

## BUSINESS PROFILE **STYLES KITCHEN & BATH STUDIO**



Ron Purcio, President and owner of Styles Kitchen & Bath Studio, makes everyone who deals with **Styles** a “client for life.” As a certified kitchen designer and industry professional for over 40 years, Ron symbolizes knowledge and assurance. Consumers quickly recognize that **Styles** will give them not only a brilliantly designed room with quality products, technology and affordability, but also the functional capacity to meet their needs and to exceed their desires.

### ***Q. What geographic area do you serve?***

A. We mostly serve Aspen, Snowmass and the Roaring Fork Valley of Colorado; however, in the last few years our reputation has warranted projects across the USA. Many of our clients love what we have done for them here in Colorado, and they have asked us also to do their primary residence in other parts of the country.

### ***How has your field changed in the last two–three years, both in terms of projects and the approach for working with them?***

Projects have been scaled down somewhat. New homes are far and few in-between, so recently we have been working on home remodels or improvements. We have been challenged to meet budgets by finding alternative products the client can afford that still have quality and still create the look our clients want to achieve. One example is granite versus man-made quartz materials for countertops. In addition, many clients have chosen to go to a semi-custom cabinet verses a full custom line.

### ***Is there a particular project of which you are most proud?***

The showroom. Our goal was to bring a feeling of quality, warmth, functional design and traffic flow to a working environment that would inspire ideas for our clients, architects, builders, and interior designers, as well as our own designers. Another challenge was to make sure we could satisfy all budgets.

### ***What other specialties do you have in-house?***

We created **Styles** so that clients could touch, feel, and experience the products they choose. The showroom is live: We have two working kitchens in which we do cooking demonstrations, and the showers, tubs, steamers, toilets, fireplaces, lighting, and appliances are all operational. Tile, granite, quartz, hardware, flooring, doors, and more are on display. Color selections and styles can be chosen with ease because everything can be gathered in one location. The full palette of materials can be viewed together, which gives the clients the satisfaction of knowing how everything will work together to accomplish their dream project.

### ***What is the most exciting new product or development in your field?***

One of the greatest tools we have is the ability for our clients to view our CAD designs or drawings LIVE online, no matter where the client may be. From LED lighting to Smart Home Controls, **Styles** has it all. Make sure you ask about our new green products, including a water control system that not only prevents a flooding disaster but also lowers your water footprint.

### ***What do you enjoy most about living and working where you do?***

I moved here from upstate NY almost 20 years ago partly because of the economy, but mostly for lifestyle. I believe this area is one of the most beautiful and positive areas of the world. Looking at our grand mountains is both a humbling and inspiring experience to someone like me, and I probably spend too much time at my desk!