



**FOR: KITCHEN & BATH INDUSTRY SHOW (KBIS)
NIELSEN EXPOSITIONS**

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**KBIS 2010 EXHIBITOR SPOTLIGHT: NEW & INNOVATIVE
PLUMBING FIXTURE PRODUCTS FOR THE KITCHEN & BATH**

ATLANTA, GA (February 8, 2010) – The 47th annual [Kitchen & Bath Industry Show \(KBIS\)](#) comes to Chicago's McCormick Place on **April 16-18, 2010**, where more than 30,000 attendees and nearly 700 exhibitors and co-exhibitors are expected to attend. With many of the world's leading kitchen and bath manufacturers showcasing their products, one of the largest categories that will be represented on the tradeshow floor are all the new and innovative plumbing fixtures that includes an array of bathtubs, faucets, showers, sinks, toilets, whirlpools, bidets, saunas, spas, and other bath and kitchen-related products.

With major manufacturers such as Kohler, Moen, TOTO USA, Delta Faucet, Masco Corporation, Aquatics, and Ronbow Materials headlining the three-day show, everything from the sleekest new faucet designs and sinks, to the most high-tech toilets and showers will be on display in nearly 350,000 square-feet of expo space. Some of the most avant-garde and inventive plumbing fixture products that will be showcased at KBIS 2010 include the following items (**photography available**):

- [MAAX \(BOOTH #S519\)](#) – MAAX Bath Inc. is a leading North American manufacturer of award-winning bathroom products for the residential housing market. At KBIS 2010, the company will be featuring the freestanding **Viaggi bathtub**, which radically transforms the art of bathroom design, and similar to a sculpture in a museum, this stunning piece is designed to take center stage in the bathroom. The tub sits effortlessly atop a solid wooden base and features a strikingly modern clean-cut design. Its rich and earthy textures and colors add to its revolutionary structure an air of modernity and the new bathtub is also amazingly ergonomic.

- [TOTO USA](#) (BOOTH #S1231) – TOTO USA will be featuring the **Aquia Wall-Hung Toilet** (a part of its Aquia Bath Collection), which was designed to reflect the delicate curves of nature that have inspired the aesthetics for this dynamic Collection. Because it attaches unobtrusively to the wall and its tank is hidden inside the wall, this toilet unit blends easily with any environment. The vitreous china used in this product has TOTO patented nana technology SanaGloss glazing, which prevents the build-up of grime with its super-smooth, ionized barrier, and its Dual Max Flushing System inside the bowl insures that the bowl is thoroughly cleaned with each flush. It also saves a total of 9 inches of room space as its tank is hidden inside the wall, and the toilet is mounted off the floor, which makes cleaning a breeze.
- [AQUATIC](#) (BOOTH #S631) – Aquatic, the world leader in innovative bathware and shower products, will be featuring the **Ava Bath**, which sets the industry standard for those consumers limited with mobility issues. The new tub is a sleek, modern design that beautifies any bathroom unlike the typical accessible bathtub available today which often looks institutional. The tub's easy-transfer automated door lowers to open and rise to close, making entry and exit simple for people who walk up or are in wheelchairs. The product also features a patent-pending, quick-drain feature that empties the 70-gallon tub in an astonishing 30 seconds or less.
- [BLANCO](#) (BOOTH #S2224) – One of the exciting new products that BLANCO will be featuring during KBIS 2010 is the **BLANCO SALON**, which is a high-tech **compost bin** with MircoEdge™ technology to collect everything from fruit and vegetable peels to egg shells and coffee grounds. This product coordinates with any sink and is an eco-friendly way to be eco-conscious indoors and also get a greener garden outside. The SALON is innovative in that it's a built-in composting system that doesn't take up any countertop or under-the-sink space, and it has a sealed lid so you can prevent odors. It's also dishwasher safe and easy to keep clean.
- [HANSGROHE](#) (BOOTH #S1223) – Hansgrohe, the renowned manufacturer of bathroom and kitchen plumbing fixtures will be showcasing their latest **PuraVida™** line during KBIS 2010, which is already a recipient of numerous awards and the company's newest venture with Phoenix Design designed to convey "more form, more emotion." Hansgrohe deliberately turned away from purely geometric forms to embrace gently rounded lines and flowing shapes, and the collection of **bathroom faucets**, state-of-the-art **showers** and wide range of accessories strives to transform the modern bathroom into a soothing oasis. Thanks to a proprietary dual-process innovation, PuraVida offers flowing lines and a stunning, never-before-seen, duet of lacquered white surfaces and high-gloss chrome. Furthermore, the shower components in the PuraVida collection benefit from the company's revolutionary AIR Power™ technology.
- [COSENTINO](#) (BOOTH #S623) – Cosentino, a global natural stone manufacturer, will be launching their new **Integrity sink** which is the first sink to be made completely from one piece of Silestone. Following extensive research, innovation and development, Cosentino unveils this new product at KBIS 2010 which is a natural stone that contains no weak areas or joints. The sink integrates perfectly with the worktop and has all the benefits of Silestone, including

