

KB-Resource

KB-Resource

About us
Our Mission
Content
Resources

News ▾ Case Studies Opinions Blog KB-tivity CEUs Contact

News

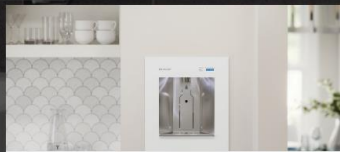
Keuco Edition 90 Bathroom Furniture Collection Inspires Perfect Harmony Through 90-Degree Angles

DULUTH, GA – Keuco's Edition 90 collection of bathroom furniture and accessories merges the round with the squared in perfect harmony. The 90-degree angles that inspired the edition's name are found throughout the entire collection of furniture pieces with matching bathroom accessories and light mirrors. This edition represents quality, luxury and conscious use of materials. [...]



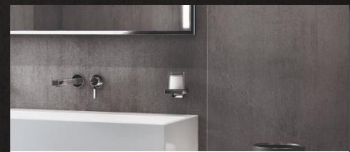
Häfele Debuts New Kitchen Organization Products at KBIS 2020

Archdale, NC – The essence of flavor in the kitchen is something which excites the senses, cleanses the palate and leaves everyone fulfilled. And that's precisely what Häfele America Co., one of America's leading suppliers of kitchen organization and architectural hardware components, did at KBIS 2020 by presenting a whole bunch of new organization, storage [...]



Elkay® ezH2OLiv™ Built-in Filtered Water Dispenser is Designed for the Home

Imagine hosting a party where guests can help themselves to fresh, filtered water from a stylish, built-in water dispenser in an entertaining space outside the kitchen. Elkay® is proud to introduce the first built-in filtered water dispenser designed especially for the home. The unit features Elkay's NSF-certified filter, giving homeowners the added assurance of knowing [...]



Keuco Edition 90 Bathroom Furniture Collection Inspires Perfect Harmony Through 90-Degree Angles

DULUTH, GA – Keuco's Edition 90 collection of bathroom furniture and accessories merges the round with the squared in perfect harmony. The 90-degree angles that inspired the edition's name are found throughout the entire collection of furniture pieces with matching bathroom accessories and light mirrors. This edition represents quality, luxury and conscious [...]

Maximizing Your SEO with a True Media Partner

Google changed everything.

From a highly defined media outlet process, where print magazines controlled access to the architects, designers, engineers and facility managers you wanted to reach, the Internet – and subsequently Google – turned that completely on its back.

Today, 70% of people who look for things go to Google first.

So if you are not on page one of Google searches, you are completely overlooked.

Therefore, SEO is the most important consideration when you are selling ANYTHING today.

It's also the most important when you are trying to reach a defined audience among all those people who are cruising the Internet for your products and services.

KB-Resource.com not only recognized that; KB-Resource was created to capitalize on that and help YOUR SEO by the dissemination of your content and LINKING back to your website.

Only THEN can we talk about a "value" for that activity.

In short, we want to PROVE ourselves to you first, not charge you for some imaginary audience comprised of Hits and Clicks.

Why? Because your website is your most important marketing tool. It's not about us; it's about you. And it's not about you: it's about your customers.

And your customers are seeking information EVERYWHERE.

Our job is to broadcast your messages to our growing channel followers and website visitors and bring you both together.

THE
MARKETING
LANDSCAPE

Google

KB-Resource

We are in the business of engagement, of relationships.

Unlike programmatic strategies, we believe human beings relate to human beings...

...not automation.

According to the Association of General Contractors of America

(AGC), the construction industry has more than 680,000 employers with over 7 million employees and creates nearly \$1.3 trillion worth of structures each year. Construction is one of the largest customers for manufacturing, mining and a variety of services.

AGC of America is the leading association for the construction industry. With over 26,000 member firms, AGC provides a full range of services satisfying the needs and concerns of its members, thereby improving the quality of construction and protecting the public interest. They have many resources available including this 22 page report, [US Construction Spending Labor and Materials Outlook](#).



