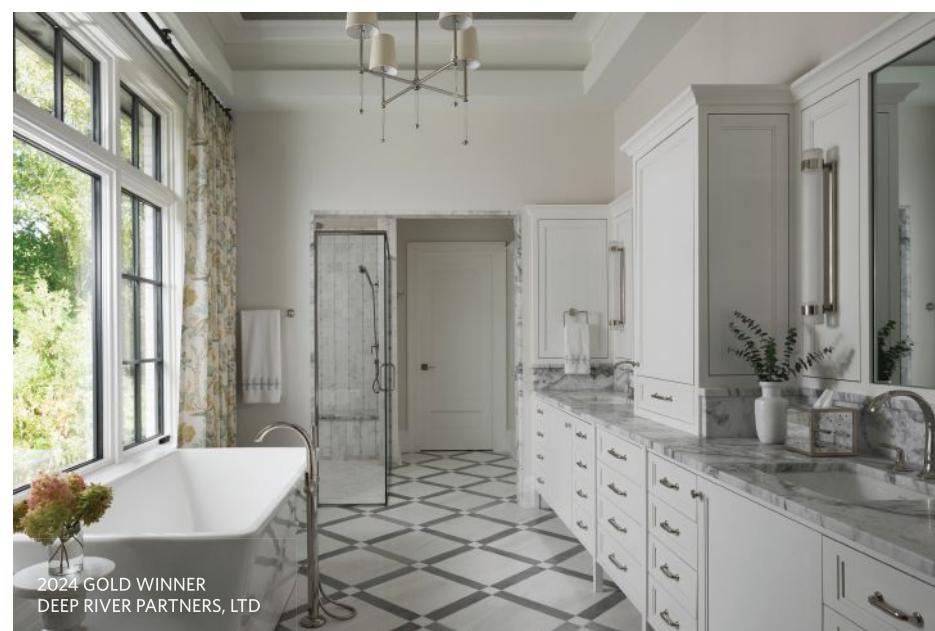


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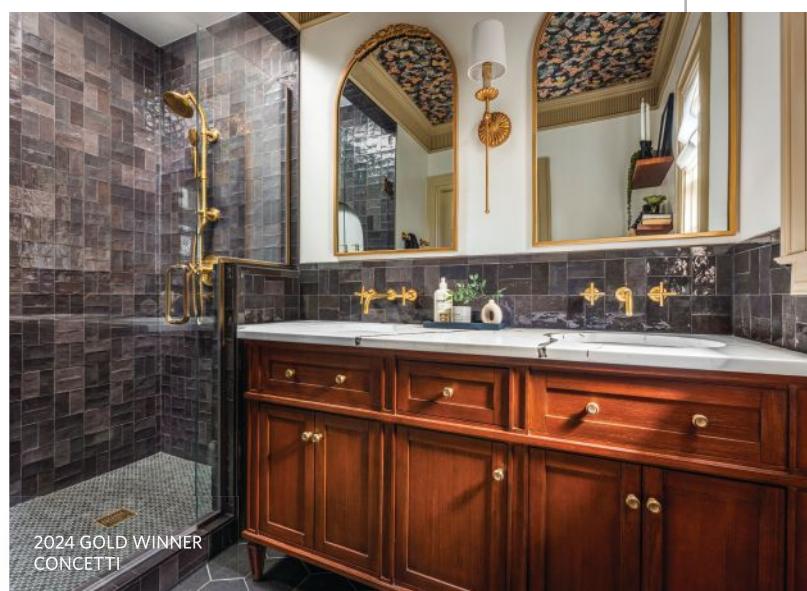


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Product Showcase

LAS VEGAS, NV — Winter's closing days will usher in the Kitchen & Bath Industry Show, being held February 25-27, 2025 at the Las Vegas Convention Center in Las Vegas, NV. Part of the 12th Annual Design & Construction Week, KBIS, sponsored by the National Kitchen & Bath Association, will again share center stage with the International Builders Show, sponsored by the National Association of Home Builders.

KBIS is slated to spotlight products from over 670 exhibitors, with just a few of those included here. Educational initiatives, panel discussions and networking opportunities are among the event's highlights.

For detailed information about the three-day event, and the latest updates about the show, visit kbis.com.

