

For Immediate Release  
Contact: Susan Fortner, CEO  
The Bowers PR Agency  
614-562-0054  
[susan@bowerspr.com](mailto:susan@bowerspr.com)

## **Designers use Glass Block to Create the New Hot Trend of Transitional Style in 2012 Bathrooms**

*With the rise of transitional style, a blend of traditional and contemporary style, glass block products are seeing a rise in sales. Glass block accessorizes a bathroom with a clean, contemporary look blending very well with the grays and other muted colors that are showing in bathrooms today.*

**Columbus, Ohio (August 9, 2012)** - For the first time since the [NKBA](#) began tracking annual design trends, traditional is no longer the most popular type of design. In both the kitchen and the bathroom, transitional is now the most common style. Transitional style (contemporary and traditional blend) bathrooms are featuring [glass block](#) products to complete a sleek, clean contemporary design.

Glass block used in outer walls can allow natural lighting in while still maintaining some privacy and enhancing the muted colors that are popular today. Style at Home, a prominent magazine for current home trends, is showing the natural bath as the look most designers are currently creating for their clients with frosted or clear glass block complimenting natural stone accents.

The biggest part of the updated design is to eliminate the large tub in favor of a [walk in shower](#). Many of the soaking tubs put into homes in the '80s and '90s are nothing but big dust collectors. The reality is these tubs are just taking up room and are not getting used. Instead a key trend is converting the tub into a walk-in shower. You can even get fancy by using multiple shower sprays, a rain shower head or a [glass block shower](#) wall in the place of the traditional shower door.

During the recession more and more homeowners are opting to stay in their current homes rather than upgrade to the McMansions of the 90's. With over 26 percent staying between 16 to 20 years, remodeling has become the reality of today's homeowners. Kitchens and baths are by far the most desired rooms to redo.

Keep in mind while designing a transitional bathroom it should be styled for the homeowner and not with resale in mind. "More and more people are throwing out the resale theory and making specialized improvements that suit their needs and their needs only," says [NARI](#) National President Dean Herriges.

Mike Foti, President of Innovate Building Solutions, caters to do it yourself customers nationwide by offering delivery of glass block products all over the country. "We wanted to meet the growing demand of customers in the remodelling market by offering nationwide access to the broadest selection of [glass block](#) and related products in the industry." Through their

strong relationships with multiple manufacturers, they can give many options in high-quality materials and products to customers.

### **About Innovate Building Solutions**

[Innovate Building Solutions](#) is a debt free company that has been in business for 35 years and is based in Columbus Ohio. They are a member of Angie's List, a Consumer's Choice winner and are BBB accredited. They hand select their employees and hold them to the highest standard of professionalism. Innovate Building Solutions prides itself on customer service, knowledge of the product, selection and price.

#####