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INDUSTRY NEWS

Banner showroom opens to the public; garners raves

BUFFALO GROVE, ILL. — The long-anticipated opening of Banner Plumbing & Heating Supplies' showroom at 1020 E. Lake Cook Road here has finally arrived. The 15,000-square-foot space filled with opulent displays allows customers to see and interact with an abundance of state-of-the-art products in the industry.

The showroom was designed to create a comfortable environment for guests to peruse a broad array of the finest product lines available on the market for kitchens and baths. To enhance the experience, Banner staff is on hand to greet guests and guide them to specific areas targeted to meet their unique needs. Designers will also be available to work with customers to help them plan unique kitchens and baths for their homes.

"We built this showroom in response to a need expressed by our customers to see and experience fixtures before making selections," said Gene Hara, the vice president of the company, who is on-site in Buffalo Grove.

The new showroom boasts 61 decorative lines, 38 of which are new to Banner Plumbing. Popular products by TOTO, Hansgrohe, Porcher, Elkay and Franke will be featured in many of the displays. Twenty-three of the newer luxury lines to Banner, including Bear Creek Glass custom blown vessels, HP Austin handmade copper sinks with intricate basketweave front designs, Quiescence hand carved granite and marble sinks and vessels, Vanity Flair custom-crafted vanities with more than 40 designs and finishes, Zoli Loft & Bath contemporary bathroom furniture with glass tops and leather fronts and the Roborn cold storage medicine cabinet that is the size of a standard medi-

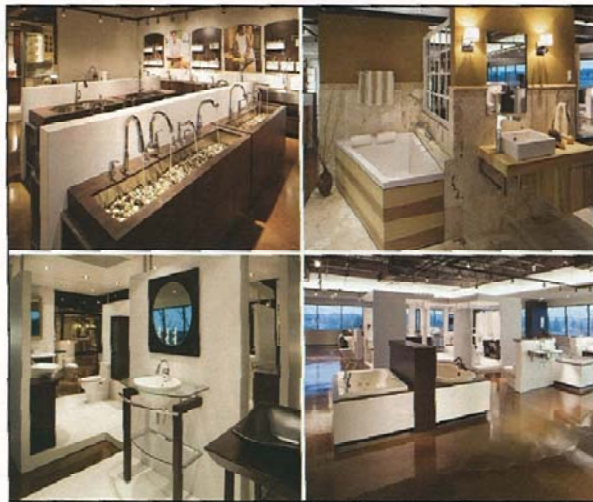
cine cabinet but houses a mini fridge, will be showcased as well.

"We tried to provide a unique opportunity for customers by installing a host of interactive areas," explained Michelle Henderson, showroom manager and head of the design team responsible for the showroom. "Guests can turn faucets on and off, flush toilets, schedule private after-hours appointments to use the tubs and showers (private dressing rooms and towels will be supplied) and can experience the Neorest by TOTO in one of our guest bathrooms. We want our customers to feel good about their purchases."

The showroom has eight working tubs, 16 working lavatory faucets, 18 working kitchen faucets and many toilets that demonstrate different flushing technologies. Guests can pause to see their favorite TV shows when the Séura mirror is set for the television function. Touch screen kiosks throughout describe many of the products. There's even a working doggie wash on the floor.

The displays were created with clean lines so as not to distract customers from focusing on the products. Henderson and her team were very aware that people would be making purchases that they would be living with for many years. To further enhance the shopping experience, specialty coffees and other beverages are available to shoppers.

"It was our strong desire to set the standard for excellence in the industry by providing our customers, wholesale and retail alike, with the highest quality and broadest selection of products available on the marketplace," noted Lee Greenspon, CEO of Banner. "Throughout the history and growth of this company, I have always prided myself on our abil-



Banner Plumbing & Heating Supplies' showroom in Buffalo Grove, Ill., features 61 decorative lines and has eight working tubs, 16 working lavatory faucets, 18 working kitchen faucets and many toilets that demonstrate different flushing technologies.

ity to meet all of the plumbing product needs of our broad customer base. The showroom at Banner in Buffalo Grove is another step in that direction."

The new showroom will be open to the public Monday through Friday, 9

a.m. until 4:30 p.m., or by special appointment. The Buffalo Grove warehouse is open from 6 a.m. until 4:30 p.m., Monday through Friday.

Visit www.bannerplumbing.com or call 847/520-6100 to learn more.