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Seizing the Seniors Market

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Kitchen & Bath Enhancements

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Moen has introduced its new Water Saving showerhead, designed specifically for the multifamily market. It has a flowrate of 1.75 gallons per minute (gpm), offering a 30 percent water savings from the industry standard of 2.5 gpm. The spray formers have a decreased diameter to maintain the velocity of the water streams. The rubber spray formers also provide the ability to wipe away hard mineral deposits on the showerhead. The showerhead is available in Chrome, PVD Brushed Nickel and Old World Bronze finishes and can be used as a stand-alone item or as an add-on to the company's tub and shower products (www.moen.com).

Cleveland Faucet Group's Baystone suite features a new widespread lavatory faucet; single-handle lavatory faucet (pictured); pulldown kitchen faucet and single-handle kitchen faucet. The faucets can be installed as part of a single-hole application or as a three-hole coverplate for use with conventional, pre-drilled sinks. Available in PVD Classic Stainless, PVD Brushed Nickel and Chrome, the Baystone suite offers low-flow options and is certified to meet WaterSense criteria (www.cfgonline.com).



Snaidero USA now offers developers the opportunity to use its cabinetry—which has been primarily used for kitchens in the past—in bathrooms. In addition, the company has a full line of bathroom vanities that it offers to developers. Pictured: Idea kitchen cabinets in Coffee Brown Larch installed in 50 East Chestnut in Chicago. Idea is available in three finishes and over 40 colors (www.snaidero-usa.com).

MirrorMate is expected to launch two new frame styles in April 2010, in addition to expanding its Cherokee Slim line (pictured) to include nougat, dark chocolate, licorice and cherry chocolate. The new Casco Bay frame is a slim style featuring a nautical roping design. There will be three options, including black with gold edging, black with silver edging or all white. The second new addition, the Providence frame, will be available in both bronze and silver (www.mirrormatecommercial.com).



Axor's Citterio Prep Kitchen Faucet, created by Antonio Citterio, measures just over 15 inches high, while its spout extends nearly seven inches from the base. It includes a pull-down handspray with full and needle spray modes; a Cascade no-clog aerator; a mini high-arc spout that swivels 360 degrees; the Quiclean cleaning system and a choice of two finishes: chrome or brushed metal (www.axor-design.com).



Kitchen & Bath Legislation

California Assembly Bill AB 1953, which was signed into law in 2006, officially took effect on January 1, 2010.

The legislation sets new regulations concerning lead-free plumbing, requiring that fixtures and pipes reduce the amount of lead used from what was the current limit of 8 percent to a new limit of 0.25 percent. The law affects kitchen faucets, bathroom faucets and "any other end-use devices intended to convey or dispense water for human consumption through drinking or cooking," according to the legislation.

The bill also "prohibits a person from using specified materials that are not lead-free in the installation or repair of any public water system or any plumbing in a facility providing water for human consumption, except when necessary for the repair of leaded joints of cast iron pipes."

Following California's lead, Vermont has also passed legislation regulating the amount of lead in many consumer products. In Vermont S152, the state general assembly enacted a law that prohibits the sale of "solder or flux for plumbing containing more than 0.2 percent lead or fixtures whose wetted surfaces contain more than a weighted average of 0.25 percent lead." This ruling also went into effect on January 1, 2010.