

VOLUME 1 ISSUE 2 / FALL 2004

Luxury Essentials

Great Bars A' Fire

If I Had A Hammer

Mirror, Mirror On The Wall

Off The Beaten Track

Tanning Where
The Sun Don't Shine

A PUBLICATION OF LUXURY MARKETING INC.
New York/New Jersey's Premier Manufacturers Representatives

“All About Luxury”

Luxury Marketing is pleased to share with you, our second issue of...
Luxury Essentials.

The intent of this publication is to inform you of the many products, designs and manufacturers which are represented by
Luxury Marketing Inc.

From invigorating showerheads, to relaxing whirlpool baths ...
21st century laser-cut steel, to 14th century hand-hammered copper sinks ...
traditional bench-made country furniture, to the designs of Philippe Starck ...
Luxury Marketing brings the “best in the business” to you.

Let us assist you in specifying your next project.

Whether a loft in Soho, a house in the Hamptons, an Atlantic City hotel, a summer retreat on the Jersey shore to a hi-rise condo in South Beach.

We are a full-service agency, catering to the needs of Architects, Designers, Hotel Specifiers, Builders, Wholesalers, Contractors & Showrooms.

For the latest updates, please visit us @ www.luxurymarketing.com or we may be contacted toll-free at 877.366.5893

We hope that you enjoy our second and Fall edition of...

Luxury Essentials.

from the editor

“When Luxury Is A Necessity”



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Manufacturers

SPOTLIGHT



The Background

On July 22, 1978... Flitz polish was born to the Jentzsch family and the world. The Jentzschs' consisted of Ulrich "Olie" (pictured), wife Karen and Olie's parents.

It originally was a German imported formula, and was introduced to the U.S. market for use on various metals such as brass, copper, silver, plastics and fiberglass finishes. The Jentzsch's promoted Flitz throughout the retail trade, bringing it in front of consumers at various home shows, state fairs and other public shows. Flitz was quickly accepted by the consumer as the highest quality product with the diversity of being used on "all" metal finishes, plus leaving a protective coating on all finishes.

When the firm was started, Olie and his family traveled over an excess of 70,000 miles every year, driving to different destinations to show their product.

Five years later, Flitz International began setting up manufacturers reps throughout the industries to get better wholesale awareness and bring the line into decorative showrooms. At that time, Chicago Faucets introduced the popular "Renaissance" line, which was an uncoated polished brass finish. These finishes needed tremendous maintenance.

Along came Flitz to the rescue and was soon endorsed by other manufacturers such as Rohl, Bates & Bates, Santec, Vance sinks and others.

Some actually provided samples of Flitz packaged with every product.

The Company - Today

Today, manufacturers have created new coatings such as "lifetime finishes", "living finishes" and "patina finishes." Not to mention stainless steel, nickel and brushed finishes.

In addition to the traditional line of Flitz polish, Flitz now manufactures "Faucet and Fixture Wax" for "living" and "patina" finishes. Others include "Marble and Granite Polish", "Stainless Steel Cleaner" and spray products.

In 2005, Flitz will introduce an organic salt product that will actually help remove heavy calcium and tarnish, quickly on all metal finishes, fiberglass and acrylic tubs and shower stalls.

What began as a German immigrant coming to the United States with the ultimate dream, has grown into a company that sells its wares worldwide and manufactures at its headquarters in Wisconsin.



Often seen on his various Flitz television infomercials, "Olie" tirelessly travels with his mobile Flitz booth to various shows such as automobile, kitchen and bath, truck and tractor, boat, gun and motorcycle.

1978
2004



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For more information

about these manufacturers,
contact a Luxury
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Turn on the Press



with the **hottest** agency in the industry!

Jennings & Company is proud to represent some of the finest manufacturers in the luxury kitchen and bath industry.

Established in 1992, Jennings has a strong belief that a strategic public relations program is the backbone of a successful marketing campaign.

The agency works with the leading consumer and trade editors securing substantial press coverage for their select group of clients!



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Rub-a-dub-dub... Gettin' more from your tub

W

Who would have thought that bathtubs would go from having three colors and one size to what it is today.

Today, tubs come in hundreds of sizes, colors and styles. You can choose air bath, whirlpool, over mount, under mount, corner, alcove or freestanding. Then you get to the sizes of tubs, which is enough to send the calmest person to the psychologist. If this wasn't enough, imagine what the customer feels like as we try to explain all of this to them. There is an easier way!

Americh Corporation offers a simple, easy and budget-minded way to choose a tub. First, find the size of tub that will fit the room. Second, find styles of tubs within that size. Third, choose from tub only, builder series, luxury series or platinum series. Finally, choose air bath option, color and drain location.

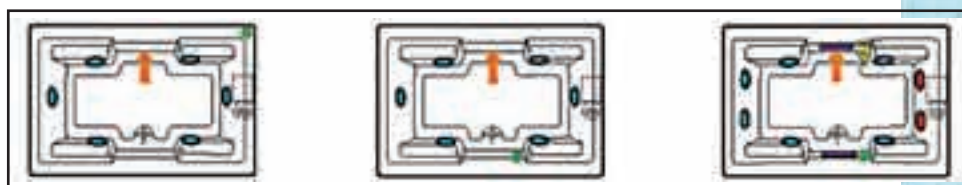
If you were lost on what the different series of tubs are, you might be using the wrong tub manufacturer. Americh Corporation offers tubs with standard option packages, much

like buying a car.

What about the non-standard type of customer, who wants custom locations of pumps, jets or that hard to find color Seafoam Green? Not only is this easy to do, but there is no additional charge. Americh makes all tubs as the order is received. This allows them to put that spiral jet at whatever location the customer wants. Americh offers 16 standard colors which match major china manufacturer colors at no extra cost. They also offer custom color matching to every company out there. The pumps can be placed in a plumber-friendly location and the whole tub will be water tested and pre-leveled prior to leaving the factory.

