October 2017

Kitchen & Bath Business

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SHOWER SYSTEMS/KITCHEN COUNTERTOPS & BACKSPLASHES/TOILETS

THE OFFICIAL PUBLICATION OF KBIS

KBB's 2017 Product Innovator Award Winners
Safe Flooring Choices for Living in Place
Designer and Client Make Bold Color Moves

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New & Returning Brands to Exhibit at 2018 Show

KBIS 2018, taking place from Jan. 9-11, 2018, at the Orange County Convention Center in Orlando, will welcome many new and returning companies – many of which have expanded their booth size. We spoke to Melissa Haber, director of sales and marketing for EuroChef USA, the parent company of ILVE and Verona Appliances, to see what they have in store for this year's show.

WHAT IS THE MAIN REASON YOUR COMPANY IS EXHIBITING AT KBIS 2018?

ILVE and Verona Appliances have enjoyed fantastic growth over the past few years, and we have a lot of exciting new products launching in 2018. It was the perfect balance of new-news to share with the kitchen design community, as well as the growth and popularity of our brand in the U.S. market. This is the first year Verona will be at KBIS, and ILVE will be exhibiting after 12 years – the last show was in 2006.

HOW WILL EXHIBITING BENEFIT YOUR COMPANY?

We are looking forward to educating designers about our Italian-made products for the U.S. market. These are unique, handcrafted appliances with many features and design options that appeal to appliance retailers, builders and designers. ILVE ranges, for instance, offer hundreds of ways to customize a range with six standard American sizes, multiple cooktop configurations and more than 200 color options. We have a lot of exclusive products that solve common kitchen design dilemmas that not many industry professionals are aware of, such as the only all-electric, double-oven range in the industry.

WHAT KINDS OF PRODUCTS WILL YOU BE FEATURING?

We will feature professional-style ranges and cooktops (gas, electric and induction), as well as ventilation hoods and built-in ovens. We will also offer visitors an opportunity to offer exclusive yet budget-friendly products to their customers with a wide range of features and options for customization.

NKBA Reveals Thirty Under 30 Honorees, Class of 2018

The NKBA will recognize the 2018 Thirty Under 30 winners at KBIS 2018 in January. The group will make its debut on the KBISNeXT Stage at 11:30 a.m. on Jan. 9. Prior to KBIS 2018, the honorees will be assigned into six groups of five, with each team collaborating on a "Product of the Future." The teams will present their creations on the KBISNeXT stage on Jan. 10. Meet three of this year's winners on page 23.

The candidates selected for the Thirty Under 30 program are: **Destin Barkley**, Allied ASID, D'Asign Source, Marathon, Fla.; **Eileen Byrne**, Hatchett Design/Remodel, Newport News, Va.; **Lindsay Cerilli**, LEED GA, Cerulean Concepts, Austin, Texas; **Stephanie Chavez**, Allied ASID, Selections By Steph, Austin, Texas; **Joseph Ciuffo**, Ciuffo Cabinetry, Deer Park, N.Y.; **Nicole Conte**, Attention To Details, Manchester Center, Vt.; **Brianna Ellis**, Rev-A-Shelf, LLC, Louisville, Ky.; **Maryanna Estornes**, Bright Ideas by Martinec, Big Flats, N.Y.; **Alannah Fanset**, William Standen Co., Sarnia, Ont.; **Alison Green**, AKBD, Allied ASID, Jackson Design and Remodeling, San Diego; **Kailee Helget**, AKBD, R. Henry Construction, Mankato, Minn.; **Kelsey Holtz**, Allied ASID, LEED GA, Green Design Center, Waukesha, Wis.; **Erica Illions**, Snappy Kitchens, Dallas; **Aimee Inouye**, AKBD, Sinclair Construction & AI Design + Drafting, Concord, Calif.; **Zech Johnson**, Southern Home Improvement, Dalton, Ga.; **Kevin King**, Barger, Washington, D.C.; **Taryn Milburn**, The Home Depot, Palm Coast, Fla.; **Keara Miller**, Cambria, Eden Prairie, Minn.; **David Podwyszynski**, Rangecraft Mfg., Fair Lawn, N.J.; **Elise Raydo**, Monogram Appliances, Denver; **Briana Ryan**, Fisher & Paykel Appliances, New York; **Lou Salge**, Four Seasons Design & Remodeling, Angola, Ind.; **EJ Silver**, Studio41 Design Showroom, Chicago; **Giana Siska**, Signature Kitchen & Bath Design Inc., Cupertino, Calif.; **Samantha Snead**, Reico Kitchen & Bath, Richmond, Va.; **Tyler Swartzmiller**, Kitchen Kraft, Columbus, Ohio: **Danielle Sylvia**, Kitchen & Bath Details, Mattapoisett, Mass.; **Katie Thurman**, US Cabinet Depot, Acworth, Ga.; **Melanie Towey**, Emser Tile, Los Angeles; **Natalie Venalainen**, Men At Work Design Build Ltd., Toronto, Ont.

