



INSIDE REFLECTIONS



FEBRUARY 2021

SIDLER WISHES EVERYONE A GREAT START TO A HAPPY NEW YEAR!

LET'S TAKE A LOOK BACK AT THE 2020 BATHROOM DESIGN TRENDS!

What were the dominant design trends and which ones failed to gain any steam?

SIDLER wishes everyone a Happy New Year! And we hope this new year will be fresh start to a happier, calmer and more positive year.

To commemorate the start of this New Year, we want to take you on a trip down memory lane and look back at the bathroom design trend predictions from 2020 to see which trends made a strong imprint in home building and design.

And to help us start this journey, SIDLER has been honoured to have award winning interior design firm, Jamie Banfield Design provide their expertise and insight into this.

So, with a hop and a skip... let's take a stroll down memory lane!

A LOOK BACK AT THE TOP 5 BATHROOM DESIGN TREND PREDICTIONS FROM 2020 - WITH JAMIE BANFIELD DESIGN



From a worldview 'lens', reminiscing about the previous year has made us take a retrospective journey into the bathroom design predictions at the start of 2020.

In 2020, we took part in a number of consumer home show forums in Vancouver, Edmonton and Calgary and discussed the key trends we foresaw in bathroom spaces. Speaking from a broad scope, our predictions for 2020 were seeing a more intent focus on craftsmanship and quality, a need for clean materials, homeowners investing into the desire to self-pamper, and a more global influence in design inspired by our experiences with and desire for travel.

Let's take a more detailed and closer look at each of these predicted trends!

DETAILED CRAFTSMANSHIP

We have seen a drive in the need to not only purchase high quality products, but in how this quality product showcases itself. Such as solid wood drawers in cabinetry and showing off this in the construction of a dovetail drawers or connecting with a local millworker known for quality and not the lowest price in town. We have seen a shift towards the use of brands that have a 'rubber stamp' on quality, detailed design such as Swiss made mirrored medicine cabinets vs. standard mirror designs, and investing in uniquely detailed fixtures and tile.



SIDLER SIDELIGHT MIRRORED CABINET IS SWISS QUALITY DESIGN



MAIN & 25TH PROJECT - BY JAMIE BANFIELD DESIGN

And with the growing inspiration derived from social media platforms, we predicted the trend of smaller brands making a larger impact because of our admiration and trust in seeing influencers use these products and materials by installing them in their own homes.



WEST 20TH PROJECT - BY JAMIE BANFIELD DESIGN

This is an interesting article discussing the importance of craftsmanship in interior design from “[Dig This Design](#)” online magazine.

And this article from “**Architectural Digest**” discusses how detailed, quality craftsmanship can become a design trend in interior design.

INVESTING IN QUALITY

Quality, quality, quality! We can't express this enough.



KLAHANI HEIGHTS PROJECT - BY JAMIE BANFIELD DESIGN

If we look at countertops we have seen the trend grow towards quartz vs laminate in more homes. Quartz is known for its durability and easy to clean surface with a much larger price tag than the typical go to laminate countertops a few years back.



KLAHANI HEIGHTS PROJECT - BY JAMIE BANFIELD DESIGN

This trend seems to be growing each and every year where consumers are becoming savvier and want to invest in higher quality and long-lasting materials.

Here are a couple of articles discussing the importance of quality in interior design.

- 1) [“Luxiders” online magazine.](#)
- 2) [“BOE: The Business of Everything” online magazine outlines the principals of quality interior design.](#)

THE “CLEAN” DESIGN

Over the last few years, our prediction has been tied to seeing suppliers and manufactures take more initiative with materials that are not only stain resistance, but non-porous.



*WEST 20TH PROJECT - BY JAMIE BANFIELD
DESIGN*

Add to that, our long-term predictions were seeing tile that can be cleaned by UV light. You close your bathroom doors triggering a UV light that cleans the

surface of porcelain tiles, which are made of non-stick quality materials similar to what is seen in some of those pots and pans.

We also foresaw the use of metals with antibacterial qualities installed on toilets for flushing or for bathroom faucets. We have seen manufactures tune in to this with a built-in microband added into the surfaces or toilet seats that have a sterilizing UV light.