Americh Corporation has been an industry leader for 22 years. Americh offers over 100 styles and sizes of tubs made of lucite acrylic the surface of choice in high quality bath products.

Americh products are designed for longevity and with a 20 year warranty backing it up, they mean it!



From the Jersey side with... BRIAN



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For more than 20 years, Americh has been dedicated to creating the very best personalized bathing systems. Somewhere along the road, we've learned that the end result is more than just a product.

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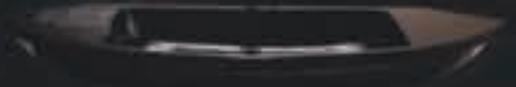
Ed Richmond
President, Americh Corporation

Americh offers Whirlpools, Airbaths, Combos
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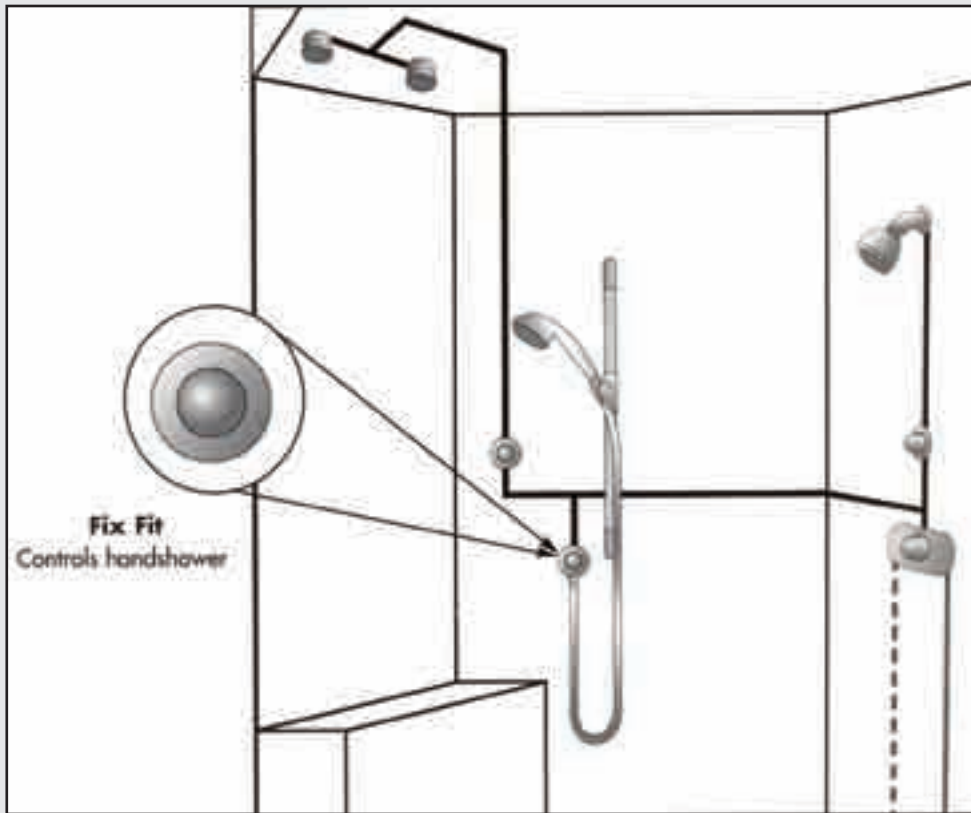
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Designing with...Dennis!



Getting “turned on” in the shower!

Bathrooms have become a sanctuary in this crazy and hectic world.

For over 100 years, **hansgrohe** has been the leader in shower products.

But today, bathrooms are no longer just a hidden room in the house. Homeowners want a room to be an extension of their personalities. What once was considered a luxury is now a necessity.

The day of the plumber making all product and related decisions have long past.

With the recent trend of larger shower areas, **hansgrohe** has been able to meet the desires of the designer and end user with an amazing functional device ... the “fix-fit” outlet.

The “fix-fit” serves a dual-purpose, but satisfies the needs of many. While acting as a standard wall outlet in bringing water to the shower hose, it also incorporates a volume control and an on/off feature.

A large portion of the bathroom budget is allocated for tile. Natural stones, imported ceramics and glass tiles become the focal point

of interest. Using the “fix-fit” minimizes the drilling of an additional opening in the wall.

The shower systems of today generally feature a bench that is opposite the showerhead and controls wall. Many assume that the bench is for sitting, but another popular use is for shaving ones legs. Placing the wallbar and the “fix-fit” near the bench gives an advantage of operating the handshower from a comfortable position.

In addition, the adjustable wallbar lets you position the spray of water to multiple parts of the body. Lowering the handshower to leg level, and turning it off when lathering or shaving, makes an unpleasant task, a bit more pleasurable. The adjustable height feature is also great for small children showering. Also don't forget, it will allow you to shower without wetting the hair and not use a shower cap.

The “fix-fit” is an AXOR exclusive that is available in all handle styles, finishes and collections. Using it shows your customer, that the salesperson has well thought out the need for personalization and functionality of the customers dream shower.





Tune into the past and the present with Hansgrohe's new premium faucet series, Retroaktiv. The series features 3 classically styled handles and 3 spouts: the energizing spirit of Swing, the seductive forms of Tango, and the youthful vitality of Limbo. Best of all, the handles and spouts are all interchangeable.

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The brand for bathrooms

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mirror when you don't.

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For more information about how the convenience of Séura Television Mirrors can enrich and enhance your lifestyle, contact Séura, Inc.

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www.seura.com

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Turn it off, it's a mirror.



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Custom sizes are
also available



The Séura™ Television Mirror offers a discreet, prestigious and elegant way to bring information and entertainment into your personal spaces without clutter or disruption. When the power is on, the LCD displays crisp, vibrant images. Turn it off and the screen quietly disappears into the mirror. You get all the benefits and convenience of television while preserving the integrity of your interior design.

