

AARON NEWS

Published by Aaron & Company

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TWO EVENTS SCHEDULED IN NOVEMBER

GRAND OPENING

FOR AARON KITCHEN & BATH DESIGN GALLERY

Lights...Camera....Action...The stage is set, the displays are sparkling and the construction dust has settled- Aaron & Company is proud to announce the Grand Opening celebration of our exciting new kitchen & bath showrooms. We will be holding two open house events in November and with eager anticipation look forward to unveiling our newly designed, "State of the Art"- Aaron Kitchen & Bath Design Gallery.

Located in our New Brunswick facility, we have dedicated over 5,000 square feet to a stunning array of bath fixtures, faucets, kitchen cabinets, and over 75 displays adorn the completely refurbished showrooms. As with any renovation, this has been a long and arduous process with the planning and execution taking almost an entire year. We have updated and completely transformed our bath showroom, which was originally built in 1978, plus, we have taken unused office space (formerly our corporate offices) and created a spectacular kitchen design gallery.

We are planning to have two separate events and really celebrate our grand opening in style! The first open house will be primarily for remodeling professionals, plumbers and general contractors and will be held on November 15th 2006. The other event will be for designers, architects and decorating professionals. Builders and developers are also invited to the second open house, which will be held two weeks later on November 29th.. Both events promise to be informative and entertaining and will feature refreshments, door prizes, and product demonstrations. In addition, representatives from most



of the major manufacturer's in the kitchen and bath industry will be available to answer any questions about the new and innovative products on display.

Designed by industry expert and design trend analyst Ellen Cheever, the bath showroom features 11 working whirlpool or bubbler (air-tubs) displays, several working showers, a steam bath, and a foot bath. There is an ADA compliant area, two complete Toto bath suites, a room for accessories, several hands free-electronic faucets and of course many new commodes. Our plumbing fixtures are also prominently displayed with the highlight being a tub filler display where customers can flip a switch and each spout drains into a natural rock filled basin. There will be several locations throughout the showroom with unique faucet and sink displays, all very different from the products typically seen at home centers or in newly constructed homes.

Cheever also designed the Kitchen Design Gallery, which showcases 17 different cabinet displays, 11 completely decorated kitchen vignettes, and a working kitchen. The variety of kitchen countertops on display is very striking, with the latest in glass and wood tops, a stainless steel counter top and of course a very impressive selection of solid surfaces, sinks and kitchen faucets to choose from.

Ms. Cheever, a member of the National Kitchen and Bath Association Hall of Fame, and author of 15 industry related books has been intrigued by this project from the start. "This is a showplace for both the kitchen and bath. In the new kitchen

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CLOSING DATES

Aaron & Company will be closed on Thanksgiving Day
We be open on Friday 11/24 & Saturday 11/25

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Aaron Kitchen & Bath Design Gallery!

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area, great ideas—in all price ranges were planned. The bath showroom features creative ideas for the smallest of powder rooms to the grandest of master suites”. Cheever adds, “I enjoyed collaborating with Aaron & Company’s design team, as we created these total room settings which demonstrate the many product choices and design looks available at the Aaron Kitchen and Bath Gallery.”

The initial concept and the monumental task of overseeing the entire project has been undertaken by Diane Bradley and Bruce Sax (our Kitchen and Bath Division managers). Bradley felt very fortunate to work with Ms. Cheever and several talented subcontractors, “They did a phenomenal job of laying out my vision. They were very creative and instrumental in making the working parts of the display actually simulate a home experience.” For example in the ADA area, a handicap accessible shower base with a stone molded counter and sink combination, was “designed not to look institutional, and with wrought iron detail it really works as planned.”

Sax is excited by the prospect of having both showrooms finally open and available to our trade professionals and their homeowner clients. “Once people see what we are about, it will be one stop-shopping experience.” He adds “The way Aaron & Company has been successful in the wholesale plumbing and bath showroom business will translate to a very favorable outcome for the Aaron Kitchen Design Gallery”.

The showrooms were not the only areas to get a facelift. We have added a receptionist area, complete with a media center, a children’s play area and we have renovated our own bathrooms (be sure to check out the Toto Neorest toilet!). Our accessory area will feature medicine cabinets, vanities, fan and lighting kits, towel warmers, plus we will be offering central vacuum systems and custom designed closets. Video monitors are located throughout the showrooms, where shoppers can get in-depth information on the various products displayed. New work stations are interspersed throughout the showroom floor, where clients can sit with our design professionals and create the bath or kitchen of their dreams.

Both Grand Opening celebrations will require reservations to attend. We are anticipating a large turnout for both events; please call Suzanne Lynch at 732 752-8200 ext 110 to reserve your space for these gala events. Come and see the new and exciting New Brunswick showrooms (home of the 3½% sales tax). Give us an opportunity to show you how you can help your clients transform the two most pivotal rooms in their home!



Frigidaire Introduces High Efficiency Furnaces

New furnaces qualify for rebates

Homeowners who are replacing their furnaces should take several factors into consideration. With fuel costs continuing to rise, efficiency should be of primary concern, plus the costs for materials and installation have gone up, even the cost to finance a job has increased. Frigidaire has good news on all fronts. They have recently introduced a new furnace-FG6TE which offers a 95+% AFUE. Aside from the greater efficiency, this new up-flow horizontal furnace provides a quieter operation with two stage heat, a two speed inducer and an ECM variable speed motor. The efficiency factor for this new furnace qualifies consumers for at least a \$150.00 tax credit, because it meets the government’s minimum rating of 95% AFUE.

