

st.michel

June 09

NEWS



Proud to be Kiwi for 21 years

Our new manufacturing plant shows our commitment to keeping it local

In 1988, when Wally Burns took over the small Vanitex business, he had already notched up over 20 years in the bathroom and plumbing industry, with a focus on design and engineering. Wally had always been a true believer in keeping things local, and so, with that passion in mind, he set about transforming Vanitex into the St Michel business we have today.

21 years later, that commitment to Kiwi-made is still going strong. In fact, in March this year we opened a new 1300 square metre cabinet making plant right next door to our existing 4000square metre building that houses our assembly area and top manufacturing facilities.

"We believe the future is New Zealand made," explains Andrew Burns, our Market Development Manager. "One of the reasons we get a lot of support from our merchants is because we design and make our bathroom furniture locally. They know that supply isn't going to be a problem and that the support is always going to be there."

While ceramic tops continue to be imported from around the world simply because of economies of scale, the cabinet making and assembly and the manufacturing of acrylic tops and polymarble are handled here in Auckland.

All of our design work remains firmly local too. We introduced a design department, headed by Lucan Donovan, in 2007. "Wally's engineering background, combined with the flair of a young industrial designer like Lucan has resulted in outstanding furniture designs across our entire range," Andrew says. Having that local perspective ensures the designs reflect the Kiwi lifestyle.

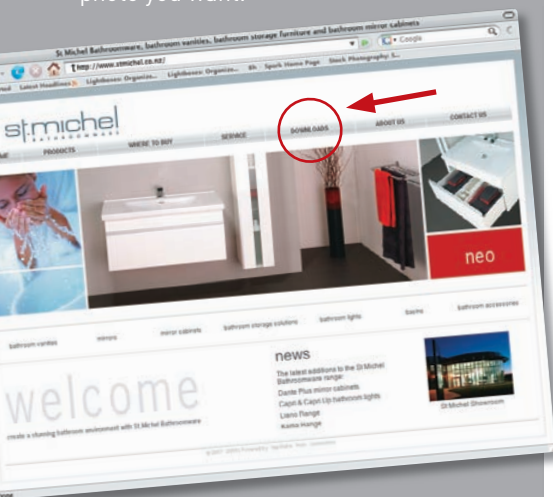
And of course, New Zealand made is great news for the economy too. As Andrew Burns says; "It helps to secure local jobs – and that's what the country needs to help us all out of the recession."



WEB UPDATE

All current images from our brochure can now be downloaded for your presentations.

Now, when you want a product image to spruce up your sales presentation and quotes or to email to a customer, all you need to do is click on to www.stmichel.co.nz/downloads, go to our new Image Bank and download the photo you want.



It's quick and easy. You don't even need to log on.

You'll find all the images from our latest St Michel brochure as separate files, plus our Essentia, Bathroom Basixs and General Clearcuts. They're all laid out in an easy access folder system.

The site also features CAD files and supporting PDFs for all of our products, grouped together for fast easy access by architects and designers.

Want the product photos on CD? Call Kim on 09 837 4276. Please note the images on the site are suitable for quotes, proposals and email. Please call us if you want high-resolution files for print media such as brochures and magazines. ■

New St Michel Winter Catalogue out in June



The new St Michel catalogue will be delivered by Territory Managers across New Zealand in the latter half of June.

While the design and content is pretty much the same as our previous catalogue, there are a few important enhancements, which we've highlighted below.

We've also increased our merchant prices for the first time in 2 years by 0 to 8%. In many cases we've absorbed the rise in production costs and held prices. The good news for you is that we've increased the merchant margin on our retail guide. If you have any queries, please talk to your Territory Manager.

The popular Small Spaces Eli Vanity now has a modern profile that hides more of the basin inside the cabinet. The ceramic basin dimensions have only altered slightly – they are now 400mm x 220mm. (Your Territory Manager will arrange to have your existing display updated. If you haven't heard yet, please call us on 09 837 4726.)



Eli Vanity



Riva 1500

We have now included an image of the Riva Classic 1500 single bowl for you to show to your customers.

A new addition to the Riva range is our Riva Classic Floor Option without legs. It is the perfect solution for customers who need to plumb through the floor. You'll find an image on page 43 of the brochure. It's the same price as the Riva Classic Floor with legs, which is still available.



Riva Classic Floor Option

The Liano now has an Undercounter Basin option. This is the same price as our other Liano options.