Séura units are easily installed in new construction, and retrofits usually require only minimal modifications. Two styles are available.

The Surface-Mount Model hangs on the wall like a picture. Specially designed mounting brackets simplify installation. Sides are available in ready-to-finish wood (cherry, oak or maple) or mirror panels.

The Recessed Model mounts directly to the wall framing, giving the appearance of a flush-mounted mirror with finished, polished edges. The television unit and mounting hardware fit into a cutout behind the mirror.

For more information about how the convenience of Séura Television Mirrors can enrich and enhance your lifestyle, contact Séura, Inc.

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www.seura.com

Mirror, Mirror on the Wall

MIRROR MIRROR ON THE WALL

How many times has this happened to you in this rush-rush world?

The alarm goes off and we desperately try to make the most out of our 60 minutes of morning time, before we're off to work. Make the coffee and while in the bathroom shower or shaving, we turn up the radio or television so that we may catch up on current events. No time to sit down and watch or listen and now more than ever, we want to be aware of current events.

Imagine bringing an invisible television into your bathroom... now you see it, now you don't. No electronic black screen taking up valuable decorative real estate. Well, wait no more.

A Wisconsin-based company named Seura has marketed a new product named, the Seura Television Mirror. An unusual cross between a TV and a mirror, the product allows homeowners to watch news, sports, or when connected to a dvd, movies in the comfort of their bathroom suites without the clutter associated with a television monitor. And when not in use, it simply becomes "invisible" within the mirrors reflection, affording designers and builders the ability to install a TV in the bathroom without detracting from the overall design integrity.

*Turn it on, it's a television.
Turn it off, it's a mirror.*

The LCD TV is controlled by a remote, and features special formulated glass that allows the display to be viewed through it. The Seura Television Mirror also has built-in stereo speakers for quality listening.

Power it on, now you see it! Power it off, now you don't!

Seura Vice President, Gretchen Gilbertson, says that there have been demands for various other applications as well.

"People want to put these in the bars and executive offices as well. And we're also coming out with a 43 in. plasma unit to put over the mantle or fireplace."

The Seura Television Mirror is available as a recessed or surface-mount configuration and is currently offered in most common mirror sizes. It can also be customized to accommodate a variety of mirror sizes.

Its mirror glass color has also been improved to match the quality of other mirrors or medicine cabinets offered today.

Enhance your lifestyle, with a Seura Television Mirror.



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Adjust Your Way to
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Elite Bath brings the timeless beauty of **BRONZE** to functional use. With a history in the fine arts and years of experience in the plumbing industry, Elite brings exclusivity to homeowners who admire fine art but also appreciate its practical use. From the kitchen and bar to the bath, Elite has something for every area of the home.

The diversity and durability of our solid cast bronze sinks and tubs set us apart from the common fabricated alternative. From old world to fine art finishes, each Elite product is crafted by the hands of artists and each is a signed original.

Elite Bronze is more than a purchase; it is an investment in the home. See our fabulous line at a showroom near you or visit www.elitebath.com.



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This unique solid bronze bathtub, was designed and handcrafted by Elite founder, Joe Jumalon. Part of Elite Baths "Serenity Series", this bathtub retails at over \$100,000 and only a limited number will be created.



Elite Bath solid bronze 33" Farmhouse sink with optional decorative front, which are available in several scenes. Farmhouse sink is available in 2 sizes and is now made in your choice of bronze or stainless steel. Decorative tiles are also hand-made for background border tile.



Heavy Metal

A little bit of... FAETH

Man first stumbled across bronze around 2500 B.C., in what today is known as Iran.

Civilizations at the time had been using copper for tools, art and weaponry. Copper, being a soft and malleable metal, did not hold an edge or hold up well for many practical uses at the time. The accidental introduction of tin in a copper melt, thus creating the first bronze alloy had changed civilizations dramatically.

Bronze is timeless, holding its structure and form from dates of its first conception.

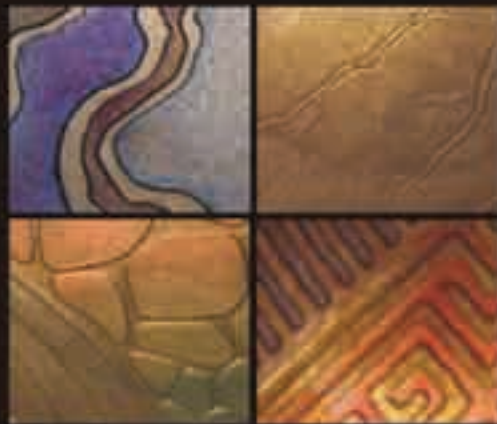
Archaeologists continue to discover ancient weaponry, art works and coinage of times long past. Figures of kings, gods and famous folk are forever immortalized in the cast creations of their time. Bronze is not only admired for its durability, but natural beauty. Throughout history, man has learned how to manipulate bronze and bring forth invention.

It is through bronze in which we are not only told a story, but through bronze we continue to evolve.

Elite Bath is proud to be part of this evolution. Elite Bath produces sinks for kitchen, bar and bath in several patina finishes. Pedestal and console sinks, mirrors, decorative tile borders, as well as a solid bronze bathtub.

All of their products are designed and handcrafted by artist Joe Jumalon, and custom orders are a unique part of the Elite Bath business portfolio.

