

# CalLEN Connection

NOVEMBER 2023

## .....Passport to Inspiration: Designers Explore Spain.....

This story highlights how two Callen Sales • Design Consultants flew across the Atlantic to further their knowledge of design, style, and materials through continuing education. As part of the company culture, Callen encourages ongoing training, staying ahead of and adapting to the ever changing and evolving world of remodeling, home design, and innovation.

Through our partnership with K.G. Stevens, Paulette Sodemann, CKBR, (left in photo) and Jennifer Earhart (right) were introduced to an opportunity to connect with Cosentino on a tour of their Cantoria, Spain headquarters. Michael Wood, Owner/President of Callen, emphasized, "My focus has always been finding new and innovative ways to bring unparalleled value to our employees," and this opportunity aligns perfectly with his hopes for Callen employees.

You might be thinking, "How does traveling to Spain benefit Paulette and Jennifer in their work?" Keep in mind that Cosentino is a global, family-owned Spanish company that produces and distributes sustainable and high-value surfaces for the architecture and design world. As Cosentino is evolving, it has become a company that is more prevalent in some of the projects we do. This was an opportunity to experience working with Cosentino's materials and learn more from their experts. More importantly, it allowed Paulette and Jennifer to gain knowledge of how to implement these innovative materials into our clients' homes in not only standard, but unique ways.



*Dekton Fireplace Facade*

Much time was spent in the Inspira Lab, where there are designated rooms for developing new designs, colors, finishes, and testing materials. The entire lab, including the building's exterior, was made of Dekton, a mixture of more than 20 minerals extracted from nature, a decoded stone. Dekton inspires the future of architecture and design by creating soulful spaces where beauty and functionality coexist.

They learned about the evolution of Cosentino, from their 1964 founding to today's current brands. The lab was filled with showers, fireplace facades, countertops, kitchen cabinet facades, and much more. "Seeing their lab firsthand opened our eyes for future projects. We weren't aware of all the possibilities into which we could incorporate their surfaces into our designs," Jennifer said.

Unique Spanish architectural elements were first noticed within their hotel, which was the oldest in Spain. Paulette said, "The tile throughout the hotel was original and centuries later it still looked as it did on day one, timeless." They also noticed fully utilized space saving techniques within their hotel room layout. The trip also included tours

through multiple cities in Spain that were filled with design inspiration through the combinations of colors, materials, and finishes, sights that aren't commonly seen within the United States. There were also visits to many historical sites and buildings that incorporated different uses of wrought iron and ceramic tiles.

To conclude their trip, Paulette and Jennifer spent a day in Granada with a Cosentino representative and other designers from around the world. They enjoyed networking over dinner with these industry professionals. "A gentleman from the Midwest was sharing a few of his design elements in ways I would never have imagined," Jennifer said. "I was inspired to hear of other innovative ways and creative uses of these products."



*Seville*

Keep an eye out for a way to experience Spain for yourself in an immersive seminar in early 2024!



# What Our Clients Say

*"They were very easy to work with and very efficient. Having worked with a few contractors over the years, they were the most organized and on-time with both installation and arrival."*

**Nick C.** – Bay View

*"Callen is a very reputable company. They came out with a computer and showed me exactly what would happen. Their presentation and job were well done. The crew was very efficient and did an excellent job. I am really, really happy and very satisfied with my door. I knew what I was getting and got it. It is as good as it gets. Callen is very professional and quick, and I would 100 percent recommend them."*

**Karen and Jack B.** – Muskego

*"This was our third project with Callen and once again we couldn't be more pleased. Paulette is one of the most knowledgeable and creative leaders we have ever worked with. The entire project team and the craftsmanship is second to none. The crew was very friendly and respectful of our property. Wouldn't hesitate to ask them to do our next project, should we have one!"*

**Steve & Nancy P.** – Mukwonago



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Each week, a Callen associate posts a blog on an area of Callen's specialization in the home improvement and remodeling industry. We encourage you to visit CallCallen.com and click on the Blog icon on the home page to not only see the newest blog, but review past blogs, as the content is divided by product category for ease in finding the topic you want to review.

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- When your friend makes a purchase, **you will receive an additional \$100 Visa Gift Card.**
- Additionally, you will be entered into a semi-annual prize drawing for **a chance to win an iPad.**

**For complete program details, contact Christi Pryor at 414-529-5509 or [christi.pryor@CallCallen.com](mailto:christi.pryor@CallCallen.com).**