hygienic properties and a high resistance to scratch, stain and heat. Customers will have a choice of 21 popular colors, and at launch, the sink will be available as a single bowl format.

- **MOEN (BOOTH #S638)** – Moen unveils the new **Arbor™ pulldown faucet** at KBIS 2010 which features a graceful, high-arc spout, multi-function pulldown wand and docking mechanism that offers the perfect combination of form and function. In addition, the S-shaped handle, which can be installed on the right or left side of the faucet, adds an unexpected touch of style. Available in a single-hole mount, Arbor blends beautifully into granite and other solid-surface countertops for a clean, refined look. The faucet's single-lever handle offers easy-to-use temperature and flow control, while the ergonomically designed pullout wand and high-arc spout make performing everyday tasks, like filling large pots, in and around the sink easy.
- **XYLEM (BOOTH #S1523)** – Xylem introduces the new **WAVE and BAMBU vanities** with matching mirrors at KBIS 2010, which is a fresh new take on simple Asian-inspired design. With a clear vision on market demand, Xylem is a manufacturer of a diverse selection of products ranging from vanities, faucets, mirrors and sinks for the bathroom. The WAVE vanity and matching mirror set has a contemporary wave theme in rich dark walnut finish that ties in nicely with a white vitreous china sink atop a black granite stone top. The BAMBU set also offers warm hues of dark walnut and real bamboo inlays for an exotic tropical feel.
- **BASCO (BOOTH #S423)** – Basco, which specializes in developing innovative **shower enclosures** for the last 50 years, will be unveiling new products in their **Preceria and Infinity Line** at KBIS 2010. Basco's Preceria family of products has expanded into two new configurations, including the Single Swing Door which provides a compact option for small openings, as well as new options in the door and panel line up, including for wall mount and glass to glass. All Preceria products offer unique elliptical shaped hardware through the design that brings a matchless elegance to the bathroom. Likewise, for Basco's Infinity Line, they are introducing a new 76" height option for all Infinity doors and a new offering with the strike jamb removed for a more frameless and open look, providing an unobstructed view.
- **ROHL (BOOTH #S2618)** – ROHL, purveyors of high-end, **luxury faucets, sinks and fixtures** for America's finest homes, resorts and hospitality projects, will be featuring the new **Vincent Series** collection at KBIS 2010. The promise of the Vincent Series emerged from the mountain resort of Saint Vincent nestled in Italy's Piedmonte region, where picturesque villas and grand villas dot the landscape. ROHL tapped talented Italian craftsmen who interpreted classic European forms and features into striking shapes which resulted in the centerpieces for the new series – the Vincent Three Hole Widespread Lavatory Faucet and Vincent Single Lever Single Hole Lavatory Faucet – combined with Shower Packages, Bidet, Towel Bar, Robe Hook and Toilet Paper Holder accessories which all create a complete, continental look for the bath.

Media Registration: To register for KBIS 2010 to see these products and many more, please fill out the online media registration form at <https://www.xpressreg.net/register/kbis040/media/reginfo.asp>.

About the National Kitchen & Bath Association (NKBA)

The National Kitchen & Bath Association (NKBA) is a non-profit trade association with nearly 40,000 members that has educated and led the kitchen and bath industry for more than 45 years. NKBA.org provides consumers with an inspiration gallery of award-winning kitchen and bath designs, as well as articles, tips, an extensive glossary of remodeling terms, and illustrations and explanations of planning guidelines. At NKBA.org, consumers can also find certified kitchen and bath professionals in their areas, submit questions to NKBA experts, and order the free NKBA Kitchen & Bath Workbook. To learn more, visit the NKBA Press Room at NKBA.org/Press or call 1-800-THE-NKBA (843-6522).

About Kitchen and Bath Business (K+BB)

K+BB magazine, published by the Nielsen Company, reaches 34,000 interior designers, architects, kitchen design specialists, custom builders and remodelers each month. This 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.

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