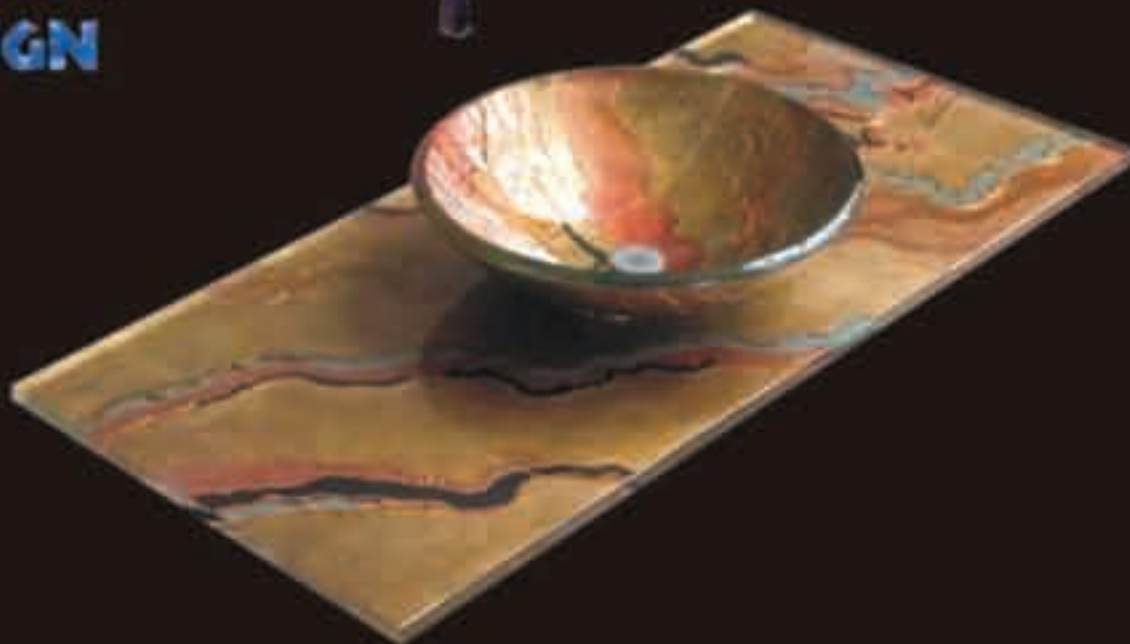
Elite Bath is not just about building a product. It is also a time capsule immortalizing this time period and our customer's history.



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the poop scoop

FALL 2004



July 31st

Blake gets married to Mr. Dan Rivas!



September 1st

Inaugural launch of Luxury Essentials Magazine to over 4,000 professionals.



October 1st

Luxury Marketing wins 2004 DPHA "Website Of The Year" award. Voted #1 for a second consecutive year.

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October 1st

Darlene Faeth joins Luxury

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La Tradition est un Art

We need specialized people in today's world. When your car needs service, the best person for that job is a mechanic. When your hair needs cutting, the best person for that job is someone who has trained and practiced the art of hair cutting/styling. The same is true for the designing of our living spaces. Designing is both an art and a science. It takes lots of training, experience and natural instinct to be a designer. Designers know what works; how to incorporate products that appeal to the senses while working in harmony with the surroundings. When you want to redesign your surroundings, the best person for that job is a designer.

In an attempt to harness the knowledge of the nations best designers, in fall 2003, the people at "House & Garden" undertook a massive, unprecedented effort. A 10 page questionnaire covering 12 major design categories and 72 sub-categories went out to leading design professionals nationwide. This landmark research initiative, known as "The Best on the Best", was a tremendous effort to ascertain the design community's preferred brands and products across a broad range of home design categories. The survey used "open-ended" questions to enable respondents to make their own choices without prompting.

Despite the survey's length and breadth, the response was extraordinary. The designers' willingness to share their preferences with the world was completely selfless. Information from hundreds of the nations leading minds in the design field was compiled and the results were tabulated by an independent market research firm.

The results...

Herbeau Creations came out a clear winner in the 4 categories in which their products reside: "BEST FAUCETS, BEST SINKS, BEST FIXTURES and BEST BATHTUBS." Designers across the country chose Herbeau as their preferred brand when specifying products in these 4 categories.

Why is Herbeau the choice of designers nationwide?

At Herbeau, "La Tradition est un Art." Five generations of family tradition, since 1857, have made Herbeau a leading source of authentic period designs including but not limited to 19th Century French and Art Deco. Original designs by Maurice Herbeau (b.1899) remain true to their historic origins while being blessed with the latest technical adaptations. The human touch is evident in every stage of the manufacturing process, creating a resilient beauty no machine process can duplicate. Coordinating decorative hardware and accessories are available in a variety of finishes ranging from the grace and charm of the living finish "Weathered Brass" to the time tested resiliency of the lifetime finish "Solibrass." So, as you can see, at Herbeau, tradition truly is an art form.

Just as Herbeau is honored and humbled to receive such recognition and respect from the design community, we too at *LUXURY MARKETING* are proud to represent such a fine company!

For more information on Herbeau products please visit our web site at www.luxurymarketing.com.

Gabbin' with...GREG!



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Atlas Homewares designs and markets a stylish line of decorative hardware including knobs, pulls, bath ensembles, house numbers, doorknockers and doorbell buttons. Headed by style director Adrienne Morea - the company has earned nationwide attention for its progressive design style. The Atlas products are the new "object of desire" for the home.

atlas
H O M E W A R E S

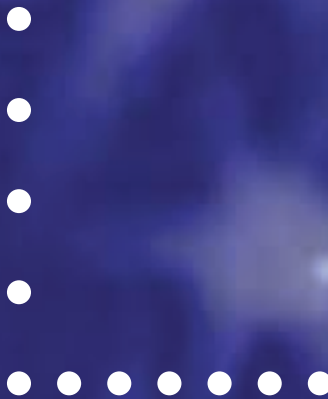
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& chrome

“All that Glitters, may or may not be Gold..”

Living finishes, PVD finishes, brushed finishes, polished finishes...
brass cleaners, lime and scale removers, polishes, waxes, abrasives ...
fiberglass, acrylic, stainless steel, marble & granite, glass, brass, copper...