1. Sauder Closets introduces a range of closet solutions, including aluminum frame and glass insert closet doors. Closet Accessories feature Elektra Lighting, Kesseböhmer accessories, TAG hardware and digitally printed closet counters. sauder-closets.com

2. The Adhesion Linear Drain is a collaboration between **Infinity Drain** and Gensler, a global design firm. Inspired by the look of water droplets sticking to surfaces to form unique patterns, the Adhesion drain is offered as part of the Site Sizable and fixed length linear drain series in a variety of lengths and 10 finishes. infinitydrain.com

3. Ashley Norton introduces Unlacquered Brass to its array of finishes, available for its Solid Brass architectural hardware collection. Also known as raw or uncoated brass, Unlacquered Brass is a 'living finish,' which means it is designed to tarnish and darken as it oxidizes. ashleynorton.com

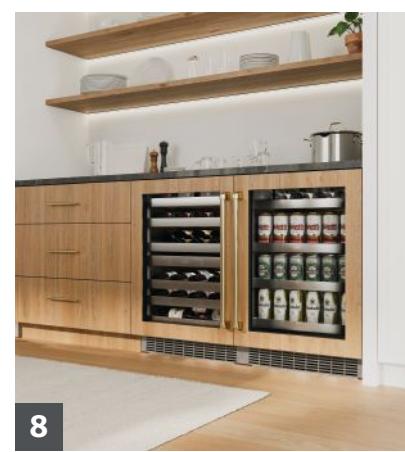
4. The AirJet Shower Drying System from **AIRMADA Drying Solutions** works to remove moisture from the shower area, minimizing the risk of slippery floors and accidents. Each shower receives a custom layout of AirJet nozzles to ensure thorough drying, even in hard-to-reach corners. airmadadry.com

5. Cosentino has launched Le Chic Bohème by Silestone, a low-silica surfacing collection that is manufactured sustainably. Its four new colors - Jardin Emerald, Rivière Rose (shown), Château Brown and Blanc Élysée - expands the original 2023 Silestone Le Chic collection. cosentino.com

6. Vintage and contemporary mix in the Smyth Kitchen Faucet Collection from **Moen**. Inspired by classic architectural details from the Cleveland Public Library, the collection showcases detailing with a soft, square spout, tall stature and fluting on the handles. moen.com

7. The Forno 36" Capriasca French Door Gas Range, crafted from stainless steel, includes French doors that provide 12 extra inches of oven access. The six sealed dual-ring brass burners unleash 120,000 BTU for cooking precision. The 5.36-cu.-ft. oven includes a convection fan and 30,000 BTU output. forno.ca

8. The ZLINE Autograph Edition 24" Touchstone Beverage Fridge features an outdoor-compatible cooling system and an integrated panel-ready glass door. It offers storage capabilities of up to eight (750 mL) wine bottles, in addition to 151 cans or 79 bottles (12 oz.), inside a 5.2-cu.-ft. stainless steel interior. zlinekitchen.com



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9. **Fleurco's** Magna Oblong LED mirror features energy-efficient LED lights equipped with adjustable color temperatures (2700K-4500K 6500K) that are pre-set and easily navigated with the touch of a button. The on and off switch includes a built-in dimmer and a defogger pad. The mirror is available in Brushed Gold and Matte Black finishes.

fleurco.com

10. **Empava's** PG06 Wood Fired Pizza Oven features a heavily insulated brick oven cavity that rapidly pre-heats to pizza-making temperature in under five minutes. The spacious 25.1"x29.5" cooking zone can accommodate a generously sized pizza up to 24", or an assortment of side dishes. The oven's 430 stainless-steel construction and four wheels are made to withstand varying weather conditions when stored outdoors.

empava.com

11. **Atlas Homewares'** Benning Collection showcases smooth, rounded features and a simple sophistication that lends itself to industrial and transitional spaces, notes the firm. The collection includes one knob with an optional backplate and a range of pull sizes in five designer finishes.

atlashomewares.com

12. Tenley Brick from **Cultured Stone** showcases subtle tone shifts and natural textures, delivering a modern, organic aesthetic. Its slender profile and defined edges allow for unique patterns and bonds, states the company. The brick is available in four colorways: Loften, Kullen, Wildon and Nori.

culturedstone.com

13. **Summit Appliance's** BIM182ADA series features 18"-wide built-in under-counter icemakers that produce up to 60 pounds of clear ice per day. Available in standard 34¾" or ADA-compliant 32-½" height, the BIM182ADA series comes with a stainless steel exterior that can be used for indoor or outdoor kitchens. The door is also available with a panel-ready front for a custom look.