For buildings in the US and Canada, ConstructConnect™ is one of the premier databases of construction activity. Currently, there are over **494,200 projects** in the database totaling trillions of dollars in valuation.

?

How do you reach the architects, engineers, designers, contractors or distributors and showrooms that control this business

?

While you want them to come to your website, you really need a media outlet that understands engagement and relationship building as the keys.

KB-Resource

In other words, you need **KB-Resource.com** because our audiences USE us to find **YOU**.

KB-Resource

How do you Find a Needle in a Haystack?

You never know when people will be looking, or what they will be looking for. The **more** you distribute your information and that information is distributed, the **more** you increase your chances of being found.



Over 8,000 professionals
follow us on Twitter
[@KB Resource](https://twitter.com/KB_Resource)

Content is the digital currency in the world today. However, the quantity of content is so large today that it is difficult to distinguish the quality (see Interline Creative Group's blog, [How Much Data Can You Eat?](#)). Therefore, it is important to produce content – but make it relevant.

Our Mission

To become a content partner with companies seeking to solidify their role in the path to specification, purchase and installation.

Try This Experiment

Google *"Aging in Place Marketing"* or *"Marketing to the Aging in Place."*



You will see KB-Resource is not only on page one: it is number one.

Companies seeking to operate within the aging in place market will come here first. If you Google something similar – for example, "how do you market to the aging in place" – you will see the same results.

Once that happens, it's then – **and only then** – we have something to talk about as to how we can help increase your own value through ours.

It's not About You. It's About Them.

Our website visitors come to gather **inspiration** and **information**. As that audience grows, we send these visitors back to your website completing the SEO circle. Over time, we can help you identify these companies to build business (see examples below).

Why did Amazon visit KB-Resource.com?

For ideas, of course! They looked at our release on [Mockett's New PCS82 Series Pop-Up Power Grommets](#). They sell other brands, but are always on the lookout for new and competitive brands! In fact, when you Google "Mockett's New PCS82 Series Pop-Up Power Grommets," you'll see how we are helping Mockett build their brand: they are number one, and KB-Resource is number two!



Why did Ferguson visit KB-Resource.com?

As the premier distributor in the US and Canada, [Ferguson](#) raises the bar for industry standards as the top-rated wholesale supplier of commercial and residential plumbing supplies. From a local distributor to a \$18.4 billion dollar company with more than 1,400 locations and over 27,000 associates nationwide, they are constantly on the lookout for value. Like when they visited our coverage of the [Native Trails Launches Murano Glass Sink Collection at the Kitchen & Bath Industry Show \(KBIS\) 2020](#).



Why would Harvard visit KB-Resource.com?

When Jim Nowakowski joined IFDA's Virtual Gab Fest Shop Talk as a result of the COVID-19 lockdown to learn about what members were doing in this COVID environment, he posted a [blog](#) about it. Someone from Harvard, a center of design, found and read Nowakowski's blog. As they state in their "[The Interior as Setting](#)" magazine, "the interior is no longer a territory of explicit and intentional exploration...it has become the domain of specialized study in interior design and interior architecture program...The links to life have been supplanted by the practice of decoration." KB-Resource participates in that practice! Imagine what we can do for you.

Why did Three Architecture visit KB-Resource.com?

Based in Dallas, Texas, [three](#) is a design boutique with over 35 years of experience in the hospitality, residential and senior-living environments. They visited KB-Resource to learn about [SONNEMAN – A Way of Light to Launch Largest Product Introduction to Date in 2020](#). There are many places to find this information on the internet! They found it on KB-Resource!



Why waste time on hits and clicks, or quantity over quality? [KB-Resource.com](#) was built for ENGAGEMENT. Start now by sending editor@kb-resource.com your content or having a conversation about other opportunities with one of our account executives.