“How can a homeowner decide what to use and what not to use?”

Since 1978, Flitz has been world-known as the premier polish and protectant in the industry. From motorcycles to boats, plexiglas to stainless steel, solid surface to gun barrels... Flitz has a product for you.

What type of surface can I use Flitz on?

Flitz is non-toxic, non-acidic and non-abrasive, which makes it extremely safe to use as a strong, effective cleaner on just about any solid surface. This includes all metals, from your best gold and silver, to the aluminum and chrome on your car or motorcycle. Other solid surfaces include fiberglass, acrylic, tile, marble, plexiglas and hard laminates like formica.

What makes Flitz Wax better than others?

Flitz Faucet and Fixture Wax Protectant are formulated with 40% Carnauba and Beeswax for an extremely hard shine that lasts and lasts. Flitz Wax is an excellent cleaner for delicate surfaces which require no heavy cleaning or tarnish removal.

Depending on your individual needs, Flitz has a special product for you.

Products include such items as Liquid or Paste Metal Polish, Plastic Polish, Fiberglass Restorer, Marble and Granite Polish, Faucet and Fixture Wax, Wax Protectant and Stainless Steel cleaner with degreaser.

Unlike most competitors products which simply clean, all Flitz products leave a durable protectant behind, to insure a long lasting shine.

Flitz is available in a paste or liquid formulation. Besides consistency, the paste has the most concentration of cleaning power and contains an added ingredient for longer lasting protection. The liquid is not as concentrated as the paste, but will give you comparable polishing results on most surfaces. The liquid will cover more area for less money and is a great choice for a large area such as boats or an area that must be maintained regularly such as sinks or brass railings.

For brushed or stainless steel finishes, Flitz Stainless Steel & Chrome Cleaner spray contains a degreaser, that will not leave an oily film or funny streaks like the competitors will. The spray is easy to use and will leave the surface clean, without attracting fingerprints or dust.

So... no matter what your situation is, Flitz shines and protects above and beyond the rest!



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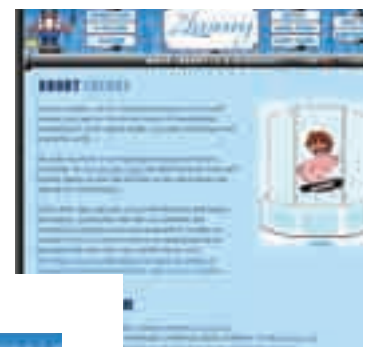
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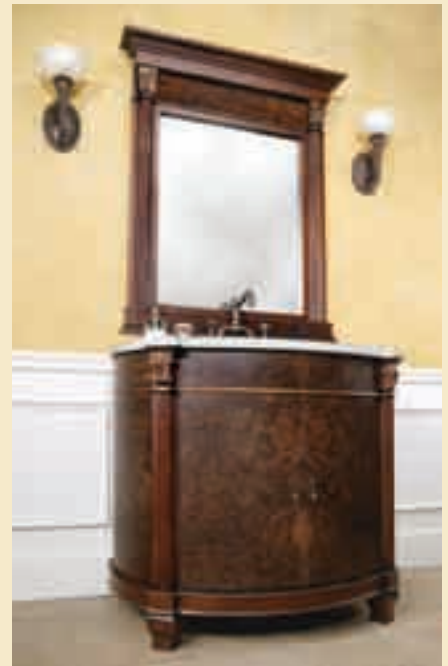
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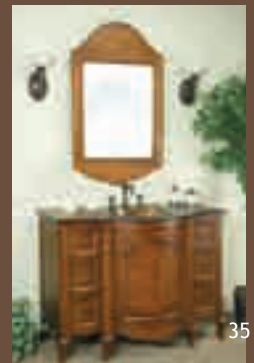
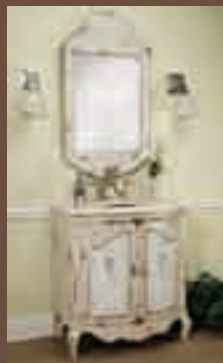
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HISTORY OF COPPER ARTISANS

The coppersmiths of Central Mexico developed their metallurgical techniques in pre-Columbian times. The indigenous Purepecha passed on their skills through the families, who then merged their techniques with those of the Spanish to form a very unique style and process for which their region is known. This area of Mexico is associated with a rich history of success, revolution and reconstruction. However, throughout all of the transitions in time, coppersmithing has always been the foundation of these artisans lives.

THE ARTISANS LIVES

The pounding of the coppersmith's hammers is music to the ears in this area whose communities are structured around copper. In recent years, the economy of this region has grown, due in part to copper's popularity in neighboring countries. This economic revival has given the residents more ability to create works of great importance and these artisans are gaining acclaim from master metalsmiths worldwide. This economic change affects all that live in the communities and we see exciting changes happening with all the families that we work with. The families are now able to buy homes, expand their businesses, treat ailments and send their children off to universities. Our artisans work in small family-run workshops passing on the knowledge of the craft from one generation to the next. Their lifestyle has continued to exist because of their tight families and communities. As in the past, their lives are primarily focused on the traditional values of Mexican culture: family, community, religion, hard work and... the all important... fiesta.

TOOLS AND TECHNIQUES

The basins are fabricated by the hands of the craftsmen. The Master craftsmen even make their own hammers, allowing them to create works that directly represent their own style and ability. Mining of copper is unnecessary now because recycled copper is widely available and extracting the pure form is done with ease.

The artisans traditional techniques allow for the workshops to be located in open patios. The fire to heat the copper and make it malleable (annealing) burns within the shops. Stakes of cast iron or steel are imbedded in logs or tree trunks for stability and the copper is hammered directly on these rustic anvils. The laborious process of crafting a basin involves continually reheating the copper while working it to keep it malleable. Basically, the coppersmith will heat the metal in the raging fire and then hammer it while it remains warm and repeat this process over and over for each basin. Once the shape is defined, the craftsman will finish the basin with a polishing hammer, creating the remarkable texture and lustrous glow on the copper. All of the hammering reinforces the copper to make the metal more rigid and strong. The entire process takes several days to complete.

