DPHA Breaks All the Rules
October 16-18 Conference Promises Unique Experiences

Who in their right mind believes it is in their best interest to stay at home and wait for whatever is going to happen to occur? That is the reason why DPHA's 8th Annual Conference and Product Showcase is a must-attend event. There is another compelling reason why the Broadmoor in Colorado Springs needs to be your destination of choice October 16-18, 2009. The events of the last 12 months have sent a clear message: The world we knew has changed. It is a time to listen and learn from the best minds in our industry. DPHA has created dynamic programs and interactive workshops that will help you to act and think differently. Each Conference session will be orchestrated by trainers and specialists focusing on what DPHA members are doing to improve their businesses. That informa-

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Media Luminaries to Judge Innovative Product of the Year Entries

Manufacturers, here is a whack on the side of your head. DPHA is providing you a golden opportunity to have your new products analyzed, evaluated and judged by leading journalists of publications that are read and respected by your clients and prospects. The judges for the 2009 Innovative Product of the Year Award are:

Marisa Bartolucci, editor of Fulcrum magazine
Jordan Kushins, Assistant Editor, Dwell magazine
Eliot Seifrin, Editor of Kitchen & Bath Design News
Jana Schiowitzke, Editor of Hospitality Design magazine
Maxine Lauer, President of Sphere Trending.

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New Products

**Dornbracht Americas** unveiled its new Supernova luxury bathroom fittings line. The new line, designed by Siger Designs, includes fittings for tubs, lavatories, bidets, showers and a series of matching accessories. The line is differentiated by unique geometric shapes and gleaming surfaces designed to reflect and refract light. Supernova is offered in polished chrome and platinum and a special pale gold champagne finish that is exclusive to the line. www.dornbracht.com

**Reveal Designs** introduced its Bainbridge lever. This contemporary door hardware, designed by Cutler Anderson Architects, is available in wood and bronze, aluminum and stainless steel. www.reveal-designs.com.

**Barclay** announced its new minimalist Mini Nova bathroom basin for that small space in your bathroom or powder room. The diminutive Mini Nova Basin is made of fine durable fireclay. The rectangular basin interior measuring 11 1/4” x 8 1/2” has a sloping front that is set in a square outer perimeter measuring 12 5/8” x 12 5/8”. www.barclayproducts.com.

**Sonia** introduced a new line of vanities called the Play Collection. Play includes a revolutionary new finish Touch. Touch consists of a specialized rubber varnish that is water repellent and smudge free. It is soft to the touch and incredibly easy to clean, making it a wise choice for kids’ baths. The Play Collection features base units at 24”, 31” and 39” and two wall vitrines and shelves. The vanity is equipped with two large storage drawers with soft-close capability. They are equipped with an accessory organizer that can be divided into sections for personalized storage. Play will also be available with Sonia’s new line of SX2 fireclay tops.

The new collection is broken down into three categories: Play Wood, Play Colors and Play Concept. Wood options include wengé, polar moka and arena. The choice of lacquer finish colors include milk, blackberry, pearl, beige, camel, chocolate, wine and sky. Another key differentiator is the ability to mix and match finishes to create pieces that meet a customer’s signature style. Play Concept color combinations include: Domino (milk and blackberry), Breakfast (milk and oak moka), Sunny (milk and sandy), Camper (blackberry and oak moka), Nautic (milk and sky), and Doberman (oak moka and blackberry). www.sonia-sa.com

**Hansgrohe** released the modular Axor Starck Shower Collection. Winner of an iF product design award earlier this year, the new collection offers a building-block system for creating a shower from individual elements that can be freely combined. All elements of the collection emanate from a simple 5” x 5” square module. The basic building block can house any of several functions: thermostat, volume and diverter controls; handheld or overhead shower; even lighting, sound and shelving modules. The Axor Starck ShowerHeaven is the highlight of the collection. It features a generous 28-inch square dimension that delivers three different spray jets, a full laminar jet, a soft rain and whole-body jet, in which the water rains softly down on the user from more than 500 separate nozzles. www.hansgrohe.com.

**Mr. Steam** has unveiled a new spa package that combines the healing elements of light, scent and sound in the shower. The package includes AromaSteam™ aromatic oils system, ChromaSteam™ mood lighting continued on page 32