



Palm Springs Plating, with over 300 decorative finishes and 30 years experience, makes good on promises to match any existing finish. Pictured is a faucet set with a very light gold finish which matches a version of brass and works in cases where brass fails because of porosity. Had a plater used brass in such a case, then brown spots would have accumulated and grown larger over time.

Easy Matching For the High-End Showroom

When a customer needs to match a hard-to-find decorative finish, just smile and say yes

By Adam Rosenthal

Imagine trying to find a match for a rare, decorative finish, and then locating a plater who actually offers you ten or twelve shading options. In an ideal world, finding a matching luxury finish should be about that easy.

But, with many platers specializing in a very limited number of decorative finishes, finding the perfect match can be difficult and frustrating. How are you going to easily meet your customers' unique and sometimes strange requests for antique, rare or custom finishes?

The answer is: find a plating company that promises to match any set of existing kitchen and bath fixtures or any high-end manufacturer's finish, and has a proven record of doing so consistently. "I had a customer who was looking for pull handles in polished nickel," says Keith Shaw, plumbing and hardware consultant for Russell Hardware in Bloomfield Hills, Michigan. Shaw's decorative plumbing and doorknob and cabinet knob showroom is upscale. "I told her to find any one she likes, and that I had a plating company out in California that could match it without a problem." Shaw was referring to Palm Springs Plating, a company which has been in the specialty decorative metal finishing business since 1976, and which offers its customers over 300 decorative metal finishes on aluminum, brass, steel, stainless steel, and chrome-plated plastic. One of only several high-end platers in the U.S., their designer finishes for companies such as Kohler, Rohl, Price-Pfister and American Standard include hard-to-find Patina/Old World Finishes, and can be seen in luxury kitchen and bath show-

rooms in North America, Europe and Japan. According to company owner and CEO, Ken Hoffmann, Palm Springs Plating is essentially a one-stop shop with a showroom to which any showroom owner can come to match other companies' finishes. With



Palm Springs Plating will match any set of existing kitchen and bath fixtures or any high-end manufacturer's finish. These bidet parts were satined and plated with nickel for one version of the popular Brushed Nickel finish.



the entire spectrum of finishes under one roof, including the harder-to-find colors and their own specialty finishes such as Tuscan Brass and Durable Bronze, the company builds relationships with large, medium, and small manufacturers and distributors alike. "They've got so many different finishes," says Shaw, who gets a lot of interesting requests for antique, custom or old world finishes. "We'll send them a sample finish and ask for a custom match, and they'll come back with about a dozen different shades. They're doing work for companies we represent, like Kohler, so we've always known they've had great finishes on things like faucets. But they'll also match unique hardware that nobody makes any more, just as

Among Palm Springs Plating's more than 300 decorative finishes are a large number of hard-to-find and patina/old world finishes, such as their own Tuscan Brass and Durable Bronze (pictured). With three decades of experience, the company has a high level of expertise at controlling the parameters of their patina/old world finishes, enabling them to get consistent duplication of results in an area that often lacks consistency.

easily, or they'll take something like antique, solid brass door knockers that are tarnished and either re-coat them or give them a completely new decorative finish."

With three decades of experience, the company has extensive expertise at controlling the parameters of their patina/old world finishes, which enables them to get consistent duplication of results in an area that often lacks consistency.

Hoffmann stresses the company's flexibility – their ability to do small jobs in the middle of bigger jobs, something which larger plating companies won't do. This versatility and quick turnaround time has earned them some valuable friends. "We get referrals from companies like Kohler and Rohl," he says, "because our designer finishes go to them and then to high-end showrooms all over the world. So when distributors come to us, we can almost always give them the match they need." Shaw concurs. "We'll have customers come in with homes built in the twenties or thirties who have old hardware they want re-plated or matched, and Palm Springs comes through every time. It's rare. 'No' is just not in their vocabulary."

For more information, contact Palm Springs Plating at 760-325-6012 or info@psplating.com, or visit their website at www.psplating.com.

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