THE BENEFITS OF COPPER

The copper basins are beautiful yet practical. Coppers' antibacterial properties effectively stop the growth of many micro-organisms and bacteria. Traditional stainless surfaces allow for the viable pathogens to survive for weeks, whereas coppers' natural antimicrobial effects kill the dangerous bacteria in a matter of hours. Copper is also easily recycled. 40% of the worlds demand for copper is met through recycling. Copper also has incredible resistance to corrosion, making it the mainstay in the plumbing and pipe industry.

IF I HAD A

A polishing hammer is used on an anvil to create texture. After the basin is in the desired shape, the craftsman will finish the process with the polishing hammer to add texture and enhance the copper's natural warm glow.



Edge thickening to reinforce the sides of the basin. Creating this simple flat bottom shape is the first step (entailing several hours of work already) in the Raising process. From there the artisans will use the specialized hammers and painstakingly pound the metal, making consistent hammer marks and evenly rounding the basin.



The Annealing Process (heat treating/softening the metal after it has been work hardened with steel tools).



Quenching the copper in cool water after pulling it out of the red-hot fire. This creates the gorgeous variation in color and strengthens the structural properties of the metal.

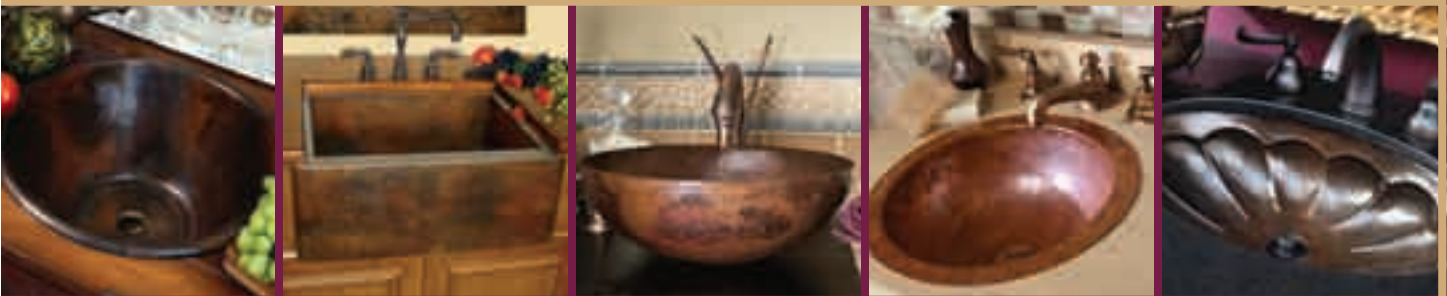
HAMMER

We wish to thank Bob Noone, National Sales Manager of Native Trails, for his assistance in this article.

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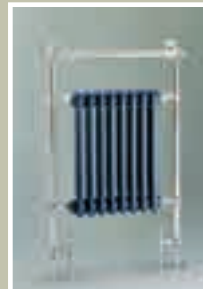
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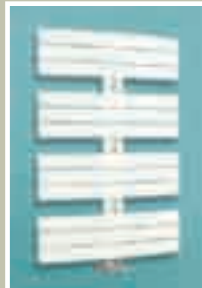
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Off the beaten track



In studying market trends related to shower and bath enclosures, we have noticed an upswing in the use of less obtrusive, yet highly functional bath and shower enclosures. Bathroom designers are always looking for ways to keep their "space" free and clear of unnecessary fittings or fixtures. The use of old style shower curtains is no longer practical, functional or sanitary.

Bath screens are a great alternative to traditional shower doors and enclosures. Cesana bath screens are practical, clean, safe and unobtrusive in any bathroom design.



Having no tracks or hardware to gather water, mold or mildew... the bath screens are extremely easy to keep clean. The innovative and sleek design blends naturally into any setting without detracting from the look and feel of the bathroom. The solid glass panels and tight fitting water seals keep water in the shower and bathing area, while reducing the noise of running water in the rest of the bathroom.

In addition, bath screens are safe and allow easy access into the bathtub. Cesana bath screens pivot 180 degrees into or out of the bathtub when not in use. One can conveniently move the screen "out-of-the-way" for cleaning, entering the tub or even just to provide a wide open view of the room. Cesana has been producing shower enclosures for over 35 years. Quality, craftsmanship and innovation is apparent in every product created by Cesana, mainly due to the construction from quality materials and precision fabricating processes. The result is a product that is long lasting and maintenance-free.



Aquaware America is the importer and distributor of Cesana in the United States and Canada. Cesana is also the leading manufacturer of quality shower enclosures and bath systems, in Italy.

We wish to thank Mr. Tony DeBrizzi, President of Aquaware America, for his assistance in this article.