Every little bit helps and Frigidaire has taken their already attractive financing program and added another incentive for the fall. Beside their 12 month/no payment/deferred interest, they are also absorbing the discount fee. This means the normal discount fee of 6.65% charged to the dealer will be 0% during the fall program. There are still a limited amount of Frigidaire dealerships available please contact our HVAC Division Manager John Provenzano for more details.



New Grohe Pullout Faucet on Display



It’s no secret that the material of choice for commercial kitchens is stainless steel. Grohe’s newest pull out “chef-class” kitchen faucet, is produced from a solid, grade 304 stainless steel. This provides a durable, non-corrosive, easy to clean, near indestructible, heavy-duty faucet body for the K-4 faucet. Grohe’s “designer friendly” look will

make this an attractive addition to any kitchen and is available in different styles. They have made a prep sink model, pillar tap as well as a pot filler style. This substantial faucet is on display at all locations and is part of the new Aaron Kitchen and Bath Design Gallery.



SHOWROOM SPOTLIGHT

Introducing the Soiree- Modern Luxury Bath Suite by Toto

When it comes to creating modern bath spaces, homeowners seek to achieve harmony and balance. Clean lines and simple geometric shapes are the hallmark of the newly redefined modern bath suite. This is exemplified in the Soiree Collection which allows homeowners the ability to create an atmosphere that feels like a romantic get-away at a luxury hotel, while still in their own home.

Known for their exceptional toilets, Toto has developed a full luxury suite for the Soiree Collection. The curvilinear one piece universal height toilet is only part of this eye appealing collection. The tapered air bath offers both aromatherapy and a hydro massage in a 22" deep well with 16 strategically placed jets plus a chromatherapy feature that will soothe the senses. The suite is complete with faucetry for lavatory and bath, a shower set and sinks (pedestal, self-rimming or undermount).

This upscale suite can be seen in our New Brunswick showroom, as part of the Aaron Kitchen and Bath Gallery.



EHCC Fall Training Schedule

COURSE	DATE	LOCATION
NATE Certification Review	11/29 Test on 11/29	Clarion Hotel, Egg Harbor Twp.
ACCA Manual J V8 AE	11/1 11/7	Clarion Hotel, Egg Harbor Twp. Aaron & Co., Piscataway
Electricity for HVAC Techs	10/17 11/9	Aaron & Co., Piscataway Clarion Hotel, Egg Harbor Twp.
Gas Furnace Troubleshooting	11/10	Aaron & Co., Piscataway

For more information on the Eastern Heating Cooling Council's training programs, call 800 247-6547 or go to their website at www.eh-cc.org

PRICE CHANGES

Recent or upcoming manufacturers' price increases include the following:

Vendor	Product	Increase	Effective Date
American Metals	Bvent	6%	10/02
Amtrol		3-7%	09/25
B&G		4-12%	07/31
Bock Water Heaters		2-3%	08/01
Cash Acme - SharkBite		5%	07/01
Covalence Adhesive (Polyken)		5%	06/05
Cresline Polypipe		4%	07/05
Delta - Brizo		7%	11/06
ECR - Argo Controls			09/15
Gerber Plbg	Brass	9%	08/14
	Decorative	5%	08./14
	Waste & Overflow	15%	08/14
Greenfield		2-5%	08/14
Hardcast		Various	09/01
IPS	Various	4-13%	10/01
Jacuzzi		3.5-9.1%	11/01
Lima Brand Grills & Regs	Alum G,R,D	9%	07/17
	Steel, Plastic & Dec G,R, D	4%	07/17
Merit Brass	Brass Nipples	6.79%	09/05
	Import Brass Ftgs	11.1%	09/05
Myers Pumps		2-8%	09/02
New Yorker Boiler		3-5%	08/01
Suntemp	Baseboard	7%	10/09
	Accessories	3%	10/09
Swanstone		3%	10/01
Symmons		7.50%	10/01
T&S Brass		5%	09/01
Ward Flex	Tubing	4%	09/01
	Fittings	12%	09/01
	Accessories	15%	09/01
Watts Drainage		10%	09/15

Bathroom Additions Increase Re-Sale Values

According to an in-depth study by the NAHB, a bathroom addition on a single family home has consistently shown to have one of the strongest impacts on a home's resale value. The bottom line of the study reveals that, full bathroom additions can add almost 20% to a suburban home's value. In a standard three bedroom home that has only one bathroom, an additional half bath will increase the value by 12%. When additional amenities such as multiple sinks, whirlpools or multiple shower options are included, there is a direct correlation to the increase in resale value.



GEM OF THE MONTH

"Worry is a waste of the imagination"

LOAD THE BARN!!



Colony Soft/Reliant Plus Faucet Sale

Buy 4 Faucets and receive FREE Fleece

2175.500.002 Colony Soft Centerset w/ metal pop-up	\$ 56.76
2275.500.002 Colony Soft 2 Handle faucet	\$ 38.72
4175.501.002 Colony Soft Kitchen faucet w/ spray	\$ 61.54
4275.500.002 Colony Soft Kitchen faucet no spray	\$ 55.66
T675.502.002 Colony Soft Bath/Shower trim kit	\$ 31.30
T975.400BP.002 Colony Soft Deckmount Trim	\$ 93.16
2385.004.002 Reliant Plus w/o pop-up	\$ 60.60
2385.500.002 Reliant Plus w/ pop-up	\$ 80.02
4205.100.002 Reliant One Hole Kitchen faucet	\$120.62



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