

Creative
Bath Sales, LLC

Representing Fine Plumbing &
Hardware Manufacturers

Here's What's New!

www.creativebathsales.com

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THE
FURNITURE GUILD

ESTD 1984

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

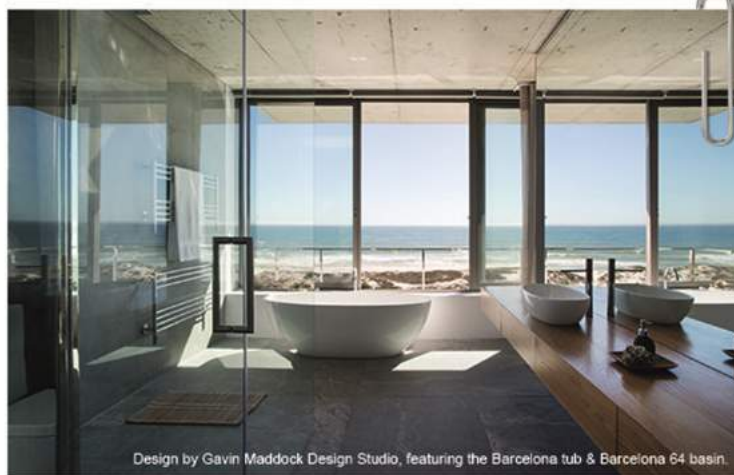
- Peace of mind
25 year consumer warranty (8 year commercial)

- Unique material
Made from 100% ENGLISHCAST® composite



FIND OUT MORE

TOP TRENDS 2016



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.



[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 dystopian theme to an end consumer but death by commoditization is an all too real, pervasive and alarming threat to the decorative plumbing and hardware industry. Commoditization is when goods or services become so widely available and interchangeable that they lose their differentiating features to price. That's a slippery slope to commoditization as you're trying to make a living selling value-added decorative products. It's when the specifications become so generic and interchangeable that you're left with little to differentiate your products. An alleged proponent of the decorative plumbing and hardware world has a different opinion on how to avoid commoditization. If this or that item can easily find the same production elsewhere and they are not unique, why are you bringing this into the world? This selling commoditized products is value added decorative products usually means items to be more targeted sales and better pricing rates of those sales. There is a long and consistent track record in packaging the value-added

DEFINING INNOVATION

Innovation is perhaps the most overused buzzword in business today. Each time a new product is introduced, the industry is quick to label it as innovative. But what does innovation mean? It's the process of an idea or concept that is brought to life. It's the process of an idea or concept that is brought to life. It's the process of an idea or concept that is brought to life.

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

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