



THOUGHTS

In order to see more “green” in your bottom line, you should emphasize the “green” in your assortment. According to the National Kitchen & Bath Association (NKBA) and the trade magazine *Kitchen and Bath Business* (K+BB), environmentally friendly products have become the most popular choices for kitchens and baths.

This month’s annual Kitchen & Bath Industry Show (K/BIS®) drives that point home, with most major manufacturers of appliances, countertops, sinks, flooring, and cabinetry debuting eco-sensitive lines.

For example, highly renewable bamboo recently emerged as a flooring material and now a line of bamboo kitchen cabinets – designed by the eco-friendly design firm Robin Wilson Home and distributed through Holiday Kitchens – has followed suit.

To complement the burgeoning presence of patio dining, Atlantis Outdoor Kitchens is featuring waterproof bamboo outdoor cabinetry at the mega kitchen and bath show.

Faucet company Moen will be promoting the Envi™ Eco-Performance showerhead, which reportedly reduces water usage by 30 percent while providing a spray that feels similar to the flow of a standard model.

“People want their kitchens and baths to be a reflection of themselves,” says Christina Trauthwein, editor-in-chief of K+BB magazine. “They want them to look great while remaining conscious of their environmental impact. Even in today’s economy, they are willing to spend the money for something that is functional and fully customized to their lifestyle.”

Consumers are interested in expressing their individuality through their appliances, countertop materials, flooring, cabinetry, and furniture choices as well. “If consumers are down about the economy, you’d never know it walking into their homes. We’re seeing more bright colors in everything from appliances to cabinets. Adding color has become an easy and fun way to customize the space,” Trauthwein states.

Elkay®, a manufacturer of plumbing products, basins, and decorative surfaces, has unveiled a series of patterns for sinks that provide a custom look. The Statement Program of-



From the new kitchen cabinet series by Robin Wilson Home, these bamboo kitchen cabinets make a sleek statement that is environmentally friendly.

fers styles that range from traditional to contemporary and in motifs such as Bamboo, His & Hers, Bubbles, Garland Bath, and Seaside.

Noting a growing trend toward quartz countertops due to its natural beauty and carefree maintenance, Elkay is also introducing a new material to its Harmony® family that is molded using finely ground quartz with acrylic resins. These Quartech sinks are injected with an anti-microbial agent to offer a hygienic work surface and are stain- and scratch-resistant. They are also designed to withstand temperatures up to 550 degrees.

According to Trauthwein, there is now more of a “middle ground” when it comes to affordable style. “Previously, consumers only had the choice between very high-end, expensive products or standard products that sacrificed style. Today, we are seeing high-end products have been scaled down and standard products that have taken a stylish leap forward, providing homeowners with more options and incentives to remodel,” she remarks.

Stocking your lighting showroom with energy-saving and eco-friendly products as well as an assortment of styles and finishes will go a long way in helping to strengthen your profits in the kitchen and bath categories. This issue is chockfull of the latest designs, trend analysis, and designer insights for these two crucial rooms. If you have a challenging kitchen or bath project you’d like to share with us, please send us an e-mail at editorial@homelighting.com. We look forward to hearing from you!

LINDA LONGO
EDITOR-IN-CHIEF



All of the sinks in the Quartech line feature Elkay’s new Work Bench™ platform that serves as an alternative work surface while acting as a convenient and safe landing place for heavy and hot pots and pans.



The Statement Program, from Elkay, offers distinctive patterns for creating an unexpected design element in the kitchen or bath. Homeowners can select a motif that matches the theme of the bathroom, the cabinetry detail in the kitchen, or simply reflects the style of their home.