Editorial and Advertising

Our website is organized into the following areas:

- **About** – This is the best place to learn about our Mission and our Value Proposition and how we view Content. It will be worth your time to spend a few minutes to understand how different we are from other media outlets.
- **News** – In this section, your press releases on products and services are housed. We might adjust a headline for SEO, but that's about it. News items are conveniently categorized into sub-sections like INTERIOR PRODUCTS or EXTERIOR PRODUCTS and others. And ON THE MOVE carries personnel announcements.
- **Case Studies** – These stories display the solutions provided by your product and service in applications. Our audiences love these types of stories because it gives them new ideas in their own work!
- **Opinions** – Who doesn't have an opinion? We would like to hear and publish yours! Professional, thought-provoking are the key words to keep in mind.
- **Blog** – We often blog about topics, and our blogs are some of the best SEO we have available. Over time, this will only get better!
- **KB-tivity** – In this designer section, we feature designers and their work. Each designer receives a link back to their website and the area to showcase a couple of their projects and statements. A wonderful opportunity to build SEO.
- **Learning Center** – Our redesigned hub houses CEUs, Podcasts and our latest offering called Showcases, where we feature companies in comprehensive overview introduction into their products and services. All CEUs are AIA and NKBA approved, many are IDCEC certified. They focus on helping your businesses grow.
- **Contact** – We are always interested in hearing from you!

- There is no difference anymore; Google has seen to that.
- The operative word now is “content” because everything is content.
- And that means everything is advertising. Everything is editorial.
- When you supply your content to our website, we will post it and link it back to your website, giving you the benefit of **SEO**.
- We want to publish all of the content we can for a simple reason: Google doesn't filter.
- Google reads everything, and because it reads everything, it indexes everything.

Start Your Relationship with Us Today!

Call, e-mail, FAX us now and let's begin the engagement!

KB Resource
553 N. North Court
Suite 160
Palatine, Illinois 60067
847-358-8558
Fax: 847-358-8089
e-mail: editor@kb-resource.com



@KB_Resource

ENGAGEMENT OPPORTUNITIES

SHOWCASE

About – Learn all about our content philosophy here. “Resources,” under this tab, contains outside websites with information important to you. If you have a suggestion to add, e-mail editor@kb-resource.com.

PODCASTS

CEUS

KBTIVITY

News – No fees for posting your news releases you send us. For our staff to write for you, starting at \$500. Convenient categories, including “on the move” for personnel. Send often to editor@kb-resource.com.

NEWS

CASESTUDY

Case Studies – No fees for posting your case studies. Starting at \$1500 for us to write it for you. Send often to editor@kb-resource.com.

OPINION

BLOG

Opinions – No fees for expressing your opinion on construction topics. Contact editor@kb-resource.com to get started.

LEARNING

SHOWCASES

Blog – Our editors post often. To suggest a topic, contact editor@kb-resource.com to get started. To post a blog, do the same.

PODCASTS

CEUS

KB-tivity – For designers, no fees. Contact editor@kb-resource.com for details

KBTIVITY

NEWS

CASES

Learning Center – The showcase [Take One](#) presentations are starting at \$5,000, and include recording, rehearsal, scripting, PowerPoint, hosting and more. Contact a KB-Resource.com account executive. The [After Hours](#) presentations, which are only available with a Take One presentation purchase, are \$1,200. See samples on the website.

There are other opportunities, including native advertising. To have a discussion, contact us at editor@kb-resource.com. Or call us at: 847-358-8558

BLOG

LEARNING

About ▶

News ▶

Case Studies

Opinions

Blog

KB-tivity

Learning Center ▶

Contact

Contact Information

Editors

- Maria Lester
- Emily Welsh

editor@kb-resource.com

Account Executives

- Barbara Basila
- Bernadette Hewlett

info@kb-resource.com

Copy Contacts

- Ray Szydzik
- Judy Newkirk

Research Consultant

- Patty Fleider

patty@a-i-m.com

KB Resource
553 N. North Court
Suite 160
Palatine, Illinois 60067
847-358-8558
Fax: 847-358-8089
e-mail: editor@kb-resource.com

KB-Resource

