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# Kitchen & Bath Business

**The Outdoor Living Phenomenon  
Multigenerational Bathroom Design  
A Look Back at KBIS 2017**

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# IT'S...

## KBIS Discoveries By This Year's 30 Under 30

Six 30 Under 30 groups scoured the KBIS show floor for new innovations, trends and technologies; sustainable business practices; and emerging business models and shared their impressive findings with the rest of the industry.



### OUTDOOR LIVING

**TEAM 1:** Paige Fuller, Nicole Kemp, Ed McDonald, Anthony Salerno & Stephanie Stead

There are so many benefits to outdoor living beyond creating a beautiful backyard. Outdoor living from a client's perspective can improve health (grilling), save money (entertaining and utility bills) and can even increase ROI. From a designer's perspective, embracing outdoor living can capture a new market of business, having designers not only focus on the interior of homes but also create a seamless transition to the outdoors—essentially designing the 'entire' home. While designing an outdoor living space, the components and materials need to make sense for the climate you live in. Spread the love to the outdoors!

### GENERATION GAP

**TEAM 2:** Dylan Beavers, Alicia Beck, Corbin Dickson, Bridgette Schwarz & Michelle Timmerman

The generation gap presentation covered considerations when designing for and selling to multiple generations. Important questions to ask during initial client interviews, specific design features and challenges, setting expectations and how best to communicate throughout the project were the main topics discussed. Research findings from a countrywide survey determined that there are four general client types: empty nesters, young families, D.I.N.K.s (dual income, no kids) and multiple-generation households. The survey results also confirmed that important design considerations, such as appliance location, decorative and functional features, vary depending on the client category as well as the way we communicate and present information to clients.

### MODERNIZING MANUFACTURERS

**TEAM 3:** Samantha Bowen, Celestina Demers, Christina Dragota, Brianne Hughes & Austin Pike

Our objective was to discuss strategies for companies to adapt to the new culture of the trade by highlighting current issues and what can be done to fix them. From discussing new advances in technology to understanding how consumer behavior has changed, we discussed which strategies we believe will or won't work. Since we are a part of the millennial group, which is now America's largest generation to date, we can add key business techniques for how to successfully accommodate to the growing shift of the millennial-buying market. By being our generation's voice, we want to promote that no matter the age, we bring an important value to the table by underlining what business tactics will help you succeed today.



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**REFURBISHED MATERIALS**

**TEAM 4:** Craig Couture, Natalie DiPiazza, Thomas Fagaro, Casey Rup & Rebecca Sutton

The concept of using and designing with refurbished materials is not a new idea, but it has recently become a much bigger trend in the design industry. With cabinetry, you can reuse your cabinet boxes by refinishing or refacing them, or you can incorporate a found/vintage piece into your design. For countertops, there are some fabricators that have experience reusing an existing top by carefully removing it – or even cutting it to a new size to fit a new application – or there are manufacturers that provide counters by repurposing materials such as paper, plastic, glass, jeans, etc. Finally, you can reuse old plumbing fixtures and fitting, repurpose piping in a new way to support floating shelves, or you can replating to bring new life to a faucet or tub.



**SHOWROOMS FOR MULTI-GENERATIONS**

**TEAM 5:** Kirsten Gable, Shivain Handa, Kari Mitchell, Ashlee Richardson & Brad Sherwood

As a team, each of us researched how a showroom is affected by multiple generations and what can be done to capture this wide audience. We learned that of the three major generations (millennials, Generation X and baby boomers), each has a different way of using a showroom, and each has different needs. A showroom that encompasses the five senses (sight, taste, hearing, touch, smell) to provide a unique experience and embraces technology – such as virtual reality or large-format images – will be a space where everyone feels welcome. It’s important to put the client first and make sure you are engaging them in the way they want to be engaged. The modern showroom experience is about providing a design experience tailored to your client’s needs.

**TOP APPS TO KNOW**

**TEAM 6:** Kyle Le, Nicholas Ochtman, Cathy Pitts, Suzanne Scott & Jacob Smith

We presented the “Top Five Apps All Designers Must Know,” which included Asana, Builder Trends, Houzz, Pinterest and Augmented Reality. Our team focused on using these apps to your advantage and communicating and interacting with your clients. Asana and Builder Trends both gear toward task completion, organization and collaboration. Houzz and Pinterest are inspirational and social-media driven. Augmented reality allows the user to interact with a virtual world on a two-dimensional screen and could help bridge the gap between that vast amount of product and the limited amount of space we have for displaying it. Our hope is that we informed and encouraged others to investigate what apps will help them work smarter, not harder.



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