summitappliance.com

14. **Innovation Cabinetry** introduces SAGE, a fresh, earthy green, to its Endura Outdoor Cabinetry collection. The color blends modern aesthetics with natural beauty, enhancing outdoor kitchens and entertainment spaces, the firm reports. Endura cabinets are crafted from weather-resistant HDPE and hand-assembled in Tampa, FL.

innovationcabinetry.com

15. **MSI's** Urbanslat Collection of 16"x48" ceramic tiles features a striking 3D fluted pattern available in two styles: marble designs, in shades such as white with gold or grey veining, and black with chalky white veins; and wood styles, ranging from warm honey blonde to deep black.

msisurfaces.com

16. The AvanTech YOU Illumination by **Hettich** is a customizable drawer system with lit sides to maximize functionality and flexibility in kitchen design. When open, the AvanTech YOU Illumination lights the inside of the drawer and the surrounding room. With ease of installation in mind, hardwiring is not required and the integrated, homogenous LED light operates by rechargeable battery.

hettich.com

17. **Modern Matter's** Lane 1.40" Custom Knob is crafted with hand-cut, hand-polished semi-precious gemstones, each showcasing its own unique veining and finish. Five metal finishes and over 10 gemstone options provide the opportunity to mix and match to personal style.

modern-matter.com

18. **Amerock** is introducing 22 new hardware collections, including the Fairfax collection, which features flowing, organic detailing. Featuring a modern approach to the hammered texture, Fairfax is available in two knob sizes, seven pull sizes and three appliance pull sizes. Six finishes are available: Polished Chrome, Polished Nickel, Satin Nickel, Golden Champagne, Champagne Bronze and Matte Black.

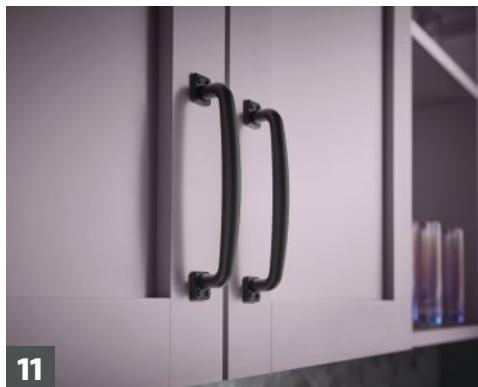
amerock.com



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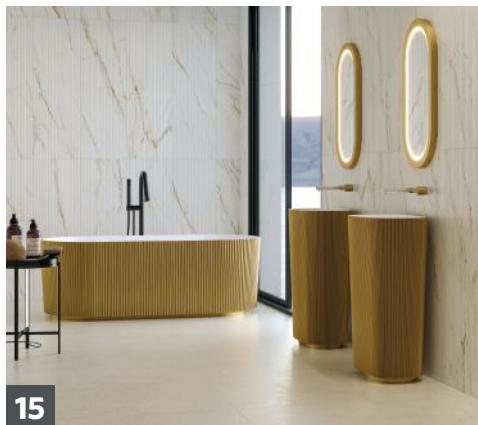
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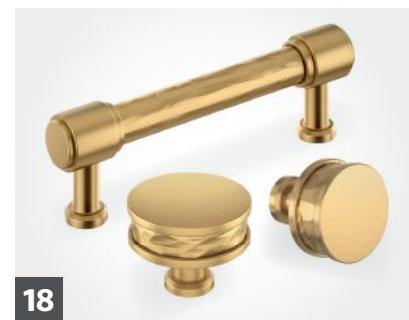
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Whether you're designing a dream kitchen or a luxury vanity, **Century delivers expert craftsmanship and smart design** to elevate every project.



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CENTURY

19. EGGER's Decorative Collection 24+ offers a wide range of surfaces, including laminates, thermally fused laminates (TFL) and edge banding for cabinetry and other options. The surfaces are available in a variety of colors and textures, and the Decor Match System and digital design tools allow users to create their own designs.
egger.com

20. Midea's OneTouch AutoFill French Door Refrigerator features an auto-sensing ice and water dispenser. Simply push the button and step away; the dispenser will automatically detect the size of the glass and fill it with the correct amount of ice and water. This 29-cu.-ft. refrigerator offers customizable storage space with its retractable Infinity Shelf and Easy Glide Door Bin.
midea.com

