

An Alternative to Builder Upgrades — The Choice Is Yours!

By *Ginny Russian*

The construction industry is booming in South Florida. New construction and renovation projects for both residential and/or commercial, including tenant build-outs, are at an all-time high. When choosing your options and upgrades, such as mouldings and plumbing fixtures, you will find that builder choices are extremely limited and upgrades are costly. If the buyer is not knowledgeable about and/or experienced and adept at visualizing how the products will look when installed, they may end up spending exorbitant amounts of money and not be satisfied with the end result.

Smith & DeShields, Inc., a family-owned architectural supply business opened its doors in Boca Raton, Florida in 1957, and also has showrooms in Jupiter and Naples, Florida. The Jupiter showroom is nestled back in Jupiter Commerce Park where construction recently commenced on a larger facility that, upon completion, will encompass approximately 28,000 square feet to showcase and warehouse the multitude of featured products. The grand opening is slated for mid-June, 2006.

Known for the best in style, selection, and service, Smith & DeShields specializes in mouldings, residential interior and exterior doors, decorative hardware and bath & kitchen plumbing fixtures from high-end manufacturers. Exclusively designed for discriminating retail and trade clientele, Smith & DeShields' extensive inventory is unique, distinctive, superior in quality and extremely cost-effective when compared to the prices paid for builder upgrades.

Also renowned in the industry for their experienced, knowledgeable and talented sales staff, they work with clients from the beginning of a project until completion with special attention to detail given to individual requirements, budget and time constraints for each project.



RESIDENTIAL DOORS & HARDWARE

Due to the hurricanes that have afflicted our area in the past two years, building codes are changing and products must be updated to meet Florida State and “Miami-Dade” approved guidelines. “Impact-rated” is an important feature that consumers require. Three items must be taken into consideration when installing an impact-rated system — the door, the frame and the hardware. The door system’s strength is crucial in maintaining the integrity of a building. Any weakness in the system can cause damage to the home.

A Smith & DeShields professional will help you choose a door from an extensive selection of various exotic woods, fiberglass and stainless steel doors that will beautify and protect your home. Dan Wright, General Manager of Smith & DeShields,

explains “The entryways of today’s luxury homes must make a personalized statement, emphasize its unique character and style, as well as protect the home. Interior or exterior, simple or fancy, you’ll find it at Smith & DeShields. Our custom capabilities include a full millwork shop and several custom lines. An entryway can be upgraded to protect your residence and reflect the dramatic effect that today’s architects and builders demand.”

To enhance the look, choose from an array of exquisite, bold and distinctive lines of hardware from major manufacturers — Baldwin, Ashley Norton, Omnia, Schlage, Rocky Mountain, and Emtek — to name a few.

MOULDINGS

Mouldings are an extra-special finishing touch that add distinct charac-

ter, make a statement and drastically change the appearance of any room and/or cabinetry. After meeting with a customer, a moulding package is created and designed to meet their specific criteria. Current with the latest styles and trends, Smith & DeShields has one of the largest in-stock inventories in South Florida, consisting of over 300 different profiles. You will find mouldings of any kind, size, design, and material — crown mouldings, chair rails, medallions, domes, niches, corbels, accents, embossed and carved wood mouldings, distinctive foam mouldings, as well as a complete selection of poplar, LDF and finger-joint moulding (many of which are exclusive to Smith & DeShields and some which were designed by Dan DeShields himself).

BATH & KITCHEN PLUMBING FIXTURES & ACCESSORIES

Bathrooms of today's up-scale homes are designed for function, relaxation and luxury. It is not uncommon that bathroom designs contain serene and tranquil touches with Asian influences such as deep soaking, jetted tubs and vessel sinks with sleek, wall-mounted hardware. The product designs of Toto, an extremely popular manufacturer in high demand, reflect current trends and are available in our Boca and Jupiter showrooms. You will also find other unusual lines that are truly works of art, including European imports and top designer brands such as: Porcher, Hansgrohe, Rohl, Roborn, St. Thomas Creations, THG, Legacy, Jado, Watermark, Americh, Maax and American Whirlpool. We also feature kitchen products from Franke, Blanco and Oliveri.

Explore the exciting possibilities for your home or business. Walk through the maze of creatively displayed mouldings, doors, hardware, and traditional and modern bath & kitchen plumbing fixtures and accessories. You will be awed and inspired. No other showroom features the unparalleled selection and brands of architectural products, many of them local exclusives to Smith & DeShields. Custom products are a specialty. However, many items are in stock and available for immediate delivery (*a free service provided for local destinations*).

Stop by our Booth 529/628 March 10 - 12 at The Palm Beach Country Spring Home Show at the Palm Beach County Convention Center.

For further information, go to www.smithanddeshields.com or visit any one of the showrooms: 1460 Park Lane South, Jupiter, FL, Phone: 561-427-0808; 165 NW 20th Street, Boca Raton, FL, Phone: 561-395-0808 or 1-800-741-0808; 2360 Trade Center Way, Naples, FL, Phone: 239-591-2224 or 1-800-791-2224.

