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KBIS 2017 Innovative Showroom Award Applications Now Open
*LIXIL Water Technology Americas Brands - American Standard, DXV and GROHE - Return
as Exclusive Sponsor*

(Alpharetta, Ga.) – September 8, 2016 – [The National Kitchen & Bath Association](#) (NKBA) is pleased to announce the 2017 [Kitchen & Bath Industry Show's](#) (KBIS) Innovative Showroom Awards applications are now open. The annual KBIS Innovative Showroom Awards allow the kitchen and bath community to honor the retail showroom experience and bring recognition to the central role showrooms play within the industry. Showrooms can register by filling out the [Innovative Showroom Awards application](#) online. The deadline for applications is October 31, 2016.

“The KBIS Innovative Showroom Awards have become a coveted award among retail showrooms, and an honored KBIS tradition. We’re thrilled to continue this tradition in Orlando this January,” said Brian Pagel, VP Kitchen and Bath Group, Emerald Expositions. “It’s important to recognize those showrooms that take the time to educate customers, allowing them to truly experience each product as they plan a new kitchen or bath project.”

The 2017 Innovative Showroom Awards are exclusively sponsored by LIXIL Water Technology Americas, the business unit comprised of kitchen and bath brands American Standard, DXV and GROHE. LIXIL Water Technology Americas will unveil new kitchen and bath innovations at KBIS this year, aiming to improve health, increase sustainability, and enhance the quality and beauty of everyday life.

“Showrooms play such an important role in the kitchen and bath industry. They provide homeowners and designers with unmatched expertise, along with the opportunity to engage and interact with products,” said Maha El Kharbotly, chief marketing officer for LIXIL Water Technology Americas. “Our organization is pleased to once again sponsor the Innovative Showroom Awards to bring recognition to the important role that showrooms play in helping turn their customers’ dreams into reality.”

“We are truly pleased that our members American Standard Brands, DXV, and GROHE continue to support KBIS and the Innovative Showroom Awards,” said Bill Darcy, NKBA CEO. “It is this type of commitment that allows us to grow KBIS from year to year and enables us to present the best in innovation, education and networking, enhancing the show’s value to both exhibitors and attendees.”

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The global LIXIL Water Technology business unit functions across 150 countries, with research and development Centers of Excellence based in Germany and Japan and production facilities in 50 nations. Its international sales structure is notably characterized by its diversity, encompassing a variety of brands and product categories offered in multiple markets and distribution channels. The LIXIL Water Technology brands provide design and construction professionals, and their customers, distinctive and comprehensive kitchen and bathroom solutions that make life healthier, safer, and more beautiful, at home, at work and around the world.

The 2017 award winners will be determined by the Innovative Showroom Advisory Board comprised of five members consisting of past winners, judges and voices of the industry. The advisory board will select 15 finalists. Representatives from these showrooms will be invited to speak as part of a panel discussion on showroom innovation on Tuesday, January 10 on the KBISNeXT™ stage, followed by an awards ceremony announcing each winner and a cocktail reception.

A winner will be chosen in each of the following categories, with one chosen as the overall Innovative Showroom winner:

- Independent Retail Showrooms Locations (1-5 showroom locations) - Small (1,000- 2,500 sq ft)
- Independent Retail Showrooms Locations (1-5 showroom locations) - Medium (2,500 – 5,000 sq ft)
- Independent Retail Showrooms Locations (1-5 showroom locations) - Large (5,000 sq ft+)
- Multi Location Retail Showrooms (6+ showroom locations) - Medium (1,000 – 5,000 sq ft)
- Multi Location Retail Showrooms (6+ showroom locations) - Large (5,000 sq ft+)

Following KBIS 2017, KBIS will once again host the People's Choice Award, allowing the public to vote for their favorite innovative showroom via the [KBIS Facebook](#) page.

For more information on the KBIS 2017 Innovative Showroom Awards, and a list of the 2016 award winners, visit <https://www.kbis.com/show/innovative-showroom-awards/>.

Connect with us via our social channels; on Facebook at <http://www.facebook.com/KitchenBathIndustryShow>, Twitter at [@KBIS2017](#) and on Instagram [@KBIS_2017](#).

KBIS is owned by the National Kitchen & Bath Association.

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ABOUT AMERICAN STANDARD BRANDS

American Standard Brands make life healthier, safer and more beautiful at home, at work, in the community and throughout the world. Offering total project solutions for residential and commercial customers around the world with respected brands such as American Standard®, DXV®, Safety Tubs®, Crane Plumbing®, Eljer®, Fiat® and Decorative Panels International®. American Standard Brands is owned by [LIXIL Corporation](#) (TSE Code 5938), and is part of LIXIL Water Technology business, which operates across 150 countries. The LIXIL Water Technology brands include: LIXIL, INAX, GROHE, American Standard, and JAXSON. Learn more at www.americanstandard.com, or follow us at twitter.com/AmStandard, <https://www.facebook.com/AmericanStandardPlumbing>.

ABOUT GROHE

GROHE faucet and shower products are distributed in more than 180 countries and represent nearly 80 years of excellence in European design, innovation, engineering and quality. GROHE America's headquarters are in the heart of the Flatiron district and houses the GROHELIVE! Center, an interactive showroom created for inspiration and collaboration.

The GROHE Group is the world's leading provider of sanitary fittings, comprising GROHE AG, Hemer, Hamburg and other subsidiaries in foreign markets. With its global GROHE brand, the GROHE Group relies on its brand values quality, technology, design and responsibility to deliver "Pure Freude an Wasser". The GROHE Group was purchased by the LIXIL Group and the Development Bank of Japan in January 2014. The LIXIL Group is the global leader in the building materials and housing equipment industry.

About KBIS

KBIS, in conjunction with the National Kitchen and Bath Association (NKBA), is an inspiring, interactive platform that showcases the latest industry products, trends and technologies. KBIS is the voice of the kitchen and bath industry and has been for 50 years.

Early in 2013, the National Kitchen & Bath Association (NKBA) and National Association of Home Builders (NAHB) announced an agreement to co-locate the Kitchen & Bath Industry Show (KBIS) with the International Builders' Show (IBS) in Las Vegas, Nev. in February 2014 under the banner of Design and Construction Week®. The mega-event will return Jan. 10-12, 2017, in Orlando. Kitchen and bath brands that have participated in both shows can continue to choose to exhibit in the KBIS or IBS hall. One pass will provide access to both exhibits. NKBA and NAHB will continue to produce separate educational programming and special events. For more information on KBIS, visit www.kbis.com.

KBIS is operated by Emerald Expositions, a leading operator of large business-to-business trade shows in the United States, producing more than 80 trade shows and over 100 face-to-face events in total, including conferences, summits and other events. Emerald Expositions connects more than 335,000 sellers and buyers each year and operates within the U.S. in 10 end markets (Gift, Home, General Merchandise and Manufacturing; Sports & Apparel; Design; Jewelry, Luxury & Antiques; E-Commerce; Creative Services; Licensing; Healthcare; Military; and Food).

About the National Kitchen & Bath Association

The National Kitchen & Bath Association (NKBA) is the not-for-profit trade association that owns KBIS®. With nearly 14,000 member companies representing tens of thousands of members in segments of the kitchen and bath industry, the NKBA has educated and led the kitchen and bath industry since the association's founding in 1963. The mission of the NKBA is to enhance member success and excellence, promote professionalism and ethical business practices, and provide leadership and direction for the kitchen and bath industry worldwide. For more information, visit NKBA.org or call 1-800-THE-NKBA (843-6522).

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