21. Sporting a contemporary dark design, the KOHLER x Remedy Place Ice Bath incorporates precision temperature control, ergo-dynamic body positioning, a state-of-the-art UV-powered filtration system, and an integrated light to help guide breathwork to deliver optimum cold therapy, notes the firm. The Ice Bath provides optional plumbing integration for easy filling and draining, and is intended for both indoor and outdoor use.
kohler.com

22. Andrew Pearson Glass and HammerHead Design Build are introducing three new bath vanities with glass countertops and integrated sinks. These bath fixtures are the first to market with thick glass countertops and sinks milled from solid kiln glass, according to the company. The vanity shown is made from maple wood, with copper hardware, and 5"-thick clear kiln glass.
andrewpearsonglass.com

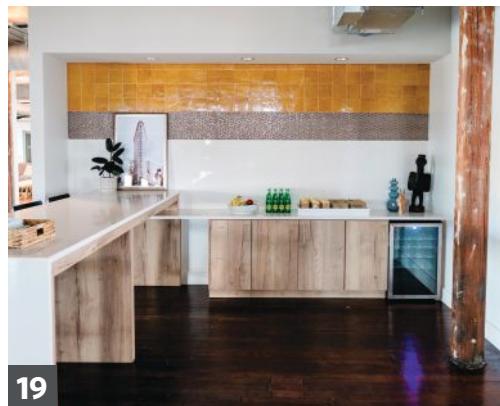
23. With NatureKast's extensive range of finish options and door styles, designers can add flair to the backyard and complement the natural elements, according to the company. The company's cabinetry allows for the creation of outdoor living spaces that rival the home's interior, the firm adds. Pictured here is the Shaker door style in a Weathered Driftwood finish.
naturekast.com

24. Häfele's two new families of COB LED strips – COB Gold and COB Complete – are all-in-one solutions for those seeking continuous light. With COB LED strips, diodes are placed close together and are covered with a phosphor gel, creating a more uniform and continuous lighting effect, states the firm. Both families are available in 12V and 24V, monochrome and tunable white, and can be used in a wide variety of kitchen, closet and other lighting applications.
hafele.com

25. Lacava's ELEGANZA ELE-W-16, paired with a softly curving white porcelain sink, is a wall-mount compact vanity designed for small baths. The standard version features one left-hinged door with two attached shelves and fingerpull opening, with right-hinged option available upon request. It is handmade of woods from renewable forests by master craftsmen in the U.S. and offered in a wide array of stained and painted finishes with and optional under-cabinet LED accent lighting.
lacava.com

26. Folder allows access to the internal space of both conventional and corner cabinets. Available from Salice, it minimizes the space taken up by the two cabinet doors when they are fully open and it is easily adaptable to any cabinet width, ranging from 700mm to 1500mm by cutting the track to the required length. The doors are connected to the cabinet with hinges featuring a fully 180° opening angle, completely hidden inside the cabinet. The single-pivot hinges are fully adjustable in height, depth and horizontally through the company's 6-way plates.
salice.com

27. From the NEOREST line of premium smart bidet toilets, the NEOREST LS is engineered to deliver the ultimate clean with hotel-like luxury with spa-like features, notes TOTO. This model includes an integrated WASHLET bidet system; EWATER+ technology for the bowl, WASHLET wand and seat's underside; 1.28 TORNADO FLUSH system and nightlight. The NEOREST LS also features decorative metallic trim and design matched remote control available in silver, nickel and black.
totousa.com



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28. A celebration of Latin flair and elegance, Cotto Revival pays homage to the historic artistry of Spanish Revival tile and handmade Talavera tile. A collection full of cotto inspiration in warm and cool tones is available from **Marazzi** in a glazed porcelain 8"x8" and 8" hexagon as well as the linear 2"x9" brick. Three 4"x4" decorative wall tiles are offered in an array of patterns, colors and geometric designs.

marazziusa.com

29. **Cambria's** Inverness Stonestreet features a deep charcoal gray and black background with soft creamy whites and rich Inverness veins. This design meets the market trend for darker, textured surfaces while offering the performance of quartz, states the company. Part of the Black Marble Collection in the Coordinates Series, Inverness Stonestreet is available in jumbo-sized slabs and Cambria's Satin finish.

cambriausa.com

30. Designed specifically for luxury outdoor kitchens, the new Echelon Pizza Oven from **Fire Magic** adds remote operation capabilities to control and monitor cooking, with Bluetooth and WiFi compatibility for smartphones. The oven can bake, broil and roast foods and offers thermostatic control up to 700°F via a black-glass touchscreen, digital thermometer.

