

WHOLESALE

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SUCCESSION PLANNING

In developing its succession plan, Soderholm & Associates looked within the company for the next individuals to lead the way. It found that turning the organization into an ESOP was the right decision for the company's future. Read about the road traveled, why an ESOP was the right decision, and how its future remains bright. Left to right; Brian Soderholm, COO; Chris Soderholm, president and CEO; and Chaz Norrgard, sales manager. The story starts on page 50.



DSG Acquires Calverley Supply

DAKOTA SUPPLY GROUP (DSG) has announced the acquisition of Calverley Supply Company in an asset purchase effective July 1, 2021. Founded in 1974, Calverley Supply is a second-generation, family-owned distributor of HVAC equipment and supplies with seven locations across Michigan.

Current owners, brothers Anthony and Jason Calverley, will remain with the business. Jason will become the General Manager for the new Michigan Region. Anthony will transition to a consultant role to help with business integration before his planned departure at the end of the year. The company will operate as Calverley Supply, A DSG Company, before eventually transitioning to the DSG brand.

"At Calverley Supply, we know that it is our employees that make us unique. Anthony and I are thrilled to know our team of great people will carry on as ESOP owners. Thus, becoming the third

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Architectural Elements

Elevate kitchen and bath design with strategic fixtures and fittings.

THE MOST SOUGHT-AFTER KITCHEN

and bath design trends are those adding distinction through a varied assemblage of materials and textures to create iconic looks. Details such as patterns, colors and silhouettes are of critical importance in helping to create a style that is both architectural and decorative.

The right fixtures can influence the entire direction of the design, channeling a refined look without fuss and making a bold statement. Carefully chosen architectural elements ground the design by creating a classic look tinged with a modern spirit. Fixtures and fittings focusing on form and function will add instant visual interest while inviting the eye to linger and appreciate intriguing styles.

These trends influence details that capture attention, appearing familiar but also emerging with a fresh twist. Some take their cue from the fashion world, while others are inspired by industrial design — but all impart a chic urban vibe that is sophisticated and endlessly appealing.

Pleated Perfection

The new Bowie freestanding tub from MTI Baths is immediately eye-catching with its luxurious “pleated” exterior. The textured look is strikingly elegant, contemporary and fun — and creates a memorable impression. The tub’s exterior is offered in eight different colors for even more dramatic impact, including sapphire blue, terracotta and storm gray.

Measuring 70 inches by 35 inches, the Bowie is generously sized for up to two bathers with softly sloped backrests for a thoroughly relaxing bath experience. The tub is available as a soaker or air bath and is crafted from MTI’s signature SculptureStone material, with a choice of gloss or matte finish.



The Bowie “pleated” freestanding tub from MTI Baths.

This unique tub has the look and feel of molded stone with a seamless, nonporous surface that is incredibly durable and easy to clean. The Bowie was developed in partnership with Source, a leading Atlanta-based design firm.

Super Slim & Linear

No detail is too small to be overlooked, even when it is the world’s smallest linear shower drain. The new Xs Series shower drain by Easy Drain combines high-capacity drainage with a super-slim design. The result is perfect for minimalist spaces and barrier-free showers. The Xs pairs German engineering and Dutch design to produce impressive performance and a sleek, barely-there aesthetic.

Drains are available in lengths of 19 3/4 inches to 47 1/4 inches and feature state-of-the-art technology for easy installation and 100 percent waterproof results. The Xs Series features a subtle frame on all four sides and modern grates in various beautiful finishes, such as brushed gold, oil-rubbed bronze, matte black and chrome-plated stainless steel.

Easy Drain allows design profes-

Easy Drain’s Xs Series linear shower drain.



SpotWater showerheads by Gessi.

sionals and installers to create shower environments with no limitations and personalize finishes to suit any bath interior.

Tubular Delivery

Go architectural in the shower with the cool new SpotWater Collection by Gessi. Inspired by iconic spotlights of the theatrical stage, these swiveling tubular showerheads are a sculptural choice for the bathroom that deliver big visual impact and impressive performance.

SpotWater showerheads may be installed alone or in groupings and are fully adjustable with flexible joints for precision positioning. With four different types of aerators to choose from — rain, mist, waterfall and multispray — users may mix and match elements and angles to create their own sensory shower experience.

Gessi offers a variety of gorgeous finishes, including copper, polished nickel, antique brass, aged bronze and shades of white, black and gold.



BY LINDA JENNINGS
Kitchen & bath specialist

SpotWater is the latest addition to Gessi’s line of advanced shower concepts in their quest to transform ordinary bathrooms as part of their signature Private Wellness Program.

Titanium Texture

Viaggio doubles down on trends by combing two of today’s hottest looks into one. It recently unveiled a gorgeous finish option known as titanium gray with warm undertones and an effortless blending of gray and bronze. Elegant yet edgy, this finish is a great compromise for those torn between matte black and satin brass.

And while this new finish is offered on all Viaggio hardware, it looks particularly sensational on the Motivo Collection with its distinctive leather texture. This dramatic textured finish is clean and modern, with an on-



Viaggio’s Quadrato leather rosette with Quadrato crystal knob in titanium gray.

trend look adding a pop of luxury. Together they are a showstopper.

