

## Consumer Buzz

7/31/2017

# A Splashy Sales Approach

*Ann-Marie Vazzano*

Kohler is taking “try before you buy” to a whole new level with its Experience Center. Located in New York’s Flatiron District, the Experience Center allows customers to try the latest innovations in showers and bathtubs in a private area. When they’re all squeaky clean, customers can then speak with Kohler associates who are on site to help shoppers design bathroom projects for their homes. **GP**