firemagicgrills.com

31. **GRASS America** has introduced the Grass Rear Anti-Tip System, which provides an efficient and lightweight method for cabinetry and furniture to comply with the 2023 STURDY Act, which aims to prevent tip-over accidents. The system is engineered to ensure that only a single drawer can be opened at a time, locking the remaining drawers securely in place until the opened drawer is closed. The system can be integrated during the manufacturing process or retrofitted onto existing cabinetry.

grassusa.com

32. White, gray and black veins intertwine in Cipollino Grey Wave marble, part of the Exclusive Collection by **Antolini**. This natural stone encompasses both the solidity and firmness of the material and the perception of movement; the various layers that compose it appear as a graphic and sinuous play on its surface, notes the firm.

antolini.com

33. The Raya door from **Plain & Fancy Custom Cabinetry** captures the shift toward clean, linear aesthetics with its modern, minimalist design. Its straight lines and natural finishes offer a warm yet sophisticated look, notes the firm. Shown left to right: Raya in Knob Oak Natural with a dead flat lacquer, and Raya in Walnut Natural with a dead flat lacquer.

plainfancycabinetry.com

34. **Laminam's** new Slate series, inspired by natural slate rock, is offered in five colors - Alaska, Amazzonia, Ankara, Burgundy and Vulcano - spanning from light cream tones to deep chromatic grays. The porcelain surface, available in large-format in 2mm and 5mm thicknesses, merges Japanese and Scandinavian aesthetics. Each shade reflects light and mimics the texture of the metamorphic stone, states the firm.

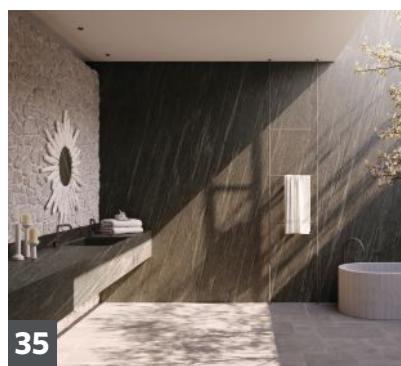
laminam.com

35. New from **Neolith**, Ignea evokes the sophistication of volcanic landscapes and textures with its intense color and directionality, according to the firm. This model has a Riverwashed texture and the 98R seal for recycled material. As part of its commitment to promote the circular economy, this formulation, which uses up to 98% recycled materials in its manufacturing, is part of Neolith's sustainability strategy and 'Zero Waste' policy.

neolith.com

36. **Dropout Cabinet Fixtures'** Ironing Center is designed to be contained within a wall cabinet as a convenient pull-out. It comes complete with a custom 53" full-size ironing board, pad and cover. There is a stainless-steel iron dock and ironing accessory storage spaces. When closed, it requires only 7" of cabinet space.

dropoutcabinets.com



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As an American, family-owned cabinetmaker since 1906, our toughest standard is “Made in the U.S.A.” To us, it means cut here. Handcrafted here. Finished here. Assembled here. Supported here. When you’re looking at cabinetmakers, make sure you ask them what “Made in the U.S.A.” means. Then look to Marsh.



37. Panoramic's Lemurian porcelain slab collection from **Daltile** highlights a marble look with a warm white backdrop and delicate gold veining that works for any wall, floor or countertop surface. The subtle detailing woven throughout the glossy 48"x96" porcelain slab adds an eye-catching luster that redefines sophistication and elegance, states the company.

daltile.com

38. The **LATICRETE STRATA_HEAT** System delivers an energy-efficient solution for radiant floor heating, states the firm. Featuring high-performance heating wire, uncoupling mats, WiFi-enabled thermostats and the exclusive Thermal Diffusion Technology, the system ensures even heat distribution, faster warm-up times, and up to 15% energy savings, the company adds.

laticrete.com

39. **Xtone**, part of the **Porcelanosa Group**, are large-format porcelain slabs that are offered in a variety of finishes and thicknesses. Appropriate for both indoor and outdoor use, the slabs provide a range of application possibilities – from flooring, countertops, decorative elements and more.

xtone-surface.com

40. **Armac Martin's** new Cotswold bathroom accessory collection is an extension of its existing Cotswold hardware range. The collection includes toilet paper holders, hand towel bars, bath towel bars, and wall hooks, all made from solid brass. Inspired by the English countryside, the line is available in 19 finishes, from traditional aged brass to contemporary matte black.

