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# kitchen & bath DESIGN NEWS®

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# Designers Discuss Unique Ways To Promote Their Showrooms

*Kitchen & Bath Design News* recently posed the question to dealers and designers in the kitchen and bath industry. "Do you make your showroom available for public or private events for the community and/or organizations?"

"We are just completing a major renovation where we are adding a large gourmet kitchen and an outdoor kitchen to host architect and designer product knowledge seminars, cooking demos and charity events. Part of it is to promote, but the real ideology behind it is to teach what we consider the 'experience' of what a great designer means to a project and how you get so much more out of this experience...and [how it] usually costs less in the long run."

Perry Michael Reinstein, CKD  
president  
Evo Design Center  
Huntington Station, NY

"Our showroom is quite small, so we've utilized the space as efficiently as possible to show what we do. Therefore, we do not have the ability to host events. However, we support many of our local charity organizations with donations for auctions and various other mechanisms. I feel that these are more important as they support the community we service."

Jackie Balint, CKD  
owner/designer  
The Kitchen Collection, LLC  
Redondo Beach, CA

"We will be on the Holiday Houses of Worship Tour as a rest (and coffee) stop. And we have volunteered our space for a downtown art exhibit. Both events will bring in new people who have not been to our showroom before."

Vickie Hrabal  
owner/principal designer  
Oak Hill Interior Design  
Hagerstown, MD

"We are presently in negotiations with a local chef to come into our showroom with a series of fall cooking classes in the evenings, set in our live kitchen. This is a limited group, but the invitation is to the public. An event like this brings potential clients into our space for fun and education, and reaches out to folks we may not have in our existing advertising market. They see our products and meet us in a casual atmosphere that's fun."

Scott Haig, CKD, designer  
Bay Area Kitchens  
Houston/Bay Area, TX

"Our showroom has been open on several occasions. The extreme situation was for disaster relief during Hurricane Sandy where the local downtown area had power while the rest of the town was without...for nearly a week. We provided free refreshments, charging stations and WiFi. Twice a year, we open up on Ladies-Night-Out, where some local merchants stay open late and offer something special to ladies out on the town. We have also hosted cooking demonstrations, free wine and cheese, etc."

Robert Gockele, president  
KraftMaster Renovations  
Kitchen Intuitions  
Chatham, NJ

"Depending on the time of year, our showroom, which is located in a shopping center, will be available for open house events. We have also hosted events for holidays, ladies' night, product demonstrations, sidewalk sales, etc."

Jennifer M. Joyce, owner  
Manor House Kitchen & Bath, LLC  
Chester, MD

"We have opened our showroom to a local radio show. *OK Foodie* does one or two live tapings here per month in front of a live audience of 25 or 30 people. We also host realtor events, birthday parties, Galley dealer training and cooking classes."

Linda French  
assistant to the president  
Kitchen Ideas  
Tulsa, OK

"We have hosted local NKBA events and Chamber of Commerce and Contractors Association mixers. We have the opportunity to show off our design center to people who would not normally use us and it gives us more of a presence in the community."

Ruth E. Cross, owner  
Home Concepts  
Truckee, CA

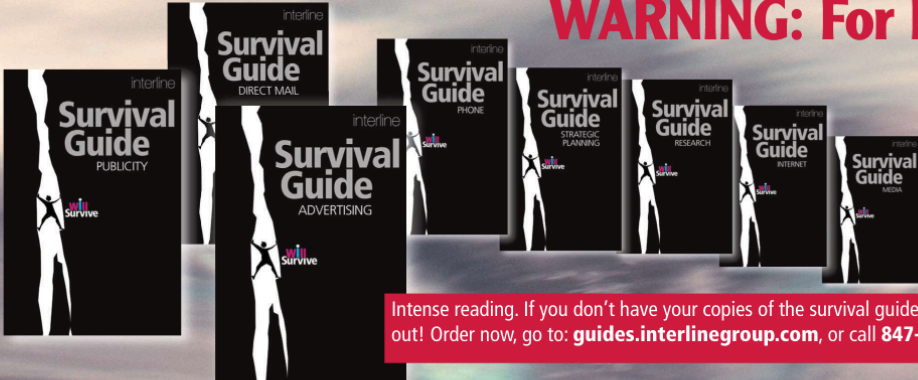
"We do [open our showroom]! We are one of the Premier Design members of the Annapolis Design District, so we have often hosted gatherings for the organization. We also have opened up our showroom to local community college students who are in design. And, we do tend to have parties for our staff, neighbors and other business affiliates."

Jessica White  
marketing/communication coordinator  
Kitchen Encounters  
Annapolis, MD

"The space I rent is adjacent to a spectacular building made for entertaining and giving shows to educate the public. We are always available to the public for community events. This is a tight knit community and this is the best way to get our name and products out to those interested in what we have to offer."

Carol J. Cherry, CKD, president  
Cherry's Designs, Inc.  
Medford, NJ

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