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KBIS Continues Strong Growth as 2018 Qualified Attendance Jumps More Than 5 Percent, Year-Over-Year

(Alpharetta, GA) – Feb. 28, 2018 – Organizers of the 2018 Kitchen & Bath Industry Show (KBIS), the destination for kitchen and bath design professionals, reported an impressive rise of more than 5 percent in qualified attendance at its January edition in Orlando.

The electric energy on the KBIS show floor from attendees and exhibitors alike signals a strong year ahead for the kitchen and bath industry. The 2018 show marked the show’s fifth consecutive year of growth, with floor space expanded to more than 400,000 square feet. The strength of KBIS reflects the robust health of the overall kitchen and bath business. NKBA research revealed that the industry saw a 10 percent spike in sales to $147.3 billion in 2016, with the 2017 market outlook projecting a similar 10 percent increase industry-wide.

“We’re thrilled with the industry response to our 2018 Kitchen & Bath Industry Show. The connectivity within the industry that KBIS delivers is incredible, and we’re proud to see the show continue to grow year after year,” said Suzie Williford, executive vice president of industry relations and chief strategy officer for the National Kitchen & Bath Association. “Like KBIS, the kitchen and bath industry is strong and growing. Some of that growth is fueled by an initiative to expand our global reach, as the NKBA connects international brands and the global design community with the American market. We’ve started the year strong, and are excited by the positive projections for 2018, which stands to be remarkable for our organization and members.”

“Thank you to our KBIS attendees, exhibitors and the kitchen and bath community for supporting KBIS year after year,” said Brian Pagel, senior vice president of Emerald Expositions. “KBIS continues to grow both in size and as a market leader for bringing the technologies and innovations that are key to the future of how we live our lives at home. This year, we saw a surge in exhibitors introducing new connected home technologies. We’re
proud to be the first place design and construction professionals can discover and experience smart home connectivity and all the innovations moving the industry forward.”

For its next edition, KBIS returns to Las Vegas, Feb. 19-21, 2019, at the Las Vegas Convention Center.

**Highlights from KBIS 2018:**

- The NKBA once again hosted the State of the Industry Address, where a panel of experts discussed annual design trends and economic research studies taking place in the kitchen and bath industry. Moderating this year’s panel was Fox News/Fox Business anchor Melissa Francis. She was joined by David Kohler, president and CEO of Kohler Co.; Rick Hasselbeck, chief commercial officer of GE Appliances; and Scott Culbreth, senior vice president & CFO of American Woodmark Corp.

  During the address, the panel spoke to the latest NKBA research study, “2017-2018 Kitchen and Bath Market Outlook.” The study revealed that homeowners spent over $54.4 billion for major/complete kitchen remodels and more than $38.5 billion for major/complete bath remodels in 2016. The study projects the U.S. residential kitchen and bath market will show an increase of more than 10 percent in 2017 to an estimated $163 billion, and forecasts the market will grow an estimated additional 9 percent to $178 billion in 2018.

- On the KBIS show floor, programs for attendees to network, learn and connect with industry peers extended throughout all three days, with much of the activity taking place at the NKBA Presents KBISNeXT Stage sponsored by HomeAdvisor. KBIS also hosted its two annual awards programs on stage; the Innovative Showroom Awards presented on the first day, Jan. 9, and the Best of KBIS awards presented on Jan. 10. Award winners and program overviews can be found on the [KBIS Digital Pressroom](#).

- The NKBA with KBIS hosted the *This Old House* team and kicked off 2018 by supporting the Generation Next philanthropic campaign to encourage and empower young people to join the skilled trades. Co-hosts Norm Abram and Kevin O’Connor and longtime *This Old House* personalities Richard Trethewey and Tom Silva took to the Fairway Architectural Railing Stage in the KBIS Backyard to speak to the great work done by Design & Construction Week industry partners throughout 2017 and outlined all the work yet to be done in 2018. The event included a silent auction and raffle on stage. All proceeds from the campaign went to the Skilled Labor Fund.

- Also on the KBISNeXT Stage, NKBA hosted design experts, celebrity hosts and young professionals, all sharing insights into the industry’s need-to-know topics to educate, inspire and connect members in cross-disciplines of the business. The stage kicked off with a spirited discussion as Nancy Fire, design director for HGTV, sat down with Vanilla Ice, pop icon and host of DIY Network’s *The Vanilla Ice Project* and *Vanilla Ice Goes Amish*, to discuss his approach to kitchen, bath and outdoor living design challenges.
KBIS is owned by the National Kitchen & Bath Industry.

About KBIS
KBIS, in conjunction with the National Kitchen & Bath Association (NKBA), is an inspiring, interactive platform that showcases the latest industry products, trends and technologies. KBIS is the voice of the kitchen and bath industry and has been for 50 years.

Early in 2013, the NKBA and National Association of Home Builders (NAHB) announced an agreement to co-locate the Kitchen & Bath Industry Show (KBIS) with the International Builders’ Show (IBS) in Las Vegas in February 2014 under the banner of Design & Construction Week®. The mega-event will return Feb. 19-21, 2019, in Las Vegas. Kitchen and bath brands that have participated in both shows can continue to choose to exhibit in the KBIS or IBS hall. One pass will provide access to both exhibitions. NKBA and NAHB will continue to produce separate educational programming and special events.

KBIS is operated by Emerald Expositions, the largest operator of business-to-business trade shows in the United States, with most of our shows dating back several decades. We currently operate more than 50 trade shows, including 31 of the top 250 trade shows in the country as ranked by TSNN, as well as numerous other events. Our events connect over 500,000 global attendees and exhibitors and occupy more than 6.9 million NSF of exhibition space. We have been recognized with many awards and accolades that reflect our industry leadership as well as the importance of our shows to the exhibitors and attendees we serve.

More information about KBIS can be found at www.KBIS.com.

About the National Kitchen & Bath Association and the Kitchen & Bath Industry Show
The National Kitchen & Bath Association (NKBA) is the not-for-profit trade association that owns the Kitchen & Bath Industry Show® (KBIS), as part of Design & Construction Week® (DCW). With nearly 14,000 member companies representing tens of thousands of members in all segments of the kitchen and bath industry, the NKBA has educated and led the industry since the association’s founding in 1963. The NKBA envisions a world where everyone enjoys safe, beautiful and functional kitchen and bath spaces. The mission of the NKBA is to inspire, lead and empower the kitchen and bath industry through the creations of certifications, marketplaces and networks. For more information, visit NKBA.org or call 1-800-THE-NKBA (843-6522).

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