Viaggio Hardware is crafted in Europe from premium forged brass using time-honored techniques and an exacting eye for quality. All hardware is precision-polished, lacquered for impressive durability, and assembled with the company’s Concealed Screw Mechanism for a clean, seamless installation with no visible fasteners.

Sophisticated Symmetry

Flowing lines and an absence of ornamentation take center stage with the latest freestanding tub from BainUltra. Named in honor of the celestial constellation celebrating balance, the Libra 6632 tub embodies the essence of harmony. The tub’s sleek exterior allows the purity of its simple silhouette to shine.

Measuring 66 inches by 32 inches by 23 inches, the Libra accommodates two bathers with gently angled interior walls. BainUltra offers the Libra in two configurations with a full spectrum of therapy options. In the Thermomasseur collection, the tub features 42 adjustable air jets, a heated backrest and the signature Geysair system for hot-air hydrothermo massage.

As a soaker tub, Libra includes an optional WarmTouchShell with heating zones concealed within the tub’s inner shell. The Libra is crafted of 100 percent pure acrylic and meticulously polished by hand to a beautiful glossy white.

Updated Apron

Ruvati brings architectural interest to the often-overlooked laundry room with its new Fiamma Fireclay farmhouse sink. Its compact dimensions make it a smart choice for busy laundry rooms, while its extra deep bowl can handle piles of hand laundry with ease. A stylish apron front



Ruvati’s Fiamma Fireclay farmhouse sink for the laundry room.

design adds charm and is perfectly on-trend with today’s modern farmhouse motif. This design is a great option for larger kitchens with the space and need for a secondary sink.

Fireclay basins have long been popular in Europe for their durability and beauty. Ruvati’s sinks are hand-crafted in Italy using a unique, naturally white clay and then fired under high temperatures. The finished product is a beautiful glossy white with a fused enamel surface that is stubbornly resistant to chips, stains and scratches.

Offered with dual installation options as a drop-in or undermount, the sink measures 23 inches by 18 1/4 inches with a 9-inch-deep internal basin.

Hung Up Drama

Bring a touch of modern minimalism to the bathroom with the Karo wall-hung toilet from Icera. Perfect proportions and sleek lines make this design a welcome addition style-wise, while its exceptional performance and space-saving design are favorite features, too.

Wall-hung toilets are in big demand with today’s emphasis on

smaller spaces, sustainability and uncluttered design. Icera leads this trend with sophisticated styles and advanced plumbing technology. The Karo is made of vitreous china, finished with an antimicrobial Micro-Glaze, and equipped with premium DuroPlast silent-close seats with quick-release hinges.

Averaging just 1.28 gallons of water per flush, this toilet comes with a fully concealed mounting system for a seamless profile that is easy to install at a standard or ADA height. In keeping with brand guidelines, the Karo is backed by a limited lifetime warranty and is factory flush-tested for long-lasting, reliable performance.



The Karo wall-hung toilet from Icera.

Floored by Style

A floor-mounted tub filler creates a unique and exciting mood in the bathroom and is the perfect partner for a freestanding tub. Add a trendy industrial-style vibe and the results are truly electric.

Isenberg’s Serie 250 tub filler captures that urban “exposed pipe” look with a boldly curved silhouette and knurled handles. Standing 40 inches tall, this dramatic unit was created in the Isenberg Design Lab by renowned designer Prakhar Kumar Jain. It features solid-brass construction, single-lever control of volume and temperature and a convenient hand shower.

All Isenberg products are crafted to exacting standards and carefully detailed for lasting beauty, durability and impressive performance. The Serie 250 tub filler is offered in a choice of three finishes — chrome, brushed nickel and matte black — and is a great choice for fashion-forward bathrooms with a cool, edgy style.

Architectural elements and detailing are important additions to every room in the house, especially when it comes to kitchens and bathrooms. Choosing well-crafted products with exceptional designs, on-trend colors and textures, and smart installation options makes it easy to develop distinctive looks and create a truly personalized space.

The right fixtures and fittings are a key part of a room’s overall design statement and will help create a beautiful, inspiring and comfortable space at home.



Serie 250 tub filler by Isenberg stands 40 inches tall.

For more information and to learn more about the brands featured, visit their websites at:

- BainUltra www.bainultra.com
- Easy Drain www.easydrainusa.com
- Gessi North America www.gessi.com
- Icera USA www.icerabath.com
- Isenberg Faucets www.isenbergfaucets.com
- MTI Baths www.mtibaths.com
- Ruvati www.ruvati.com
- Viaggio Hardware www.viaggiohardware.com



The Libra bathtub from BainUltra with two therapy configurations.

LINDA JENNINGS is president of Jennings & Co., a public relations agency specializing in the decorative plumbing and luxury hardware industry. For more than 25 years, she has worked with significant editors and journalists in the consumer home market, identifying trends and providing newsworthy products. Jennings can be reached at linda@jenningsandcompany.com.