MARVEL STREET PROJECT - BY JAMIE BANFIELD DESIGN

White or light, was our other predication related to the “clean” aesthetic and functionality where materials will show more dirt instead of, installing materials that hide dirt and get more easily messy.

Who knew that 2020 was going to be so focused around staying clean and staying safe? Over the next few years, I think we are just on the fringe of a trend towards clean materials and cleanliness, which will reinvent bathroom design and all other aspects of our home.

Here are some informative articles that provide more details on creating “clean” bathroom design.

1) "EXPLORE" online magazine.

2) "HOZZ" online magazine.

PAMPER YOURSELF

With the large number of the population becoming comfortable, downsizing and having the freedom to start treating themselves we have been predicting for a few years homeowners will start treating themselves in bathroom spaces.

In 2020, we predicted this "pamper yourself" trend in kitchens where professional, high quality appliances would make a footprint in the home. Kitchen and dining spaces are not only designed for preparing home cooked meals, but for sharing dinner with the family and for hosting dinner parties. The predicted kitchen designs for 2020 puts the dinner party host at centre stage like an episode from the Gordon Ramsay cooking show.



SIDLER QUADRO MIRRORED CABINET INSTALLED IN JOHN WEINSTEIN'S BATHROOM - Photo Credits to Linda McManus

We are seeing this predicted trend take shape in the bathroom space such as, treating ourselves with spa and luxury quality fixtures and materials. The master bathroom and bedroom has changed from a little vanity and toilet and a small closet to a hotel chic suite with walk-in closets and de-cluttering of the master bathrooms with storage options.

This is the reason mirrors installed above bathroom vanities shifted to high quality recess mounted mirrored medicine cabinets for its practical storage options and also, for its embodiment of sleek, modern and seamless design.

This mirror trend reflects an aesthetic focus towards creating a luxurious, clean space and de-cluttering the bathroom.



WEST 20TH PROJECT - BY JAMIE BANFIELD DESIGN

As predicted, we are seeing a growing trend in building larger showers fitted with rain showerheads, body jets and steam systems. Manufacturers make these products tangible in terms of pricing and also, for easy installation. We are seeing these shower spaces double in size and equipped with spa-like systems such as chromatherapy and aromatherapy. For a few years, we have seen a pulling away from a separate tub where a free standing soaker tub has become the centerpiece. The soaker tub is a bathroom feature that has become forefront in most consumers' minds these days.



BAYVIEW DRIVE PROJECT - BY JAMIE BANFIELD DESIGN

Treating ourselves with a seven dollar coffee, eating brunch or a date night at a well-designed restaurant has become the trending norm for many of us, and we

are seeing these same trends mirrored in our home design. The charcutier board, wooden floating shelving or that harvest table at the local cafe or a modern light fixture all transpires from these 'restaurant' inspired elements into our home design.

This is a very informative and detailed article on how to create a spa-like inspired bathroom from '[Buyer Select](#)' online magazine.

HGTV showcases 15 spa inspired bathroom designs. [Check out these beautiful designs.](#)

TRAVEL INSPIRATION

Travel has become a large topic these days with everyone itching as to when they might be able to travel with many placing trips on hold. We had a trip planned to Peru in May and I am sure I would have fallen in love with something that would change the way I conceptualize design.



*BAYVIEW DRIVE PROJECT - BY JAMIE
BANFIELD DESIGN*

Travel has been a growing trend and we predicted this was going to become a strong influence in 2020 with everyone traveling to all corners of the earth. But, this was not to be in 2020. However through social media, the ability to view

everyone's previous history of travel journeys would still bring some inspiration for updating and creating spaces.

These travel inspirations, may have seen a hammered metal bowl become a unique sink design or a metal faucet finish. Or a local carving that inspires a tile design and texture. The colour of a sunset upon an ocean wave or a glance at a simpler way of life or point of view can inspire an interior paint colour or bathroom tile colours.



BAYVIEW DRIVE PROJECT - BY JAMIE BANFIELD DESIGN

Experiencing some of these fond moments and inspiration from travel was a trend I predicted for 2020 as a means to capture these influences into home design. These inspirations would bring just a little flavour of your favourite travel spots into your home.