armacmartin.com

41. **Häcker Kitchens** is responding to the growing interest of dimensional details by focusing on textures in their purest form, introducing products that evoke the essence of natural wood patterns. The new Ratan cabinet fronts embrace a tactile aesthetic to deliver a more organic feel to the kitchen.

hackerkitchens.us

42. The Craft + Main Flush Guard All-In-One Toilet from **FGI Industries** provides an eco-friendly and easy-to-maintain option, notes the firm. One-piece skirted construction, featuring a fully easy-to-clean concealed trapway, adds a seamless look. Its elongated bowl and Plus Height feature provides a more ergonomic sitting position. A siphonic flush system delivers a highly efficient flush using only 1.28 gallons per flush.

fgi-industries.com

43. The cooking islands of **Officine Gullo's** Isola collection allow customers to choose from a wide range of accessories. Alongside burners or induction cooktops, users can choose from a series of powerful cooking accessories, such as pasta cookers, steamers, lava stone barbecues, mirror-finished fry-top plates and more. Depending on the size, Isola can be designed to include a washing area with a small sink as well.

us.officinегullo.com

44. A solution for shower walls, bath surrounds, accent walls and cladding, **Wilsonart's** Wetwall eliminates the need for demolitions, as it installs easily, notes the firm. The nature-inspired design collection includes Tuscany Marble and Darlington Cherry.

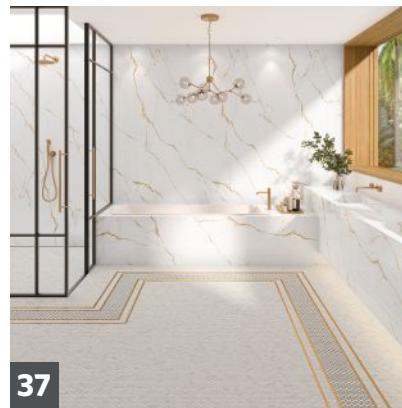
wilsonart.com

45. **Arizona Tile** introduces its Della Terra Porcelain Slabs, technologically advanced surfaces that are available in a wide variety of colors and patterns. The porcelain slabs require minimal maintenance and are suitable for residential and commercial applications. The durability of porcelain, including it being resistant to UV light, heat and frost, makes these slabs suitable for exterior use, states the firm.

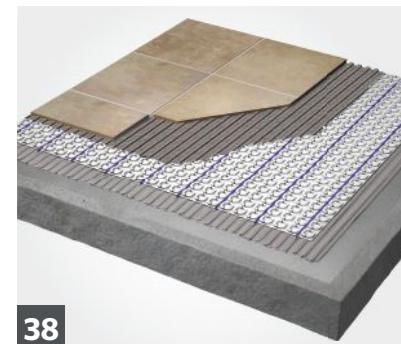
arizonatile.com

46. The **Whirlpool** 5.0-cu.-ft. Smart Front Load ENERGY STAR Washer features the FreshFlow Vent System, designed to keep clothes fresh. Its Dry Drum Cycle uses a fan to remove moisture, while the FanFresh Option keeps clothes fresh post-wash with periodic tumbling. An Antimicrobial Gasket prevents odor-causing bacteria. The unit comes with AI Intelligent Wash technology that optimizes settings for each load. It is all manageable via the Whirlpool App.

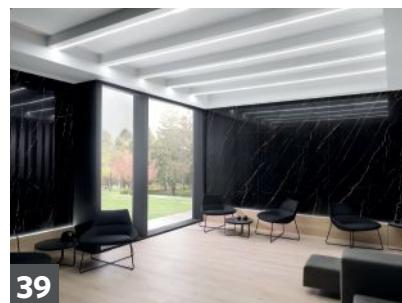
whirlpool.com



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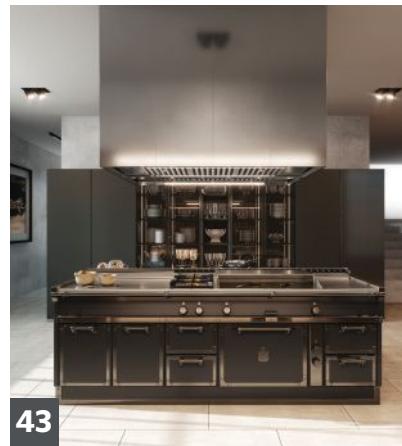
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MAKE 2025 YOUR YEAR! ENTER THE CHRYSALIS AWARDS

The 2025 Chrysalis Awards for Remodeling Excellence is now open to receive entries.



