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Keeping It Simple *Isenberg focuses on push-button technology and water saving features*

Isenberg is known for its superior decorative brass plumbing fixtures that are beautiful on the outside and expertly crafted on the inside. With offices around the world and a global manufacturing and distribution network, Isenberg is able to offer cohesive collections of affordably priced products that are popular with consumers and designers alike. We were pleased to talk recently with sales manager Abbas Poonawala, whose passion for all things plumbing was readily apparent during our brief interview.

Q. What is your company's most recent or upcoming product introduction?

A. We are introducing a push-button collection of hydro-switch thermostatic valves. Our focus is on creating simplicity in the shower. The products feature easy on/off water flow buttons combined with thermostatic valves to create a straight-forward but still high-end shower experience. We are also looking to include a host of luxury options, such as rain showerheads, hand-held sprayers and body jets.

Q. What are the advantages of this new product / technology?

A. It's about ease of use. Instead of traditional knobs, this product features push buttons which provide on-and-off functionality, just like flipping a light switch.

Q. What is most important to users?

A. We see that users don't want to sacrifice quality and ease for extra features and gadgets that can be distracting. Users want to step into the bath/shower and turn the water on with a simple push of a button. They don't want the stress of having to 'program' their shower. They like to know that their water delivery system has been built to last and designed to conserve water. We also find that a simplified experience means fewer headaches for plumbing installers.

Q. What are the latest trends you're seeing?

A. Showers are definitely getting larger. And we are seeing more open showers. Showers are not enclosed little enclaves anymore.



They are spacious and are integrated into the bathroom environment. And push-buttons are replacing handles in bathroom fixtures, from toilets to faucets to shower controls.

Q. How important is Isenberg's relationship with plumbing distributors?

A. We work with a select number of mid-sized distributors across the nation. The relationship has proven to be mutually beneficial since our product is unique and we generally like to limit our distribution through channels which we feel are most helpful to our brand and company.

Q. What can plumbing professionals expect from Isenberg in the next year?

A. In addition to our push-button valves, we will launch our new Series 200 bath collection and a selection of stainless steel kitchen faucets. And, we will make 1.5 GPM aerators available to homeowners to help them reduce the water flow on their existing faucets, which might use 2.2 GPM aerators which are standard size and fairly cheap. Making the switch can help them save money and use less water.

Q. What can we expect to see from you at KBIS 2017?

A. We will have several different styles of our hydro-switch thermostatic valve – from horizontal to vertical and separate plates for shower and hand shower and more. We also hope to showcase two new faucet and fixture designs – the 200 which will have a sleek modern look, and the 145 which is more curvy and sexy. Both will come about 30 coordinating pieces, making it easy to create a full bath ensemble.

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