

K/BIS 2012

A deeper look at getting better show results



BY PETER SCHOR
Showroom specialist

There is no doubt that 2012 is a challenging year for the showroom industry. It will require more focus, creativity and going back to the basics of what works in our showrooms.

The Kitchen and Bath Industry Show (www.kbis.com), April 24 – 26 in Chicago, is expected to draw 20,000 to 25,000 people. Show hours are 10 a.m. to 5 p.m. Tuesday and Wednesday and 10 a.m. to 3 p.m. Thursday. About 300 exhibitors will be housed in 200,000 square feet of exhibit space in two halls. This year's theme, "Touch the Future," is about technology innovations.

The National Kitchen & Bath Association (NKBA), along with the Custom Electronic Design & Installation Association (CEDIA) and the National Association of the Remodeling Industry (NARI) will work together to promote a fresh and collaborative approach to business. On the KBIS show floor, these three unique associations will host seven one-hour panel discussions over a three-day period on the topic of collaboration between trades. Each association brings their own perspective on business and their respective industries. Building professional teams

with cross-industry areas of expertise provides a competitive edge for all trade partners involved.

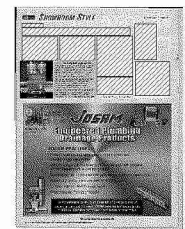
Don't miss the 12th annual Crystal Vision Award breakfast. This event honors premier industry leaders partnering with the Storehouse of World Vision, NKBA's Charity of Choice. Join your peers for an exciting presentation and breakfast on Wednesday, April 25, 8 – 9:30 a.m. in Room S406. Guest speaker Lou Rohl of ROHL LLC will offer a firsthand look at how companies in our industry are transforming communities in need across the U.S. There is no fee for this event; however, attendees must preregister at <http://crystalvision2012.eventbrite.com>.

The Retail Observer, a key industry publication for major kitchen and bath appliances retailers, will sponsor the Appliance Pavilion. Sub-Zero, Wolff Appliance and others will be back this year for K/BIS 2012. Additional pavilions will include categories such as decorative hardware, cabinetry, natural stone and tile, sourcing and international.

Schedule

- Opening Ceremony, Tuesday April 24, 8:30 a.m. – 9:45 a.m, features TV personality (HG-TV) and author Candice Olsen of Candice Olsen Design.

- Wednesday, April 25, 8 a.m. – 10:15 a.m. at the 10th annual "Shark Breakfast" a panel of industry experts will cover your specific questions regarding today's kitchen and bath trends. The experts range from specialists in cabinetry, universal design and sustainability to electronics and lighting. Make sure to join us for this interactive session, allowing you to get up-to-date information that you



can apply in your business.

• Wednesday, April 25, 11:00 a.m. – 12:15 p.m., the “State of The Industry” address will be given by Michael Werner, president and CEO of Globe Union Group. Werner will provide an overview of how we can envision the future in business and how technology advances will alter the industry. He will address the impact of technology on our current landscape, how it has evolved and how we can best prepare for shifts in the way we traditionally operate. Through ongoing advancements in technology, everything has become possible, accessible and more affordable. Navigating and embracing the redefined course of business as kitchen and bath professionals will ensure the success of the industry. Werner will provide a look
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at this new terrain. This will be a humdinger keynote to attend.

Other NKBA programs, paid for by manufacturer sponsors, will include subjects that should hold your interest, such as innovative technology, appliance design, design trends and universal design.

LUXE Home at the Merchandise Mart

The first floor of The Merchandise Mart features 110,000 square feet of kitchen, bath and building products. Open from 9 a.m. to 5 p.m., the Mart is a visual extravaganza of 40 showrooms, including Kohler, Urban Archaeology, Hastings, Lefroy Brooks, TOTO USA and many more. On April 24, a giant celebration of Open House showrooms will start at 5 p.m. If you want to get great showroom merchandising ideas and see many of your lines displayed elegantly, take a quick cab ride to The Merchandise Mart.

What's new and hot?

Here are some innovative products that caught my eye: ARB Teak and Specialties, Booth 1667; Artesano Iron Works, Booth 337; Calocasa

Bathroom Equip, Booth 5010; Warmly Yours, Booth 113 (Must see); Rigidized Metals Corporation/Stainless Living, Booth 3908, which is one of my best picks — kitchen stainless steel backsplash systems in 14 patterns, all boxed and stockable; stainless steel countertops and tiles.

I hope to see you at K/BIS 2012! ■

Peter Schor, president of Dynamic Results Inc., is a bath/plumbing industry speaker, educator, author, columnist and consultant in the many segments of our industry. For the past 20 years, he conducted seminars and speaks at numerous conventions. Schor has great expertise in the field of showrooms and hotel bathrooms and has won many industry awards. He also consults manufacturers in taking their products to market in the areas of sales, marketing and public relations. Schor can be reached at 1302 Longhorn Lane, Lincoln, CA 95648, phone 916/408-5346, fax 916/408-5899, email pschor@dynamicresultsinc.com or visit www.dynamicresultsonline.com.

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