

**Creative**  
Bath Sales, LLC

Representing Fine Plumbing &  
Hardware Manufacturers

*Here's What's New!*

[www.creativebathsales.com](http://www.creativebathsales.com)

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Donna Barlow / [donna@creativebathsales.com](mailto:donna@creativebathsales.com) / 732-996-6553

Dan Chinitz / [dan@creativebathsales.com](mailto:dan@creativebathsales.com) / 908-403-4304



THE  
**FURNITURE GUILD**

ESTD 1924

[thefurnitureguild.com](http://thefurnitureguild.com)



**WINSTON 610**

Crafted from solid brass, Winston features seamless, hand sculpted details and is paired with a new fully integrated countertop made from porcelain.

[CLICK HERE](#) to see the current estimated lead times from The Furniture Guild.

**Effective immediately**, the Vitreous China Top program from The Furniture Guild is being discontinued. Shortages overseas and logistic issues are too common with this product and it no longer makes sense to offer it.

A replacement product line is being researched!

victoria + albert®

volcanic limestone baths



Explore the latest addition to our product offering: **The Built in Tub**

As the market leader in composite freestanding bathtub design, we wanted a new challenge. Our aim was to create the best built-in tub and we were so happy with our new design we made two versions.

The 60" Gordano and 66" Rossendale models are available now.



- **Maximum flexibility**  
Choose drop-in or undermount installation

- **Quick Installation**  
Four adjustable feet for perfect levelling

- **Peace of mind**  
25 year consumer warranty (8 year commercial)

- **Unique material**  
Made from 100% ENGLISHCAST® composite

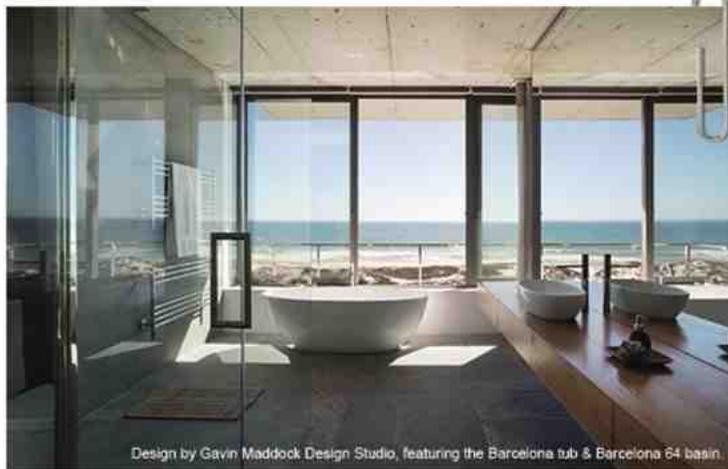


**FIND OUT MORE**

## TOP TRENDS 2016



Design by Lynda Murray Interior Design, featuring the Napoli tub.



Design by Gavin Maddock Design Studio, featuring the Barcelona tub & Barcelona 64 basin.

2016 has been the year of the bathroom! The bathroom has become more of a focal point in the home, a place to spend time and relax. Interiors trends have reflected this; we have seen spa and hotel-style bathrooms dominating the pages of magazines and blogs.

Our top two case studies of 2016 are an Industrial style bathroom in South Africa designed by Gavin Maddock Design Studio, and a luxurious LA bathroom by Lynda Murray Interior Design that brings the outdoors into the home. These projects successfully use pared back materials, and let the stunning surroundings do the talking.

We would like to say a big thank you to the designers, photographers and homeowners who have shared their projects featuring Victoria + Albert Baths this year. If you have a project, you would like us to feature, please get in touch and email [mmiles@vandabaths.com](mailto:mmiles@vandabaths.com).



[CLICK HERE](#) to see the V+A Barcelona tub high above Atlanta!



[CLICK HERE](#) to check out the beautiful Toulouse tub in City & Shore magazine.



[CLICK HERE](#) to see the cool Florin 11 in the Buyer's Guide from Kitchen & Bath Design News!



[CLICK HERE](#) to read about the new Lavello Vanity Basin in Hospitality Design magazine!



[CLICK HERE](#) if you want to see how much Luxe magazine loves the York tub!




**Avoiding Death by Commoditization**

**IT MAY SOUND** like a distant dream, but it's not. In fact, it's a reality that's already here. As a result of the commoditization of the kitchen and bath industry, many products are being sold at a price that is so low that it's almost impossible to make a profit. This is a dangerous trend that is leading to the demise of many innovative companies. The only way to survive is to focus on the value-added features of your products and to avoid the commoditization trap.

**INNOVATION** is the key to survival in a commoditized market. It's the only way to differentiate your products from the competition and to create a unique value proposition. Innovation allows you to focus on the features that your customers truly value and to price your products accordingly. This is the only way to ensure your long-term success in a commoditized market.

*"Unlike a commodity, an innovative product enables you to focus less on price and more on the cool value-added features."*

[CLICK HERE](#) to read an article that dares to tell the truth about innovation (or lack thereof) in our industry.