We've been getting a lot of feedback about customers asking for a deeper version of the Avoka 400 Tower in which they can store larger items such as towels. We've listened and now your customers can choose between the standard Avoka 400 Tower or the new, deeper version that is 434mm deep. ■



Liano Undercounter Basin



Avoka 400 Tower

New Generation Composite Stone proven in Europe



While Composite Stone may not be widely appreciated as a basin top here in New Zealand, it is incredibly popular in Europe. In fact, it is valued just as highly as Ceramic by many of Europe's furniture makers and home-owners alike.

In this article, you'll see why so many Europeans are choosing Composite Stone.

Flexible Design

Composite Stone can be moulded into virtually any shape, providing greater design flexibility to reflect the variety of New Zealand homes. Perfect thin straight lines and elegant smooth curves aren't a problem.

Dimensional Accuracy

The top surface edges are consistently straight. This not only enhances the look,

it has the practical benefit of providing a clean tiling edge.

Durable

The high gloss basins are cast in precision matched moulds where the matrix of ground minerals and resin are encapsulated in a protective layer of hard gel coat. This produces a high quality basin surface that feels solid to the touch, is easy to clean and can resist the hard knocks. In fact, even if a chip does occur, the top can be repaired.

We source our Composite Stone tops from the European leader of this technology. They carry our standard 10 year warranty.

To find out more, talk to your Territory Manager. ■

New Essentia brochure out now

Our new Essentia brochure includes our just released Tessa mirror cabinets with side storage options:

- 600 left or right side shelves;
- 800 side storage both sides;
- 1000 left or right side shelves;
- 1200 side storage both sides.



You'll notice that the Essentia brochure combines the colour and standard Malik vanities. We have also deleted the drawer and reduced the price on the Malik tower. It is now doors only. ■



Tessa 800 with Side Storage



Tessa 1200 with Side Storage

HELPFUL HINTS

LEFT OR RIGHT HINGE?

You may have been in the situation where a customer, after having their storage furniture installed, comes back and says that the doors are opening up the wrong way. Chances are, they didn't specify whether they wanted left or right hinging when ordering.

To stop this problem from occurring, encourage your customers to read the brief pre-purchase check-list on the inside back page of our brochure. The first point explains how to specify left or right door opening. And it wouldn't hurt to run it through with them verbally as well:

- Choose left hand when the unit is on the left side of the vanity;
- Choose right hand when the unit is on the right side of the vanity. ■

INSPIRATIONS

Creating the "design flow"

When you're creating a consistent look, don't forget the bathroom.

There has been a growing trend for homeowners to create a "design flow" through their house. This essentially means that all rooms have a consistent style happening in regards to cabinetry and handles. While kitchens, lounges and bedrooms are top of mind when it comes to this "design flow", often the bathroom is left out of the mix. It may have been due to cost or simply because homeowners look at the bathroom as a totally separate area.

For the last two years, I've been developing a style through our range that will help to rectify this and make it easy and affordable to include the bathroom in a home's "design flow".

Handles need to look as if they are part of the furniture design, rather than a simple add on to get the drawers opened and closed. To achieve this, I've used aluminium extrusions. This creates strong linear accent lines and contrasts nicely with the white or woodgrain finish of the furniture.

These clean lines are commonly used in designer kitchens and other rooms throughout the house, so now you can have that all-important flow encompassing the bathroom as well. ■



Lucan Donovan
Head of Design, St Michel Industries

What's New

New comprehensive St Michel training

We're developing a new structured training programme that will help your staff know all about St Michel and our product range. It is made up of eight modules. The first "Basic Training" module will be launched in June.

To find out more, please talk to your Territory Manager.

New outline range at designEX



We're very excited about our new Outline range. It marks a first in New Zealand for 3D edge tape technology and will be on show at designEX between the 28th and 30th of June.

So why is Outline so special?

The high gloss white foil finish and high gloss polished colour edging creates an effect that has to be seen to be believed (the photos shown here will give you a hint of the visual effect).

The contrast between the coloured edge and the white high gloss panels is simply dazzling. The colour scheme on the 3D tape is enveloped in a clear acrylic layer that creates a seamless corner not seen on conventional edge tapes.

Of course, it's not all about great looks. The Outline works wonderfully too, with Hettich Soft Self Close Quadro Drawer Runners and matching storage options available.

The range will be available in July as part of our Designline range. It will be particularly appealing to the upper end of the market. ■

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BATHROOMWARE

Fax: 09 837 4325 ■ Ph: 09 837 4276 ■ Email: info@stmichel.co.nz ■ www.stmichel.co.nz

St Michel Industries Limited. 2 Enterprise Drive, Henderson, Auckland. PO Box 21-122 Henderson, Auckland 0650.