

# 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.





DANZE  
BY GERBER

## MID-TOWN SINGLE HANDLE FAUCET



**STATEMENT PIECES** in the bathroom (or kitchen) are in demand for professionals and homeowners alike who seek unique designs and finishes. Products in the Mid-town collection are made with solid brass construction, ceramic disc valves, and other durable, reliable components. The single handle bath faucet in the Satin Black finish is among the collection's most popular.

"Our black finish is a more subdued matte look as opposed to glossy, which makes for a beautiful contrast in rooms featuring white tile, white cabinets, popular 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."

GERBER  
AVALANCHE

## CONCEALED TRAPWAY ONE-PIECE TOILET

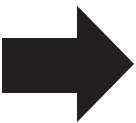


This toilet combines a one-piece configuration and a concealed trapway, making it an attractive yet hard-working toilet—it's seamless and hides the unsightly drain and pipe contours. The large, two-inch, fully glazed trapway ensures clog-free waste removal. It also comes with a color-matched, metal side-tank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



DANZE BY GERBER

## MULTI-FUNCTION SHOWER



Danze by Gerber offers many shower components so homeowners, designers, and builders can customize 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 functional 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 commercial building or a residential setting, people want to be proud to have guests enjoy their space—bathrooms included."

GERBER

## WICKER PARK SINKS

Gerber recently expanded its sink offerings with **new rectangular and square sink options**. "With the rising popularity of contemporary design and interesting shapes, angles, and lines within bathroom décor, 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.



GERBER  
AVALANCHE

## ELITE TOILET

**THE AVALANCHE ELITE TOILET** has a contemporary design with a semi-concealed trapway. It's sleeker than most two-piece toilets and is less blocky and bulky than some fully skirted options. "The trapway is built separately from the body by expert craftsmen who focus intently on the shape, diameter, angles, and texture," says Saini. "The simple concealed trapway makes the toilet easier and quicker to install than many competitive skirted toilets—much like a standard two-piece toilet." No special hardware or bolt alignment is required for install, and there's no interference with water supply/angle stop. It's low maintenance, easy to clean, and stylish. It can instantly modernize any bathroom within most budgets. **gb&d**

A DANZE  
BY GERBER  
KITCHEN, TOO

The Mid-town single-handle pullout kitchen faucet features the proprietary **Snapback** retraction system with Grip Lock weight to ensure the spray head is pulled tight to the spout and keeps it snug. The faucet has two functions—**spray and aerated stream**—and meets federal and state regulations for low lead content.

The **Sirius soap and lotion dispenser** has a contemporary design that adds a beautiful accessory for bathroom or kitchen environments.

The **Foodie Caliente** pre-rinse faucet catches your attention—its red color complements any modern or traditional design—and makes cooking and cleanup easier. The Foodie has a **360-degree swivel** and **spring action wand** so you get the water where you need it.

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