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# Dream Baths

Infusion Kitchen & Bath Showrooms opens a new destination showroom .

By Matthew Totsky

If you've ever been to the Infusion Kitchen & Bath Showroom in Wixom, you already know thousands of products are on display. And while such a vast array of faucets, showerheads, bathroom fixtures and toilets could seem overwhelming at first, the showroom has recently undergone a renovation to make the in-store shopping experience better than ever.



Kristin Andrews

"We are introducing a lot of different technologies into our floorplan," says Kristin Andrews, the corporate showrooms manager for all of Etna Supply's Infusion Kitchen & Bath Showrooms. "Working shower systems and showerheads are on display so customers can see and feel the shower spray before they buy. Working faucets and working toilets are on the floor, and we've installed a working touchless toilet in the public restroom for customers to try out. All they have to do is wave their hand and it flushes on its own. Seeing products like this in action is the best way to envision how they'll fit in your own home."

Established in 1965, Etna Supply is a Michigan-based, family-owned company that's become a key component in meeting the needs of contractors, engineers, architects and homeowners with big design plans.

"I've been in this industry for nearly 20 years and I've worked here for the past five," Andrews says. "I came over

here with the thought that I would help the company expand its showroom, and it's been wonderful. I feel like we are all family here and that's a great benefit. There's an overall commitment to customer satisfaction and that's very important, not just with

products, but with service. It's

nice to be able to work with a company that puts the customer first."

Andrews feels the Infusion team goes above and beyond for their clients in several different ways. "We make custom PowerPoint presentations that are organized by room for a keepsake or for contractors," she says. "We are also able to get our products to consumers faster because we have 17 different locations to pull inventory from. Additionally, our staff is available outside of our standard working hours to meet with our clients because we understand that everyone has different schedules. We are more than happy to open the showroom after hours to accommodate those who have the same passion for our products as we do. We also work with a select group of contractors who we're happy to recommend to customers. They've all been properly vetted and we feel confident recommending their services."

Customers who've worked with Etna Supply and shopped at an Infusion Kitchen & Bath Showroom know they carry some of the top brands in the business as well as a huge selection

of door and cabinet hardware.

"Kohler is our premier vendor and we've qualified as a Kohler Premier showroom," Andrews says. "We also have all of the other top brands including Grohe, Brizo and MTI Baths. And if we don't have what you're looking for, we can get it. One-stop shopping is another convenient perk we offer to our clients."

One unique product guests will find on the floor of the new Infusion Kitchen & Bath Showroom is the working steam shower that offers aromatherapy, chromatherapy and audio therapy.

"It's very cool," Andrews says. "The aromatherapy feature offers the user different aromatic senses and essential oils. The chromatherapy feature can be



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programmed with different lights and colors to affect your mood. For example, a red light can help increase your heart rate when you're getting ready for work, and a blue light can calm you down and relax you in the evening. There's an array of colors to choose from, depending on which mood you hope to achieve.

"And, finally, the audio therapy feature will allow you to hook up your Bluetooth device so you can listen to your playlist and your favorite music while showering."

In addition to their Wixom location, Infusion Kitchen & Bath Showrooms has five other showrooms throughout Michigan — Grand Rapids, Grand Ledge, Holland, Jackson and Kalamazoo — but growth is on the horizon.

"I feel Etna Supply and Infusion are among of the best-kept secrets in the area," Andrews says. "The showrooms were a smaller division of the company when I started, but we've expanded and will continue to do so.

"Wixom and Holland are the first ones to get the new Infusion look on the exterior and the rest will be updated later. Also, a new showroom will be opening in Traverse City and we're considering additional locations in the Metro Detroit area. If you're thinking of updating your kitchen or bathroom, there's never been a better time than right now!" NS



Kohler Memoirs custom shower.