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SHOWER DOORS AND SCREENS BY CESANA



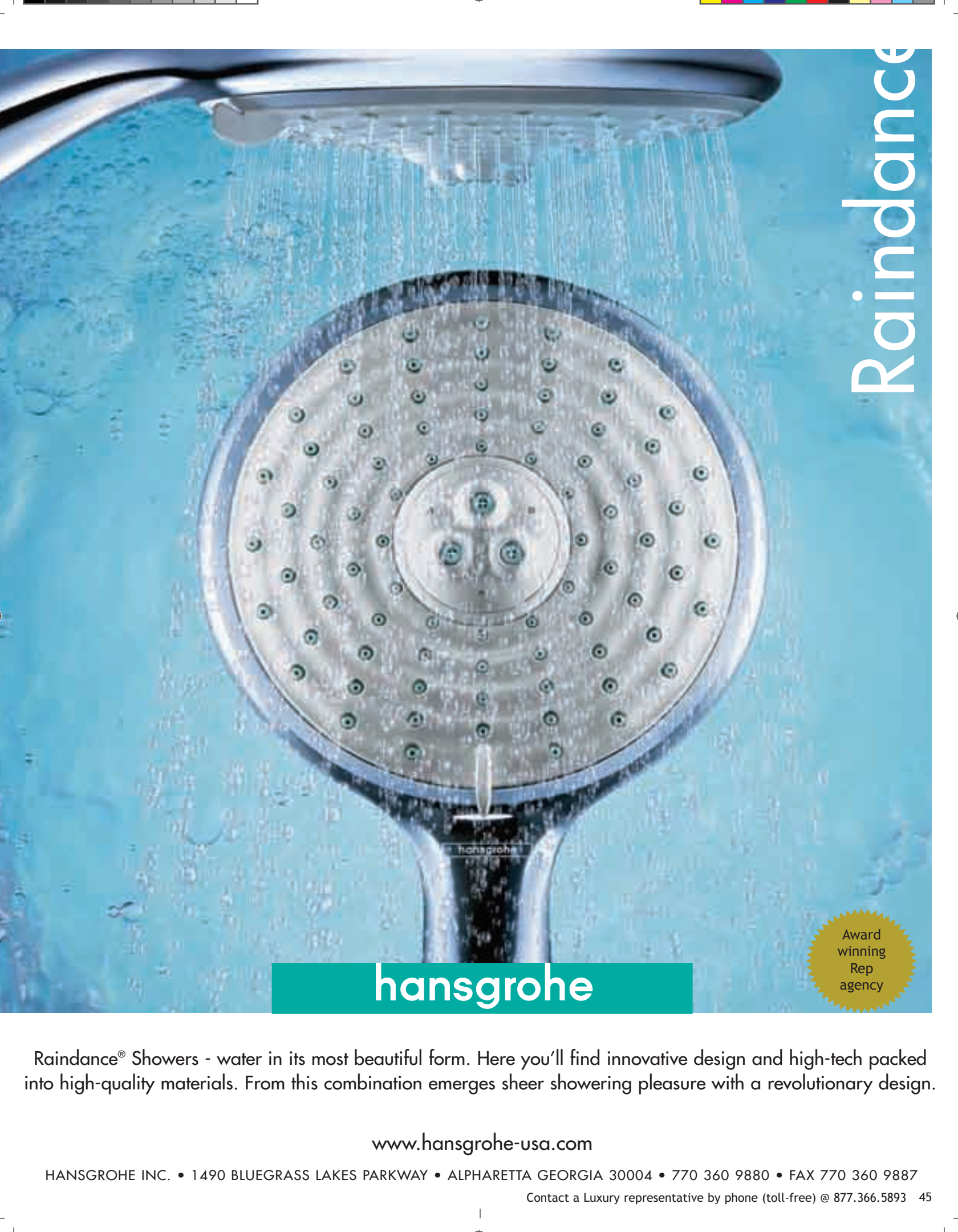
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Between uses of the whirlpool or air system, residual water could remain in the piping system. This water may contain body oils, exfoliated skin, hair and soap residues which join with hard water deposits to create a bacteria buildup. Jet Fresh is formulated to break the bond of these deposits from the internal surfaces of pipes and fittings.

Create a Clean and Safe Bathing Area

Jet Fresh creates an environment that is unfavorable for growth of organisms, mold and fungi. By removing their food and lodging surfaces, the micro-biological elements have no place to form a home.



Safe, Effective and Easy to Use

It is recommended that customers use JetFresh once a month to thoroughly, yet safely, clean and maintain their systems. The formula deep cleans pipes where bacteria begins, yet no disassembly of pipes is required. Simply pour 2 oz. of JetFresh into the tub filled with clean or used bath water. Run the system for 15 seconds and let solution set in tub for 15 minutes. This time allows the solution to work into the piping system. Simply drain the tub and enjoy clean bathing!

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Steel N' Home



Stainless steel has been the most popular choice in kitchen sinks for consumers for years. It's durability, ease of cleaning and the ability to work with any décor makes it a great choice.

Over the past few years, manufacturers have unveiled stainless steel appliances such as dishwashers, refrigerators, ranges and microwaves.

Taking it one step further, manufacturers are offering the "Professional Series" appliances. With all the food network shows on television, everyone wants Emeril or Martha Stewart kitchens. They want the professional cook tops, Sub-Zero refrigerators, double ovens and even two sinks designed into their kitchen.

Kitchens are fast becoming the major focal point of the home. Designers want to create beautiful kitchens, blending the "coolness"

of stainless steel and the warmth of wood cabinetry, but have not had the correct tools until now.

Omega Cabinetry has the answer for the ultimate contemporary chic kitchen. Their stainless collection features select wall and base cabinets with door and drawer fronts made of stainless steel along with the standard wood box construction.

The doors are available in three different styles: glass prep, inset panel and slab. All drawer fronts feature slab styling with stainless steel wrapped on the front and sides of an MDF core.

Once again Omega is listening to the "wants" of the consumer and offering you the best quality in cabinetry.



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GREAT BARS

A' FIRE

Decorative radiator or towel warmer...
You decide!

A TOWEL WARMER?

40 to 50 years ago, England was still noted for a cold, damp climate and images of people huddled around fireplaces. While the weather hasn't changed all that much, the advent of central heating in the sixties meant that homes became a lot more comfortable. While radiators were being installed around the house, space for a radiator in the bath was limited. The "AHA!" moment came when the only place for a radiator was the space where the towel bar was. While the first products were quite utilitarian and not much to look at and with the flair for European styling applied over the years, there now is a wide array of shapes... sizes... colors and finishes.

