

## Selected Quotes on Market Trends Showerheads and Shower Systems

“Bathrooms on Long Island are beginning to feel more like spas. Showers with multiple body sprays...are combining to make the bathroom a cozy place that’s as comfortable as any room in the hours....Ceiling mounted showerheads, up to 12 inches in diameter, can make it rain on you while you are soaking.”

*By Bernadette Starzee*

*HousingZone.Com newsletter, November 23, 2005, “Homeowners are making their bathrooms into more comfortable, cozy spaces”*

“The once-humble bathroom is being transformed from just the basics to luxurious oasis from the stresses of contemporary life. It’s a haven, a sanctuary, a day spa, and a home entertainment center...According to a 2005 National Kitchen and Bath Association consumer survey, the top features requested in upgraded residential bathrooms are: whirlpool tubs, customized shower upgrades with multiple jets and steam....One of the strongest trends in luxury bath design of interest to the plumbing contractor is the large walk-in shower. Not only do these oversized units dwarf conventional showers, consumers want them installed with an array of feature options from seating to multiple showerheads, to elaborate controls for the heads and/or jets as well as temperature.”

*By Allison Deerr*

*Reeves Journal, June 2005, “Steam Heat”*

“The latest trend is the new all-in-one shower panel with shower head, hand shower, and body sprays (showers that spray horizontally). All of this has become very popular because of its ease of installation...Consumers today demand a lot from their shower. Showering has become an integral element of the **“well-ness” theme** of modern life...Rain showers are being used more and more today. By definition a rain shower lets water literally fall from a shower head creating the sensation of standing under a gentle spring rain. These shower heads keep getting **larger and larger**. These are all about experience...Manufacturers can promote wonderful shower products and multiple-spray showers and customer showers, but remember, the valve has to be able to flow enough water to satisfy the water demanded from all those showers. No matter how good the shower head, it won’t work without sufficient water flow. The valve should be **high-flow** and preferably a thermostatic valve to maintain consistent water temperature from all outlets.”

*By Fred Fedewa, Grohe*

*Reeves Journal, June 2005, “Shower Heads, They’re not all the same”*

“The walk-in shower in the master bathroom, for example, has two adjoining bays, with six nozzles each, that can be used simultaneously. **‘It’s like a car wash,’** Joe Varagoon quips. The shower built for their daughter’s bathroom has **10 body jets**. The guest bathroom has a setup that simulates rainfall..... **‘We have water going everywhere.** It makes you feel very fresh.’ ”

*By Brett Oppegaard*

*HousingZone.Com newsletter, June 8, 2005, “Clean living; Luxury showers raise the ante on feeling fresh with a variety of sprays, fixtures and sheer size”*

“Danze now offers a custom shower system that enables homeowners to design their own shower experience...The Danze unit is equipped with ½-inch inlets and outlets and will deliver in excess of four gallons per minute at 45 psi.”

*Supply House Times, October 2005*

“Homeowners at all levels are eager for spa-type indulgence and elegance in their private spaces...it was the introduction of high performance, high flow, reliable thermostat valves by European manufacturers that made large ‘**car wash**’ showers possible....one ¾-inch thermostat valve (depending upon the manufacturer) can supply enough water to simultaneously power a shower head, a personal hand shower and up to four body sprays...five shower outlets would have a flow rate of **12.5 gpm** (5 x 2.5 gpm). A ¾-inch thermostat valve with a flow rate of 18 gpm at 45 psi would, obviously, do the job....A pump supplying 10 gpm at 30 psi might be fine for a simple tub/shower, but it’s never going to do the job for a 5-head custom shower with a ¾-inch thermostat valve....there is really nothing like the experience of a true installed, multiple-wall, multiple-out customer shower. Customer showers are way more fun than a bath, and your customers will thank you for the added feature to their home.”

*By Fred Fedewa, Grohe*

*Reeves Journal, “Multiple-Outlet Showers”*

“One thing we are seeing consistently is that everyone wants to get rid of their useless four-foot whirlpool tub that the builders put in and use that space for bigger showers and more cabinets.”

*Kitchen & Bath Design News, December 2005*

“The luxury bathing experience demands higher capacity, so the trend has been a boon for contractors, ‘Nowadays everyone seems to want multi-shower heads and body sprays....Your basic low-end shower valve is not going to work. You need something designed for lots of flow.’”

“Flow rate. Multiple spray showers require **lots of water flow**. Some multi-spray showers have six or eight heads and consume **12 or more gpm**. The valve has to be rated to flow at least the sum of all the heads in a shower.”

*Plumbing & Heating Contractor News, July/August 2001*

“All-in-one shower panels with up to four body sprays are a growing, mass-market trend, assert manufacturers surveyed, because they make for an **easy retrofit** into existing applications.”

*Kitchen & Bath Design News, September 2005, “Product Trend Report – Full Steam Ahead”*

NOTE: Emphases in **bold** are by the compiler of this paper and are not within the original text as quoted.