NETWORKING WITH INDUSTRY-LEADING INFLUENCERS

The Design Milk X Modenus Talks Lounge – in space S5238 in the South Hall – will return to KBIS 2018 and will feature three days of engaging programming and a growing number of influencers who will discuss hot industry topics.

The Talks Lounge will allow industry influencers and design VIPs to connect and talk about such topics as social and digital media, design trends, the business of design and sustainable/wellness-focused interiors.

Meet These Shining Young Professionals

The NKBA's 2018 Thirty Under 30 program will take place during KBIS in January, featuring 30 of the industry's next generation of experts. The group will act as ambassadors for the organization and provide their millennial perspectives on a variety of topics. *KBB* took the opportunity to shine the spotlight on a few of this year's winners.

DAVID PODWYSZYNSKI

Rangecraft Mfg., Fair Lawn, N.J.

David is the operations manager for the custom range hood fabricating company. Over the years, he has sourced such exotic metals as titanium-mirrored wood grain and blue-mirrored stainless steel, which earned him a 30 Most Innovative Products Award from *Beautiful Kitchens & Baths* magazine.

How did you get the idea to partner with Swarovski?

It dawned on me that specifically in the kitchen, women typically add the final touches. Jewelry immediately popped into my head with the thought of diamonds, pearls, crystals, etc. Swarovski was at the top of the list because of the beautiful work they do. It was an extremely difficult process to get in touch with the right contacts, which was followed up with another long process to get their approval and license. We are now proud to say we are the only range hood manufacturer in the world to adorn our hoods with Swarovski crystals.

What do you do in your free time?

I carry my F License, which allows me to coach Youth Soccer, but the only coaching I'm doing now is trying to make my girlfriend's niece into a superstar one day. I have received much knowledge through my father who played professionally in Europe along with my own experiences that I'd love to give back. The kids are our future, and even if I can help just one, that would be amazing.

ERICA ILLIONS

Snappy Kitchens, Dallas

Erica has been a designer with the kitchen remodeling firm – a brand of Kitchen Design Concepts – for seven years. She developed a passion for community service and hosting charitable events while she was in college, and she was also a volunteer school teacher.

How do you give back to the community?

In college, I was in a sorority that helped me become more involved in community service. After I graduated, I joined Junior League of Dallas, and through that organization I volunteered at the Perot Museum of Nature and Science, where I helped kids in a robotic Lego competition. I also volunteered at a children's hospital, and my job varied from showing families around to spending time with kids in the play room. I am now the guest dog coordinator for a Pitbull rescue group called "The Love Pit" and recently rescued my own Pitbull named Storm.

What is it like overseeing a company?

What I like most about it is I get to see my jobs evolve from demo day to the after pictures. Bidding jobs in excel and paying invoices aren't the most glamourous aspects of running a company, but it is extremely helpful to see how efficiently things are moving. Managing my projects keeps me on my toes, which I don't mind. There are days, sometimes multiple, where I'm not even in the showroom because I am going from job to job, lining out crews, meeting fabricators for templates, picking up drawer glides and taking them to another job, going to tile showrooms, meeting clients to look at countertops – the list goes on!

KELSEY HOLTZ

ASID, LEED GA
Green Design Center, Waukesha, Wis.

Kelsey is the interior designer for her company and is vice president of Non-Toxic Environments (NTE), a non-profit that educates the design industry on environmental and human health. In 2015, she collaborated with a local cabinetry shop to create a new line focusing on the health of the family.

How are you involved in the NTE?

Re_Purposeful is a social movement started by myself and a few local designers to eliminate discontinued samples and showroom materials from the waste stream. Over the past four years, we have collected 129,000 pounds of carpet, fabric, tile, wood, vinyl, etc., and then we host an open house allowing teachers, daycares, libraries, crafters and the public to collect the materials for free to be repurposed. At the end of 2017's event, we only had 2,015 pounds of material remaining, giving us a 98 percent diversion rate. These remaining materials will be stored until next year so nothing is thrown away.

Tell me about your new cabinetry line.

These cabinets are constructed and look just like many other options on the market, but what makes them different is the materials being used to create them. We use only NAUF plywood for the cabinet boxes and UV-coated maple for drawers and shelves. We also use AFM Safecoat's toxin-free paints and finishes. The seal created by these products has been tested so that not only do they not off-gas, but they seal anything being released from the substrate.