

IN THE CHANNEL

REP RAP

Alchemy Glass & Light has partnered with rep agency DeLux DSM, which will manage and build business in the Southern California region. DeLux DSM's principals Joseph Yatsko and Danielle Yankovich bring a wealth of industry knowledge and experience, which will allow them to better support their exclusive distribution. With more than 25 years of experience in the kitchen and bath industry and related fields, DeLux specializes in building personal relationships with their customers, working closely with manufacturers to ensure that the brand is properly represented, and marketing and merchandising these products with a designer's point of view.

"While Alchemy has operated for the past 15 years without the assistance of sales representatives, we feel that in order to best support our showrooms and grow our business going forward, we need committed partners out in the

field," said Alchemy Glass & Light president Steve Weinstock. "We hope that our showrooms will fully utilize DeLux DSM and our other firms when it comes to Alchemy business."

DeLux DSM will join **The Weinstein Group**, which oversees Pennsylvania, Delaware, Maryland, Virginia, New Jersey and District of Columbia; **Amorello Sales Co.**, which manages Vermont, New Hampshire, Maine, Rhode Island, Connecticut and Massachusetts; and **Architectural Design Sales**, which handles Colorado, Utah and Wyoming.

Master-Bilt made the following announcements:

• **Carson-Malliton Associates Ltd.** has been appointed the company's new sales representative group in the Mid-Atlantic region. CMA, a leader in the foodservice industry since 1992, will cover Maryland, Virginia, Washington,

D.C., and Delaware.

• **Greenfield World Trade** and its affiliate, **J. Cobo**, have entered into an international distributor relationship with the Standex Food Service Equipment Group, Master-Bilt's corporate parent. Greenfield World Trade and J. Cobo constitute the largest export management company in the commercial foodservice equipment industry and have a partner-

ship spanning over 40 years. With regional offices in Miami, Hong Kong and Dubai, Greenfield World Trade and J. Cobo export to 137 countries.

As part of its ongoing expansion, **UTILITY** appointed **Lewis Marketing** as their sales representatives for the North and South Carolina markets, and **Spotswood Associates** as representatives for Georgia and Alabama. ■

JB Products releases new master catalog

SOUTH BEND, IND. — The new 2008 *JB Products Master Catalog* features an expanded traditional offering of plastic and brass tubular products and bathwastes, basket strainers, commercial products, plumbing specialties/accessories and the completely new European-influenced *JB Signature™* line of decorative plumbing products.

JB Signature is an exclusive line of innovative kitchen, bath and decorative accessories that combines style, quality and value. The line includes decorative kitchen accessories such as sink basket

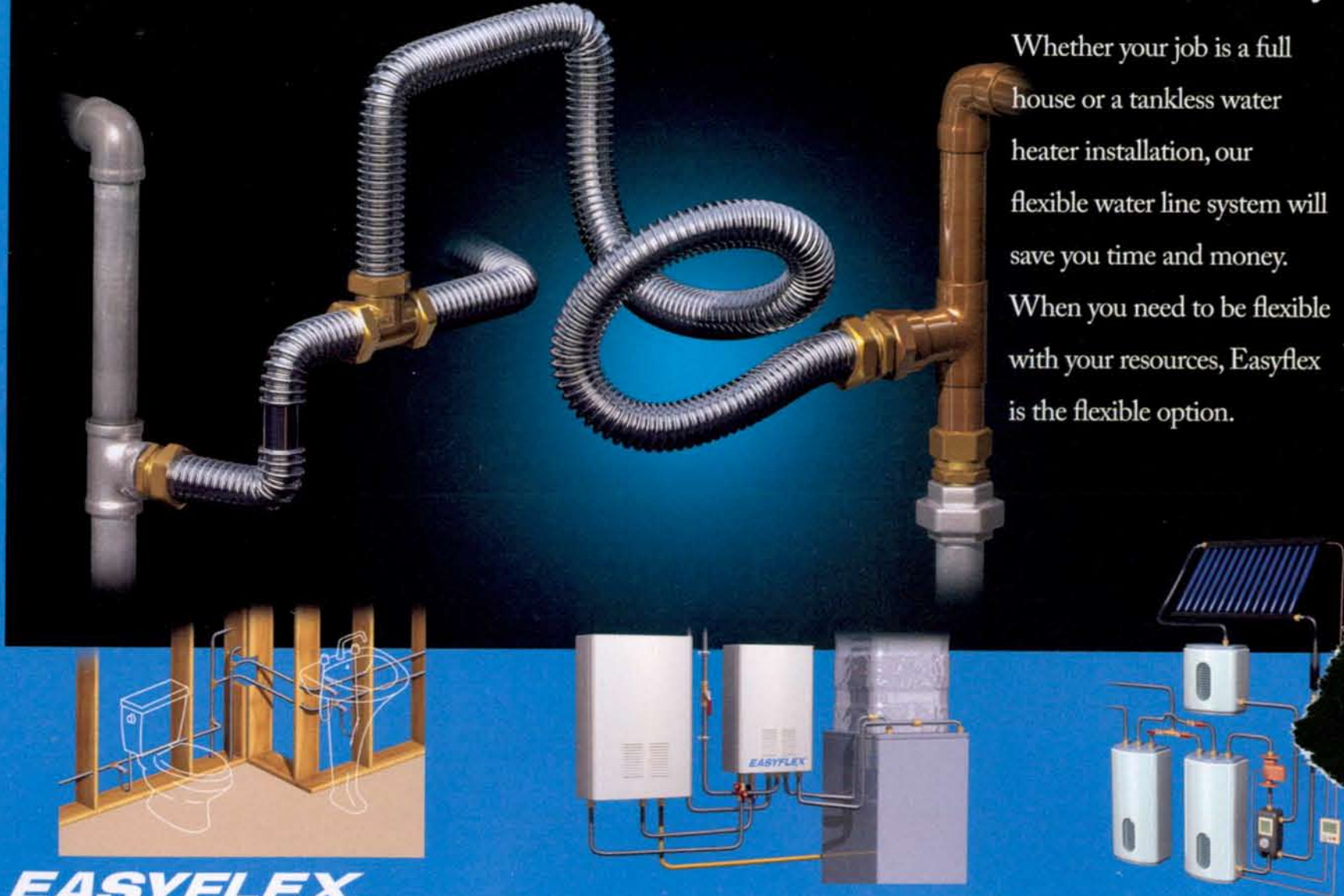
strainers, decorative garbage disposal wastes, drop-in disposal flanges, supply stops, decorative lav drains, bathwaste conversion kits, bar and shower strainers and soap lotion dispensers.

The catalog also highlights an expanded, innovative Bayonet Threadless Tubular line that eliminates costly leaks and speeds installation plus a wider range of modern breakaway head bathwastes for quick and easy installs.

For a free catalog, visit www.jb-products.com or call 800/527-8727.

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Patent #092063
and other patents pending



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