LUXURY EVERYDAY

When building or remodeling, there are always things that we need, things that we've always wanted, and then those things that are a little bit extra special that would be nice to have. If you've ever owned a towel warmer, then when another project comes up, the towel warmer falls into the "need" category. If you've used one but not lived with one, it might fall into the "wanted to have" category. Also, if you've never experienced one, then it's a lot more difficult to make the choice. What we hear from regular users is that of the many choices they made during their project, the towel warmer is an item that they enjoy everyday.

WHAT TYPE IS FOR YOU?

The first choice to make is how the towel warmer will be powered. That means a choice between electricity and using your hot water boiler or water heaters. Does it make any difference? Yes!

Generally electric towel warmers are considered easier to install, but their positioning may be limited because they cannot be in or over a tub or shower.

A hot water towel warmer uses water heated from another source that is pumped through it to warm the rails. With no electricity to consider, it can be placed nearly anywhere. Since the heating part of the system is provided by another piece of equipment, the rail usually costs less than a similar self-contained electric model. Your contractor will help you decide which the best choice is for you.



All Myson towel warmers are handcrafted for consistent beauty and long-term performance.



TRADITIONAL vs. MODERN STYLING

In today's market there are literally hundreds of choices of styles, colors and finishes to blend with every décor. Some towel warmers are used primarily for hanging and light towel warming; others are powerful enough to also act as the heat for the entire bathroom. If you are interested in toasty towels, just remember that the more surface area and the more evenly spread out the rails are, the better the towel will be warmed.

FINAL DECISION

Can you live without one?

Certainly you can, but why would you want to deprive yourself of that little bit of luxury everyday.

It's a "LUXURY ESSENTIAL!"

WHY CHOOSE A MYSON TOWEL WARMER OVER A COMPETITOR?

Through years of experience, Myson has developed a selection of materials and finishes that will last for decades.

All Myson Electric towel warmers are U.L. approved.

Also with a large U.S. based warehouse, deliveries are assured on a timely basis.

For more information and to view the full variety of products from Myson, please visit them @ www.mysoninc.com.

We wish to thank Ray Farley, President Myson USA, for his assistance in this article.



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HOT Trends

what's new in the kitchen & bath industry



By Linda Jennings, President of Jennings & Company · Advertising, Marketing and Public Relations Firm based in Sarasota, FL

Luxury is where it's at! We work with the top 450 consumer and trade publications identify trends in the home marketplace. Consumers have never been so involved in making a personal statement with their kitchen and bath furnishings. It's all about individuality and making each room a unique design statement. From unusual finishes, to unique materials, to bold colors - - it's all about creating an eclectic design style. Gone are traditional and contemporary styles. Now the trend is transitional - - mixing finishes, putting unlike materials together, placing fixtures in the center of the room, introducing new materials, adding color in unusual places ... Whatever it takes to create a unique STYLE that reflects the personality of the owners. And there is no ceiling to what consumers will pay for the shock treatment. So it's no surprise that the Elite Harmony bath would be at the top of our trends list!

Trend #1 Obscene Opulence:

A tub that costs more than a Mercedes-Benz? This K/BIS first materialized in a bronze tub called Serenity by Elite Bath. This unique bath - which retails for over \$100,000 was completely handcrafted by Elite artists and founder Joe Jumalon, who has been perfecting his craft for years. The elegant tub takes its cue from nature with soothing scenes featuring bamboo forests, blossoming trees, koi and a whimsical heron. Just a limited number of tubs will be created - all original pieces of work signed by the artist.



Trend #4 Unique Materials

Bronze has entered the marketplace as the new material of choice and the options are unlimited. Bronze creates a fixture that has a harmonious feeling. The diversity and durability of solid cast bronze sinks and tubs like those from Elite Bath are set apart from the common fabricated alternative. From old world to fine art finishes, each Elite product is crafted by the hands of artists and each is a signed original.



Trend #2 Stealing Home

Consumers love stainless ... For sinks, for finishes, and for cabinetry in the kitchen and bath. Stainless looks great and is a durable option. Teka, a world leader in the built-in kitchen concept, has one of the most extensive collections of stainless steel kitchen sinks available in the industry. Manufactured in Europe, designs include single and double bowl sinks, a combination of large and small bowls, with or without drainer, for straight-line worktops or corner units. Stainless is paired up with warm woods for a warm effect. Double bowls, single bowl, varying depths, accessories, undermounts, farm sink style ... Consumer want lots of options!! And state-of-the-art sound-deadening pads from Teka are a must to muffle the noise of pots - ideal for modern kitchens that serve as extended living areas. Sink into style with stainless!



Trend #3 Black is BACK

We are seeing a huge trend toward black - - just when you thought neutrals were the look! From black faucets, to dark woods, to black medicine cabinets, to truffle colored cabinetry ... Black adds a bit of sophistication to the home décor. And nobody does this better than Vanity Flair. The Mini Nikko Vanity incorporates the look and philosophy of the Orient to create a vanity that is Zen-like adding a warm addition to the bath. This one is shown in Black Walnut with a rice paper insert.



Trend #5 There's Something Exotic Going On (and it has nothing to do with Ed Richmond)

Consumers are enticed by Zebrawood, Sapele, and Ash Burl. Exotic Veneers are a hot trend. Exotic woods are adding pizzazz to everything, including kitchen cabinets, countertops, tubs and bath vanities for a refreshing new look. Richly colored and textured, exotic species offering styles from vintage eclectic to contemporary make typical oaks and maples seem downright pedestrian.



Check out these beauties from Vanity Flair!

Linda Jennings has over 20 years of marketing, advertising and public relations experience. She was vice president of a Chicago-based firm before moving to Sarasota, Florida and forming Jennings & Company in 1992. The agency represents 16 manufacturers in the luxury kitchen and bath market and produces a quarterly TRENDS NEWSLETTER for the editorial community.



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