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FOR IMMEDIATE RELEASE:

The Julien® BenchToilet™ by Troy Adams Design™ Wins DPHA's Innovative New Plumbing Product of the Year Award

BOSTON, MA – Julien® *Home Refinements*®, a perennial leader in stainless steel innovation and design, was the recipient of the Innovative New Plumbing Product of the Year Award for their revolutionary BenchToilet™ designed by Troy Adams at the Sixth Annual DPHA Conference and Product Showcase held from October 5 – 7 at the Seaport Hotel. Jeff Robboy, president of DPHA – a nonprofit organization whose mission is to create competitive advantages for its nearly 500 members by advancing the business and professional development of independent dealers, manufacturers, and representatives – relays that the BenchToilet is at the “forefront of innovation.”

“We have to applaud them for coming out with something that no one else has,” said Robboy.

The popular BenchToilet serves as a decorative solution to a typically unattractive fixture. The award-winning piece has a sliding wood panel that conceals the toilet. Wood accents are available in Ebony, Teak Sabbziata, Wenge Crown and Zebra Wood and the stainless steel accents are available in a brushed or pewter finish. These elements of the suite are now available and on display among selected Julien authorized dealers.

“Julien is extremely honored to receive this award,” said Lloyd Leblanc, vice-president of Julien Home Refinements. “It is a privilege to be recognized by our peers in the industry. Our goal is to introduce products that will make a genuine difference at the consumer level – this is what we call the ladder of benefit! Before developing new products we generate a list of questions and the first one is always, do we like this idea? Would we buy this and what difference is it going to make?”

Heidi Finch, Julien’s national sales manager who accepted the award, relays her plan for the future. “The Julien Bathroom Suite by Troy Adams Design has been a great line for us. It’s our goal to continue providing stylish, innovative and quality products for the kitchen and bath throughout the coming year.”

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Celebrating 60 years, Julien continues to rise as an industry leader in stainless steel fabrication. Known for its high-quality professional grade commercial kitchen equipment and award-winning residential kitchen products collections, Julien is always confident in their ability to meet and surpass new challenges. The Julien® Bathroom Suite by Troy Adams Design™ aims to further solidify their presence in the residential market as they continue to manufacture ground-breaking, hand-crafted stainless steel designs. For more information on Julien® Home Refinements®, please visit www.julien.ca or call (866) 901-5624.

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