

# THE WHOLESALE

News of Plumbing • Heating • Cooling • Industrial Piping Distribution

## Penco hosts special events for new showroom

SEAFORD, DEL. — Penco Corporation held two Grand Opening Gala Events on October 7 and 8 at its new Elegant Designs Showroom. Hundreds of plumbing contractors, professional trades, related material suppliers, manufacturers, manufacturers' reps, and regional press and media attended.

The 5,300-square-foot showroom is a division of Penco Corporation, a 58-year-old, family owned, Delaware-based plumbing/HVACR wholesaler with six loca-



*Elegant Designs, a division of Penco, opened its first showroom location in Seaford, Del. Elegant Designs is a 5,300-square-foot showroom for luxury bath and kitchen products. From left are the senior management team: Scott Sapna, George Sapna, Kent Peterson, Jeff Peterson of Penco Supply and consultant Peter Schor.*

tions ranging from 45 to 90 minutes away from the corporate headquarters. This is Penco's first upscale luxury showroom selling bath, plumbing and kitchen products. The showroom is off-site to the corporate headquarters in Seaford, Del. Vice president Jeff Peterson, the third generation of the plumbing wholesaler family, is heading up the showroom.

The showroom features numerous working displays and unique products, including some of the best quality and known lines in the U.S., and many exclusive and semi-exclusive product lines. Some of the lines carried are: Kohler Premier, Delta Brizo, Elkay, Dornbracht, Ginger, Hansgrohe, Jaclo, Jason, Linkasink, Oceania Baths and Rohl.

The showroom was carefully designed by Masco Design Solutions, a totally independent division of Masco Corporation. Peter Schor, showroom educator and consultant and a columnist for *The Wholesaler*, also worked with the Elegant Designs showroom for a full year in preparation for its opening. Elegant Designs is a member of the DPMA and the prestigious Forte Buying Group.

The showroom is staffed with experienced bath and kitchen design and construction personnel: Lisa Venables, showroom manager, and Jodi L. McElwee and Jeff Zhelesnik, sales/design consultants. They were extensively trained on plumbing with the DPMA's extensive *Product Manuals*, sessions with Peter Schor, and by manufacturers and their reps. Visit [www.elegantdesignsshowroom.com](http://www.elegantdesignsshowroom.com).