Make this the year that you are recognized for your great remodeling and design projects. Entering the *Chrysalis Awards for Remodeling Excellence* is a great way to do that.

You'll find details on the 2025 program and the entry process on our website at www.chrysalisawards.com.

PROJECT ELIGIBILITY

Any project completed after January 1, 2022 is eligible. This includes previous Chrysalis entries that did not win a Chrysalis Award, as well as entries from other competitions. Any contractor, architect or design professional in the United States may enter.

CATEGORIES

General categories include: Kitchen, Bath, Addition, Residential Interior, Whole House, Basement, Outdoor Living and others. You can find a complete list and description of the categories at www.chrysalisawards.com.

FORMAT

Entries must be in digital format. Your entry can be created on the Chrysalis Awards website or you can import a file of an entry you create, or an entry you submitted in any previous remodeling competition.

REGISTRATION

The first step is to register your company on the Chrysalis website. To register, go to www.chrysalisawards.com

and click on the "Enter the Chrysalis Awards" button and it will take you directly to the registration page. Once you register, you can create, import, or edit your entries, and you will receive ongoing updates and information on the Chrysalis Awards.

Registration does not require a fee. The entry fee of \$190 per entry is paid only when the entry is completed and submitted at any time prior to the deadline. If you don't wish to register now, email us and we'll keep you up to date on the 2025 program.

DEADLINE

April 15, 2025. Entrants will be notified of the results in June.

You can see snapshots of the 2024 winning entries displayed on www.chrysalisawards.com as well as all winning projects since 2000.

You can also see the 2024 winners featured on the Qualified Remodeler website at qualifiedremodeler.com/category/chrysalis-awards/.

If you have questions, contact Ken Kanline at ken@buildingsongs.com or call us at **850-544-3773**

Winners will be featured in our publishing sponsors' magazines:

Qualified
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& bath DESIGN NEWS



FLOATING VANITY

The new OXO Vanity by **Noken**, part of the **Porcelanosa Group**, is an 85cm wall-mounted vanity featuring a drawer with a handle and slow closure. The exterior surface is made of Project Tech, the company's proprietary surface, which is antibacterial, anti-fingerprint, scratch resistant and easy to clean, according to the company. The vanity is available in Oak Matt Black.

noken.com

WALLPAPER-INSPIRED TILE

Piante from **Emser Tile's** ENHANCE collection draws inspiration from classic wallpaper, showcasing intricate floral and botanical patterns. Eight colors and styles are available (Amour, Desert, Flora, Island, Jungle, Palm, Romantic and Thorn), and each 23"x47" glazed porcelain tile features a matte finish.

emser.com



INDOOR SAUNA

ThermaSol has released a new line of indoor saunas, including the Fuji indoor sauna. Fuji features an interior crafted from lime wood and includes three benches, two headrests and integrated RGBW-LED lighting. Available in Onyx trim and oak hardwood, the Fuji Sauna comes in a small model, which fits two to four people, and a large model that accommodates up to five.

thermasol.com



INTEGRATED REFRIGERATION

In an expansion of their partnership, **True Residential** and **Room & Board** have unveiled new indoor/outdoor launches, including the Copenhagen Storage Cabinet with Refrigeration, which is available in single or double units with options including wire shelving, wine racks or stainless steel refrigerated drawers by True Residential. Crafted in North Dakota, Copenhagen is available in a range of sizes, finishes and top options.

roomandboard.com
true-residential.com



TEXTURED HOODS

Elmwood has launched its new Euro M Hood collection, which includes kerf and reeded (shown) options. All three models in the collection feature an improved removable front for ease of installation and servicing, as well as improved interior construction that enhances functionality, says the company.

elmwoodcabinets.com



FIRECLAY WORKSTATIONS

Now available in a new shade of emerald green, **Ruvati's** Fiore workstation sink is handcrafted in Italy by artisans from locally sourced raw clay and fired at extreme temperatures. The smooth enamel finish is resistant to chips, scratches and stains, says the company. Integrated ledges support accessories for prep and clean-up. Each sink includes a cutting board constructed of African Mahogany that fits atop the basin, a protective bottom rinse grid and a foldable drying rack.

