BATHROOM DESIGNER’S GUIDE

5 modern plumbing fixtures that are high-design and efficient

By Stephanie Crets

Since 1932, Gerber has been working in tandem with plumbing professionals to develop reliable, high-performing bathroom and kitchen products. “The benefits of working so closely to service the professional directly carries over to the designer, homeowner, and others,” says Kevin McJoynt, vice president of marketing. “If your plumber uses it in their house and recommends it to their customers, you know it’s good—that’s the relationship we’ve built in the field.”

Danze by Gerber is a 20-year-old brand that came into the market when their parent company saw a need for high-design faucet products at affordable prices. “We’ve become known for our design and as a breath of fresh air in a very crowded faucet category,” McJoynt says. “People who have [found] Danze by Gerber appreciate the fact that they’ve ‘discovered’ it and that not everyone has it.” The brand has since expanded to include elegant showerheads and more.

Customers won’t find either brand at big-box retailers; Gerber and Danze are both sold through plumbing wholesale channels as well as select places like plumbing and decorative showrooms. The Danze brand recently transformed itself to associate more directly to Gerber, borrowing on the performance and reputation aspects while marrying it with the high design Danze has become known for. “Design has become such an integral part of everyday life for people,” McJoynt says.

It’s true. Whether in a commercial or residential setting, people want to have nice things. And why have the most beautiful products in your home but stop at the bathroom? You can have the feel of luxury there, too. These are some of the top new products that can elevate the style—and functionality—of your bathroom.
in the bathroom (or kitchen) are in
has a contemporary design

FEATURES

Danze by Gerber. “With the rising popularity of contemporary
design and interesting shapes, angles, and lines within bathroom
closets, the new rectangular and square sinks from Gerber meet a
growing need in the marketplace,” Saini says. “The sinks have been
designed to marry aesthetics and high functionality—making them
a great choice for home renovations, hotel applications, commercial
uses, and much more.

Gerber also likes to suggest undermount sinks to create a seamless
countertop line, yet the company also appreciates sinks with profiles—
like those that sit one to two inches on top of the counter. Get one in
white if you’d like as part of the contemporary Wicker Park collection.

STATEMENT PIECES in the bathroom (or kitchen) are in

Katie Hayes

makes for a beautiful contrast in rooms featuring white tile, white cabinets, pop-
ular gray cabinets, gray painted walls, and many other design strategies,” says
Katie Hayes, Danze’s senior product manager. “Clean, simple lines and color are
often ways to achieve high aesthetics.”

This toilet combines a one-piece configuration and a concealed trapway, making it an attractive yet hard-working toilet—it’s seamless and hides the unsightly drain
drainpipe contours. The large, two-inch, fully glazed trapway ensures clog-free waste
removal. It also comes with a color-matched, metal side-tank lever with a solid dura-
ble brass arm to complement any décor.

Danze by Gerber offers many shower-
er components so homeowners, designers, and builders can cus-
tomize their shower experience. From standard showerheads to
overhead rain showers and body sprays to handheld showers,
you can mix and match to meet your needs and preferences.
“Maybe 15 or more years ago,
people weren’t as dialed into
having a beautiful bathroom,
which is a purely function-
al room in the house or in a
commercial setting,” says Lovin
Saini, Gerber’s senior product
manager. “Things are changing
now. Phones have to look good,
appliances have color and style,
and so on. Design surrounds us
now. Whether it’s in a commer-
cial building or a residential
setting, people want to be proud
to have guests enjoy their space—
bathrooms included.”

For professionals, installation is easy,
and for homeowners, cleaning is easy. Like most Gerber toilets, it is WaterSense
approved, so it flushes at a very efficient rate, saving thousands of gallons of water
every year—20% less than traditional models.

Gerber recently expanded its sink offerings with new rectangular
and square sink options. “With the rising popularity of contemporary
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