

naturally

An Invitation to Connect Your
Brand to the Conversation Shaping
Canadian Residential Design.

A curated lens for exhibitors.
Optional, flexible, and entirely
yours to interpret.

**KITCHEN + BATH
CANADA**

POWERED BY **NKBA** | **KBIS**





Design Is Returning to What Feels Human

Naturally is the 2026 theme for Kitchen + Bath Canada. It celebrates the textures, tones, materials, movement, and light found in the world around us, and how they continue to shape residential design across Canada.

The theme reflects a growing desire for spaces that feel calmer, more grounded, and more connected to how people truly want to live. As technology becomes more woven into daily life, consumers are drawn to environments that feel sensory, authentic, and restorative.

For the kitchen and bath community, that shift is already influencing materials, craftsmanship, lighting, and the way thoughtful spaces come together.

Your Brand, Framed by a Bigger Conversation

Naturally is a curated annual theme, not a requirement. It's a way to frame your products, launches, and brand story within a larger design conversation, one that feels timely, relevant, and engaging for attendees and media alike.

Here's what matters most: participation is optional, and the event isn't being rebranded. Kitchen + Bath Canada stays Kitchen + Bath Canada. You don't need to change your branding or redesign your space.

Align in the way that feels authentic to you. That might mean one thoughtful touch, a styled moment, or a fully realized themed presence. The level is yours to choose.

- Participation is entirely optional.
- The event isn't being rebranded.
- Your brand identity stays intact.
- You decide how far to take it, from a single accent to a full expression.



Five Entry Points, One Shared Theme

Naturally breaks into five accessible pillars. Each one maps naturally to real products, so every category has a clear place to start.

Texture

Tactile finishes, layered surfaces, and details people want to reach out and touch.

*Naturally suited to:
surfaces, cabinetry,
hardware, materials.*

Movement

Water, flow, performance, and the fluid, intuitive feel of modern living.

*Naturally suited to:
plumbing, fixtures,
appliances.*

Material

Craftsmanship, authenticity, natural surfaces, and material innovation.

*Naturally suited to:
surfaces, cabinetry,
materials, sustainable
product lines.*

Light

Illumination, mood, and atmosphere that bring products to life.

*Naturally suited to:
lighting, appliances,
premium finishes.*

Living

Wellness, comfort, gathering, and the everyday rituals that shape a home.

*Naturally suited to:
every category
telling a lifestyle
story.*

Choose one pillar or all five. There's no wrong way to begin.



Start Small or Go Further. It's Your Call.

Low-Lift Ideas (Quick and Affordable)

- ✓ Add a “Naturally” pillar tag or sign to your display.
- ✓ Style one product within a natural, contextual setting.
- ✓ Reference your chosen pillar in your talking points.
- ✓ Post a pre-show “find us, inspired by [pillar]” announcement.
- ✓ Use the theme palette as a subtle accent, not a redesign.

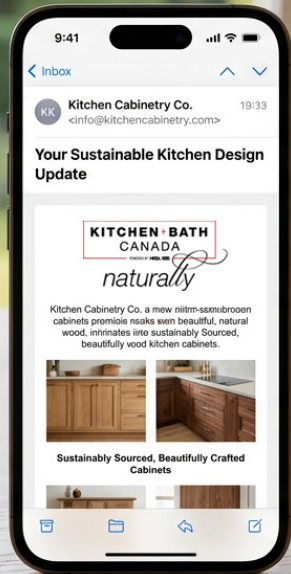
Medium-Lift Activations (More Visible, More Impact)

- ✓ Create a small, styled vignette around your pillar.
- ✓ Layer lighting, materials, or sensory moments into your space.
- ✓ Run a demo that ties a product feature back to natural living.
- ✓ Build a short, theme-led story into a product presentation.
- ✓ Offer an interactive moment attendees can experience firsthand.

Each idea is designed to fit your budget, timeline, and existing setup, no rebuild required.



BRINGING THE THEME TO LIFE



Four Places the Theme Can Work for You

PRE-SHOW MARKETING

Announce your pillar early. Weave the theme into email headers, social posts, and your event listing to build anticipation before the doors open.

BOOTH PRESENTATION

Lead with lifestyle, emotion, and experience, not just features. Show your products in context and let attendees picture them in a real home.

DEMOS

Connect innovation and technology back to comfort, wellness, and modern living. A strong demo turns a feature into a story.

PR & SOCIAL

Tag your content to the theme, share styled visuals, and give media a clear editorial angle to cover. A shared theme makes your story easier to tell, and easier to amplify.



WHY IT'S WORTH IT

Real Benefits for Brands That Participate

VISIBILITY

Themed exhibitors stand out and earn a stronger place in our editorial, social, and media storytelling. A clear design story gives your brand more ways to be seen.

ATTENDEE ENGAGEMENT

Lead with lifestyle, emotion, and experience, not just features. Show your products in context and let attendees picture them in a real home.



READY TO ALIGN WITH NATURALLY?

Let's Bring Your Story to the Floor

Participation is simple, flexible, and entirely yours to shape.

Take the first step, and our team will help you align in the way that feels right for your brand.

QUESTIONS ABOUT ALIGNING YOUR BRAND? REACH OUT TO OUR TEAM.



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**KITCHEN + BATH
CANADA**

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Kitchen & Bath Expo

Kitchen + Bath Canada (KBC Expo) 2026.

Powered by the team behind KBIS and supported by NKBA.

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