

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 room," 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 cleanliness. "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 117.1, for accessibility and use by physically challenged individuals.

Faucet trends are not only moving toward easy maintenance, but easy in-stallation.

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

sumers have four main concerns when buying a faucet: faucet fit, warranty, durability and in-stallation. 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, repair 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.

A faucet is 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."

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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 HHT-LN, 1000 Cannon Ave., Lansdale, PA 19446.

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