



FOR IMMEDIATE RELEASE

JULIEN® makes a splash at the Kitchen and Bath Industry Show in Las Vegas

Julien® Bathroom Suite by Troy Adams Design™ receives outstanding media coverage.

Quebec City, Canada (May 17th, 2007) – JULIEN®, designer and manufacturer of innovative products for the high-end kitchen and bath markets, introduced its new bathroom collection at K/BIS 2007 in Las Vegas. Among its new collections, Julien showcased its new bathroom Suite: *Julien® Bathroom Suite by Troy Adams Design™* which received numerous awards and accolades from both the media and attendees.

The four award-winning elements: contemporary Bath Console, Asian-inspired Tansu Chest, stainless steel Soaking Tub and innovative BenchToilet™ were presented in exotic Ebony wood finish, stainless steel Pewter finish and orange quartz countertop.

USA Today

Featured on Friday May 11th's edition of USA Today, the Suite's BenchToilet™ was described as *having made a splash at the Kitchen and Bath Industry Show in Las Vegas*. Winning award BenchToilet™ installs over a wall-mounted toilet and combines a sliding cover in exotic wood, storage drawer and stainless steel frame. This innovative concept integrating storage, bench and toilet was selected as a 2007 key trend item on ABC's The View back in early January.

HGTV drops in twice

HGTV - Home and Garden Television – visited Julien's booth twice. The two crews filmed the Suite and interviewed with designer Troy Adams for the network's Kitchens and Baths 2007 Special, scheduled to premiere this summer as well as for another special programming.

High ratings from Luxury Home's editor

Julien's design creativity, innovation and technical mastery were further exemplified by Luxury Home's editor while addressing over 400 DPHA members at annual K/BIS breakfast on May 9th.

More filming

Amazing Homes also stopped by to film the Suite's elements and interview with designer Troy Adams.

Lots of visitors

Numerous were editors and publishers to walk in the booth to view Julien's new introductions. To name a few, Architectural Record, Robb Report, Canadian Kitchen & Bath, Home magazine, Veranda magazine, Better Homes and Gardens, Traditional Home and many others.

Visitors were unanimous in their acclaim of the new collection's charisma. Among other things, they commented on the stunning aesthetics of the products, the ingenious and innovative functional features, the outstanding quality of the design and fabrication – that “visible difference” which speaks for itself.

JULIEN®

World class supplier of stainless steel products to professional kitchens for more than 60 years, Julien introduced in 2003 a new residential product line for the home kitchen, this led to a business partnership with Troy Adams, Los Angeles based emerging designer.

Julien was among the 1000 and plus exhibitors at K/BIS 2007, where new kitchen and bathroom products are introduced each year.

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High resolution images: <http://www.julien.ca/en/products/residential/press/library-bathroom.html>