

# New faucets reflect trend back to softer lines

We know what you want — in a faucet, that is.

A recent consumer research study conducted by Yankelovich Partners Inc., an independent marketing company, shows that new trends in faucets reflect the lifestyle of today's savvy consumer.

First of all, there's style. What do you really want when it comes to faucet style?

Softer lines are returning — we're getting back to the basics in all aspects of our lives. Casual wear is replacing the stiff, formal business suit in the office, and loose, comfortable fabrics are used in everything from clothes to home furnishings. Formal living rooms are gradually becoming a thing of the past, replaced instead with one "great feel" for an eye-pleasing, open feel. Automobiles are losing their hard edges and are becoming more and more "round" in form. And all of these changes

tell us one thing from fashion to cars to home furnishings, "soft" is the newest trend.

In faucets, that means elliptical shapes and smooth lines to fit today's lifestyle, abandoning the traditional "boxy" look. Round shapes are synonymous with a more upscale faucet look that can complement any decor. "The new smooth lines have a dual purpose," says R.C. Walker, business unit manager, Peerless Faucet Co. "Not only do they provide exceptional style, but they are also very low maintenance."

The "no fuss" faucet is another major trend right now. And it is one perfect example of function following form: the preferred smooth lines are conducive to easy cleanability. "One thing consumers made clear was that they don't have time to take a toothbrush and scrub the cracks and crevices of their faucets," says Walker. "In this hectic day and

age, consumers want to enjoy their free time — not spend hours cleaning household items."

In a new line of bathroom faucets, Peerless presents options to complement any decor. Knob handles are available with two styles: clear or an attractive "smoked" finish. Newly styled lever handles are offered in an array of finishes, including white, almond, polished chrome, polished brass, or a combination of finishes. Coordinating tub/shower faucets also are available to create a complete "family ensemble" for any bath.

Lever handles for the lavatory

carry the elliptical theme of the other product components, becoming an integral design element of the faucet and enhancing the overall look with their grace. The universal design of the levers complies with guidelines set by the Americans with Disabilities Act and ANSI 1.17, 1, for accessibility and use by physically challenged individuals.

Faucet trends are not only moving toward easy maintenance, but easy installation.

Choosing and installing a faucet yourself can be a tough experience. Research shows that con-

sumers have four main concerns

when buying a faucet: fit, warranty, durability and installation.

When purchasing a faucet, be sure to check that it comes with complete instructions for easy installation, to make your job stress and worry free.

Peerless Faucet Co. has gone a step further by providing a toll-free customer assistance hot line, a 24-hour service staffed by multi-lingual representatives trained to answer immediate questions about installation and repair, parts and parts and retailer locations in English, Spanish and

French. Peerless' packaging also addresses these top four concerns consumers have when purchasing a faucet right on the front of the box, for piece of mind.

Handles are an extremely important part of your kitchen and bath decor, and can make a significant difference in your overall look. "The faucet is the jewelry of the home," says Walker.

"The new faucet trends will be with us for a long, long time," Walker continues. "By choosing the most functional — and stylish — faucet you can be assured that you'll get your money's worth out of your next faucet purchase."

## Ceramic tile has timeless design appeal

Through the years, ceramic tile has remained one of the most elegant structural and decorative materials. Not only does it serve a functional need, but it also reflects your personal sense of style.

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Ceramic tile is also the most flexible of home decorating materials. It's available in a myriad of shapes, colors, textures and sizes providing extraordinary potential for custom design . . . in areas of

your home that you may never have even considered!

Stair risers, for example, can carry a particular style or color from the foyer to a second-floor family room. Frame a window in one or more colors and see how quickly it becomes a work of art!

Create your own design on a tub surround in the bath and repeat on the walls. Ceramic tile offers total flexibility that also allows color and design continuity from room to room.

American Olean tile company has an extensive palette of styles, colors and textures to make it easy to intermingled . . . making it easy to create a theme of color and/or design.

Triad Granite and Marble Looks from American Olean were developed with color coordination in mind, making them perfect examples of how ceramic tile can accentuate your decorating theme.

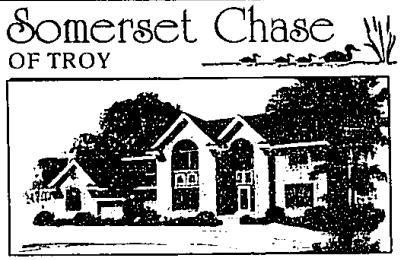
For example, a kitchen and adjoining dining room feature beige-toned marble look tile. To separate one area of the room from the other, a border of color-coordinated Triad Granite look tile surrounds the eat-in area while coordinating Triad Decorative Accent Tiles provide a design element in both rooms. The end result . . . a

perfectly color coordinated room yet two areas have been distinguished, easily, by intermingling patterns and decorative tiles.

American Olean glazed wall tile also provides endless decorating options.

With a little help and creativity, you'll quickly see how ceramic tile in your home is a natural . . . a true reflection of you.

For more information on ceramic tile and where to find an American Olean Design Center 2000 dealer in your area, write to: American Olean Tile Co., Department HIT-LN, 1000 Conran Ave., Lansdale, PA 19446.



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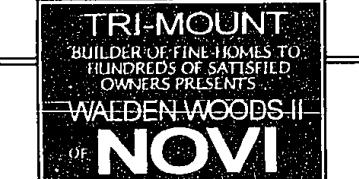
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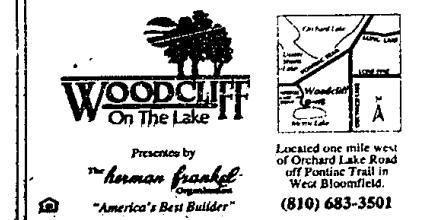
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