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**NKBA's 2009 KITCHEN/BATH INDUSTRY SHOW DRAWS BIG BRAND NAMES, C-LEVEL ATTENDEES & NATIONAL MEDIA**

*Excitement builds for new products as designers see renewed consumer interest in spending to upgrade homes and purchase green products*

ATLANTA, GA (May 6, 2009) --- The National Kitchen and Bath Association's 2009 Kitchen/Bath Industry Show (K/BIS) in Atlanta was buzzing with excitement as exhibitors both large and small debuted and previewed a bumper crop of new and enhanced product introductions.

"Across the board, exhibitors told us that the quality of the attendees at K/BIS was superior, with fewer 'tire-kickers' and more decision makers," said Suzie Williford, 2009 president of the NKBA. "The exhibitors and attendees who came were there to do business."

Jenn-Air exhibited at K/BIS for the first time in two years. "This show drew the right type of attendee for our brand, and our booth was unbelievably crowded the entire weekend," said Deb O'Connor, senior brand experience manager, Jenn-Air.

"We were excited and very glad that we came," said Angela O'Neill, director of marketing for Wellborn Cabinet, Inc. "K/BIS stimulates ideas, education and the industry."

Diamond Innovative Garage, which manufactures garage organizing and storage solutions, was one of the non-traditional exhibitors at the show. "We found good leads and we're in the right place," said Rob Marker, a distributor for the company. "We thought that kitchen people looking for secondary lines would be a good target and those people paid attention to us here."

**Best of K/BIS and NKBA Design Competition Winners Announced**

In addition to the show floor, the 4-day event included the Best of K/BIS, whose winners were announced May 2. Winners included:

*Best of Competition Awards*

Bath Category, Quick Drain USA for Quick Drain Channel Drain System  
Kitchen Category, Affluence Seamless Sink for Affluence Seamless Sink

### *Bath Category Awards*

Gold Award, Seura for ONE Television Mirror

Gold Award, Quick Drain USA for Quick Drain Channel Drain System

Silver Award, Emtek Products for the Stainless Steel Collections Bright Handle Product

Silver Award, El Dorado Stone for Gemstone Walls

### *Kitchen Category Awards*

Gold Award, Affluence Seamless Since for Affluence Seamless Sink

Gold Award, Element Designs for High-Gloss Solid Surface PARAPAN Doors

Silver Award, Atlantis Outdoor Kitchens for Atlantis Cabinetry

Dan Sullivan, president of Affluence Seamless Sinks offers, “We were exposed to people at K/BIS that we never would have otherwise had a chance to meet including top designers from around the world and the most influential people in the industry.”

On May 1, the NKBA proudly announced the winners of the 2009 NKBA Design Competition, which received a record 679 entries. Over \$100,000 in cash prizes was awarded. Some of the winners include the following. The winners of the 10 additional categories can be found at [www.NKBA.org](http://www.NKBA.org).

- The Pinnacle of Design (sponsored by Sub-Zero/Wolf): Jennifer L. Gilmer, CKD, Jennifer Gilmer Kitchen & Bath, Chevy Chase, MD
- Best Overall Kitchen (sponsored by Miele): Siri Evju, CKD, CBD, Siri Designs, Portland, OR
- Best Overall Bathroom/Powder Room (sponsored by Dal-Tile): Lori Carroll, Lori Carroll & Associates, Tucson, AZ
- Best Before & After (sponsored by This Old House): Diane Foreman, CKD, CBD, Neil Kelly Design Build/Remodeling, Lake Oswego, OR
- Best Sustainable Kitchen (sponsored by Monogram): Laurie Belinda Haeefele, Haeefele Design, Newport Beach, CA
- Best Sustainable Bath (sponsored by Rheem): Brian M. Johnson, AIA, Collaborative Design Architects/HSD Studio Billings, MT

Over 530 media were registered at the show, representing over 250 different media outlets. “From a media standpoint the show was a huge success. There was a steady flow of high-profile media that were interested in learning about our various product lines,” added Allison Gatta, GE Consumer & Industrial Public Relations Product Manager.

National design television shows and design personalities could be found throughout the show floor filming the best the industry has to offer for upcoming segments and specials. They include an exclusive television special on HGTV, the DIY Network, and nationally-syndicated *Today's Homeowner with Danny Lipford*®, who also did a live broadcast of his radio show *Homefront with Danny Lipford* on May 2.

Some of the celebrity personalities at the show included Paul DiMeo, Didiayer Snyder, and Ed Sanders of “Extreme Makeover: Home Edition”, Food Network’s Aida

Mollenkamp, Karl Champley of DIY Network's "Wasted Spaces" and "DIY to the Rescue," HGTV's Pat Simpson, and John Gidding of HGTV's "Designed to Sell."

Next year, K/BIS will return to McCormick Place in Chicago, April 15-18. Updates can be found at [www.kbis.com](http://www.kbis.com).

#### *About the National Kitchen & Bath Association*

The National Kitchen & Bath Association (NKBA) is a non-profit trade association that owns the Kitchen/Bath Industry Show & Conference (K/BIS<sup>®</sup>). With approximately 40,000 members, the NKBA has educated and led the kitchen and bath industry for more than 45 years. The mission of the NKBA is to enhance member success and excellence, promote professionalism and ethical business practices, and provide leadership and direction for the kitchen and bath industry worldwide. For more information, visit the NKBA Press Room at [NKBA.org/Press](http://NKBA.org/Press) or call 800-THE-NKBA (843-6522).

#### *About the Nielsen Business Media*

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#### *About Kitchen and Bath Business (K+BB)*

*K+BB* magazine, published by the Nielsen Company, reaches 50,000 interior designers, architects, kitchen design specialists, custom builders and remodelers each month. This monthly magazine blends exclusive features on cutting-edge business developments, installations and industry personalities with solid market research. *K+BB* was the first magazine to recognize and serve this industry, and continues to provide progressive and insightful coverage of the industry's products, trends, and services, with a sophisticated visual style befitting a design-oriented readership. For more information, please visit [www.kbbonline.com](http://www.kbbonline.com).