ruvati.com

CYLINDRICAL FAUCETS

An infinite, cylindrical design makes DuraCircle by **Duravit** a unique choice for contemporary baths, says the company. The bathroom sink faucets are constructed with solid brass and are available in Chrome, Brushed Nickel and Matte Black, and include a matching pop-up drain assembly. Matching tub and shower options are available.

duravit.us





MODERN SHAKER VARIATION

Showplace Cabinetry has introduced new door style Isla, which builds upon the company's popular Pendleton style, with a sleek, shallow inside profile. The cope and stick door boasts a reverse-raised 3/8" solid center panel and 2-1/4"-wide stiles and rails. This door is available in overlay, inset and frameless cabinet lines. showplacecabinetry.com



URBAN-INSPIRED BATH COLLECTION

JACLO has introduced The Metropolis Collection, which includes the new Metropolis Faucet (shown) and coordinating accessories. Available in the first quarter of 2025, this collection features an urban-inspired industrial modern style, with all-brass construction and offset handles with a notched detail on a low-profile escutcheon, with knurling texture to improve ease of use. The collection is available in 22 finishes. jaclo.com



SHOWER ENCLOSURE HINGES

The new Zero Shower Collection hinge from **CRL** offers a solution to mask mounting mechanisms for shower enclosures. The hinge features a patent-pending detachable design to make installation more efficient for glaziers, and the company asserts that the hinge offers zero protrusions or projections. Accessory kits are available to transform the hinge to support other shower enclosure applications and mounting angles. crlaurence.com



UPDATED VINTAGE LOOK

Part of the Winter 2025 Collection from Progress Lighting, the Stanza Pendant Light delivers a combination of vintage charm and modern details, notes the firm. The pendant features an elegantly fluted glass shade and an arched metal loop at the top for added detail. progresslighting.com



SLIM SHAKER DOORS

Burrows Cabinets has announced the addition of the Slim Shaker door style to its range of Full Overlay Frameless cabinets, fusing contemporary and classic aesthetics, says the company. Featuring a refined 1" frame with a shallow reveal, the doors feature true shaker 90-degree construction and are available in 19 color options, including 11 paint colors and 8 sustainable wood finishes (shown is Dorian). burrowscabinets.com



ZERO-SHEEN WOOD FINISH

The newest launch from **Grothouse** is Durata Zero, the latest addition to the company's Durata waterproof finish line. Durata Zero offers a completely flat, zero-sheen finish that preserves the raw, untreated appearance of wood while delivering durability, stain resistance and ease of maintenance, says the company. The finish minimizes the appearance of scratches, the company adds, making it effective for high-use applications such as kitchen countertops. glumber.com



COLORFUL WOOD VANITIES

New from **Hastings Bath Collection** is the Etoile Collection of solid wood ash vanities, which brings a splash of color to modern bathroom design, according to the company. The collection is available in 19 colors, two sizes (31.5" and 39.38"), push-to-open drawers and fluted (shown) or unfluted options. The vanity includes a color-matched lower storage shelf, and the series also features a selection of wall storage solutions and mirrors to coordinate. hastingsbathcollection.com

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9 Finishes

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Bath Space Becomes Luxe Wet Room



After: Photos: Ekaterina Gronzaya



BEFORE

Although the existing master bath in this Magnolia, TX home boasted a decent footprint, much of that square footage was occupied by a bulky – and underutilized by the homeowners – jetted corner tub and deck. Additionally, although a glass block window in the shower provided a small amount of natural light, the clients craved a brighter space.

Part of a whole-home renovation, the remodel of the master bath was planned with an eye toward enhanced functionality and updated style, as well as enhanced natural and artificial lighting. Designer Ekaterina Groznaya of Studio E Designs LLC battled supply chain and installation issues to produce a bath the family could be proud of for years to come.

AFTER

By installing a clear glass transom window and layering strategically placed task and ambient lighting, Gronzaya was able to create the well-lit environment the family craved. Even the fog-free shower mirror features LED lighting for convenient grooming.

While the jetted tub did not see much use, the clients still wanted a freestanding tub in addition to a large walk-in shower. A large wet room featuring sleek, minimalist fixtures was created, with 12mm porcelain slabs by Daltile sheathing both the walls and floor for a clean aesthetic and easy maintenance. Features including non-slip flooring, grab bars and a curbless walk-in shower ensure the family will be able to enjoy the bathroom at all stages of life.

Custom floor-to-ceiling cabinetry from Italy provides plenty of storage, with reeded fronts delivering a distinctive design flourish. For additional functionality, outlets were installed inside the cabinetry.



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