[“Interior Design Explained”](#) is an online magazine that delves into some creative travel inspired design ideas for your home in this article.

[“Style at Home”](#) talks about some home design and décor ideas inspired from travel in this online article.

CONCLUSION

Bathrooms are a large part of everyone's daily routine and we need bathroom design to not only meet our functional needs, but also allow us to indulge in its beauty.

Alongside the 2020 predictions and current 2021 trends; the overall focal point within bathroom design encompasses elements of eclectic inspiration, high

quality craftsmanship, functional convenience and integrated innovation to positively impact and improve our everyday functional needs while still indulging in beautiful design.

THANK YOU TO OUR NEWSLETTER CONTRIBUTOR!



JAMIE BANFIELD, JAMIE BANFIELD DESIGN

SIDLER wants to thank **Jamie Banfield Design** who graciously offered their time, expertise and insights into their retrospective of the bathroom design trends for 2020.

We are honoured you offered us your time and contribution!

What else is happening in the SIDLER world?



SIDLER MIRRORED CABINETS AROUND THE WORLD

AN EXCITING NEW CHANGE FOR SIDLER!

INTRODUCING SIDLER'S NEW WEBSITE DESIGN!

SIDLER'S website has undergone a 'facelift' with additional and new menu options and a more user friendly interface.

These exciting changes include a 'Communications' menu where you can read about SIDLER events, SIDLER news and the SIDLER blog. You will also be able to read and download a copy of the SIDLER's 'Inside Reflections' newsletter as well!

You will also find a page for customer testimonials and before/after photographs of bathroom designs featuring a SIDLER mirrored cabinet.

If you know anyone who would like to submit their customer testimonials and before/after photographs, please ask them to email sidler@sidler-international.com for further details.

Also, there will be additional changes coming with improved user interface and navigation of the '**Dealer Login**' page including more resource materials, product line information, spec sheets and also, sales support/marketing materials!

STAY TUNED for further details about the improved Dealer Login, and for its official announcement !

WIN A \$50 VISA GIFT CARD!

ENTER A PRIZE DRAW!

HOW? PLEASE SEE THE DETAILS BELOW!

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PLEASE POST A REVIEW ABOUT SIDLER ON HOUZZ!

Please visit our [HOUZZ page](https://www.houzz.com/pro/mirrorcabinets/sidler) and post a review. The more reviews, the more everyone can find out about SIDLER!

<https://www.houzz.com/pro/mirrorcabinets/sidler>

**ONCE YOU POST A REVIEW YOUR NAME WILL BE ENTERED
INTO A PRIZE DRAW TO WIN A \$50 VISA GIFT CARD!!**

THE DRAW ENDS ON MARCH 31, 2021.

**Only ONE winner will be eligible for this prize.*

MORE SIDLER NEWS!



JOHN ANDRESAKIS

There is a new addition to SIDLER's team of sales representative agencies!

John Andreakis of The Group R/F is the new Sales Representative Agency for SIDLER in the Southern California territory!

WHO IS JOHN ANDRESAKIS?

John Andreakis of the Group R/F is a manufacturer representative with over 20 years of industry experience.

John's prior professional history is reflective of his success and career advancement in professional manufacture sales.

John's professional sales career began as a Sales Agent for William K. Near in the state of New York. He moved onto become the National Field Sales Manager for Hercules Chemical Co., and then the Vice President of Sales for American Valve Manufacturing.

This experience led to further opportunities for John where he was the President of JWWJ Associates in the state of Florida. And then he moved onto became President of American Thermal before finally establishing his own sales firm.

And now as the newest addition to the sales representative team for SIDLER, John has signed on with his own sales firm, Group R/F to represent SIDLER's mirrored medicine cabinet collection in Southern California.

In his spare time, John likes to keep fit and healthy as he used to play college football. And he values spending time with family and friends.

Jamie Banfield Design 2020 Holiday Giveaway Contest!

