



With a reputation for flawless finishes, Palm Springs Plating makes good on promises to match any existing finish. Pictured is a faucet set with a very light gold finish. With the ability to design a gorgeous finish - such as one done with Price-Pfister in their active R & D department earlier in 2009 - or match just about any existing plated finish, the versatility they offer manufacturers is very rare among U.S. plating companies.

Finish with Flair: Increasing Versatility with Almost Unlimited - and Rare - Decorative Finishing Choices

Small, medium and large manufacturers can increase market share by adding beauty and versatility with rare finishes, including high-end patina/old world finishes.

By Adam Rosenthal

For manufacturers of high-end kitchen and bath plumbing fixtures and/or luxury door hardware, increasing your market share can require much-improved versatility. A marriage with a plating company with a proven, consistent track record with major manufacturers and an extensive selection of finishes – including hard-to-find, luxury and exclusive finishes – all under one roof, can be your key.

Palm Springs Plating is one such company. Rare for their expertise in controlling the parameters of patina/old-world finishes, the company is able to get consistent duplication of results in an area that often lacks consistency. Elevating plating to a fine art, Palm Springs has been in business for over 30 years, creating and designing high-end finishes for manufacturers such as Kohler, Rohl, American Standard and Price-Pfister.

Among their 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. With the ability to design a gorgeous finish – such as one done with Price-Pfister in their active R & D department earlier in 2009 – or match just about any existing plated finish, the versatility they offer manufacturers is very rare among U.S. plating companies.

“We’re looking for flawless work,” says Sunny Wall, Senior Buyer with the Luxury Division of American Standard, in Chandler, Arizona. “Some of our finishes are quite complex – they’re



These bidet parts were satined and plated with nickel for one version of Palm Springs Plating’s popular Brushed Nickel finish. A marriage with a plating company with an extensive selection of decorative finishes, including hard-to-find, luxury and exclusive finishes, can improve a manufacturer’s versatility and market share.



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.

not the same color all over – and getting that just right is important to us. Palm Springs always comes through. They're consistent."

Located in Palm Springs, California, the company, led by CEO, Ken Hoffman, is essentially a rare blend; it is a quick turn-around, high-quality, one-stop job shop that also creates unique, decorative metal finishes for large international companies with bath and kitchen accessories on display in high-end showrooms in the U.S., Europe and Japan. They have the unique ability to do small jobs in the middle of big ones, which is something that most large plating companies will not manage, as they are hesitant to stop all their normal production during the day to do accessory items or "project" runs.

American Standard has depended upon Palm Springs Plating for plated finishes such as chrome, brushed chrome, polished nickel, brushed nickel, platinum nickel, polished brass, antique nickel, old bronze, diamond, ultra-steel, and others.

According to Wall, in an effort to save money, her company once decided to go with local platers, "but they just couldn't pull it off. We learned our lesson the hard way, and we went back to Palm Springs Plating. They're very easy to work with, their finishes are exact and sellable, they're very customer-oriented and I can *always* count on them, including for emergency re-plating from chrome to diamond finish in a couple of weeks, compared to other companies' twelve weeks. I can send something to them today and know it's going to come back very soon exactly as I need it."

Quality, selection, consistency and ability to meet tight timeframes are all vital components of manufacture versatility. For a manufacturer, the beauty of a marriage with a company that offers so much versatility means all needs can be met with a single plating company.

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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