CONGRATULATIONS TO THE CONTEST WINNER! **RYAN CHONG!!!**



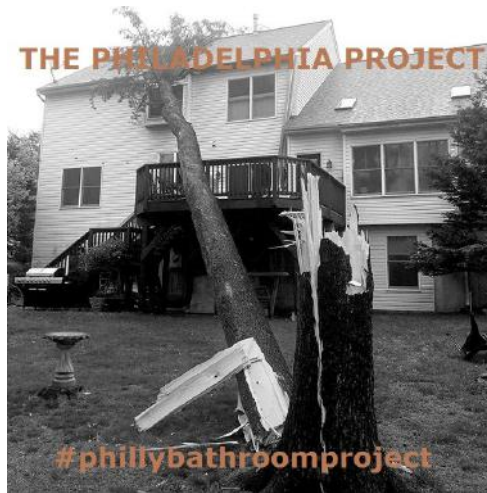
WINNER OF Jamie Banfield Design's, 2020 "JBD 15 DAYS OF GIVEAWAYS"!

Ryan is now the proud recipient of a **SIDLER Diamando Lit** Mirrored Cabinet, which will be a perfect addition to his new home. We will be following Ryan through his bathroom renovation journey to see the installation of his new SIDLER mirrored cabinet.

SIDLER International Ltd. is one of the vendors who has made a contribution in donating one of our mirrored cabinets towards **Jamie Banfield Design's**, 2020 "JBD 15 DAYS OF GIVEAWAYS" as seen on [their Instagram](#) page!

Thank you to Jamie and his design team for inviting us to be a part of this wonderful 'gift of giving' to others!

**FEBRUARY 2021 UPDATE ON THE PHILADELPHIA
BATHROOM DESIGN PROJECT! #project
#collaboration #phillybathroomproject**



FALLEN PINE TREE ON JOHN WEINSTEIN'S HOUSE! FOLLOW THIS STORY ON OUR SOCIAL MEDIA!

SIDLER IS A COMPANY WHO CARES ABOUT PEOPLE AND THE COMMUNITY! #care #support #love #community

THIS BATHROOM REMODEL IS FINALLY FINISHED!

John Weinstein's **new bathroom** turned out beautifully!

We at SIDLER International are proud to be a part of this wonderful bathroom remodel by donating our Quadro Mirrored Cabinet to this design project!



JOHN WEINSTEIN'S COMPLETED BATHROOM REMODEL FEATURING, SIDLER'S QUADRO MIRRORED CABINET - Photo Credits to Linda McManus



*JOHN WEINSTEIN'S COMPLETED BATHROOM
REMODEL FEATURING, SIDLER'S QUADRO
MIRRORED CABINET - Photo Credits to Linda McManus*

You can also check out the video on our [Facebook](#) page!

SIDLER International is proud to be a part of this bathroom remodel project with [Franz Viegener](#).

Thank you [John Weinstein](#) of Franz Viegener for bringing us all together in this bathroom remodel design collaboration!

**THANK YOU TO ALL OF OUR FELLOW COLLABORATORS ON
THIS DESIGN PROJECT'! #phillybathroomproject**

[Warm Up Inc.](#)
[Laufen Bathrooms](#)
[Easy Drain Inc.](#)
[Viega LLC](#)
[Beletz Bros](#)
[Walker Zanger](#)
[Emtek Products](#)
[Samuel Gordon Architects](#)
Interior Designer [Studio Jhoiey Inc.](#)

Please follow us on this exciting journey of "The Philadelphia Bathroom Project" on SIDLER'S SOCIAL MEDIA pages! #phillybathroomproject
#sidlerinternational

STAY TUNED FOR THE FINAL BLOG AND VIDEO OF THIS EXCITING
DESIGN PROJECT! #staytuned #bigreveal

SIDLER'S COMEDY CABINET



This is a feature of our newsletter where we will share a joke or pun or an image gif with you! We invite everyone to share your jokes/puns and images with us!

PLEASE TALK BEHIND OUR BACKS AND GOSSIP ABOUT SIDLER!



FOLLOW SIDLER AND TALK ABOUT US!

Just a friendly reminder to follow us, comment, share your experience on any of our social media feeds. Please share with your business partners, clients, colleagues and friends!

Click on any of the icons below!

VISIT OUR WEBSITE OR SUBSCRIBE TO OUR NEWSLETTER!

Written by, Sally Mark
Marketing and Communications Manager
SIDLER International Ltd.



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