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JAMIE DRAKE'S NEW ELKAY® SINK INSPIRED BY NATURE'S SIMPLICITY
Raindrop Sink Showcases Unique Interpretation of Nature-inspired Design

OAK BROOK, IL – February 2009 – A recent issue of *Design Intelligence*, the bi-monthly Design Futures Council report in which design leaders deliver insights about emerging trends, included the top 10 budding Residential Design Trends and noted that the use of natural materials will continue to gain popularity in home décor. Also, a recent trend article in *HB*, a home building magazine, noted that home design in 2009 will continue to incorporate two primary lifestyle trends, futuristic and nature, as design inspirations. This trend towards nature will reveal more dramatic interpretations of nature-inspired forms, rather than mimicking exact nature patterns in graphic applications.

This rising popularity of natural elements in home design is what inspired Elkay and acclaimed New York designer Jaime Drake, ASID, to create the Raindrops sink (DSG NR33189). Raindrops, the newest addition to Elkay's Design Inspirations™ sink collection is an exceptional undermount sink design that draws on the shapes and forms found in the environment. Drake's artistic sink design incorporates soft curves and a unique cambered bowl shape, adding a custom look to any kitchen, while making a defining statement in the home. The Raindrops sink features a deep, single bowl with a distinctive bowed “barrel like” geometry and a drizzling raindrop appliqué along the top of the bowl's back wall.

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Drake describes this imaginative design as, "Nature meets innovation, inspired by a beautiful lake on a moonlit summer night as a gentle shower sprinkles raindrops on its smooth surface."

Drake's exclusive Raindrop pattern is formed through a special etching process, which changes the surface to an appealing contrast that looks dramatic, while the pattern itself remains smooth to the touch as well as durable. The sloping geometry of the Raindrops sink complements a variety of interior themes ranging from today's organic contemporary, to the Art Deco motifs of the 1920s and 1930s.

Along with the etched droplet pattern, Drake chose to finish the stainless steel sink in Elkay's Polished Satin, which is a durable, yet beautiful finish that even after heavy use will withstand the test of time. Also included is a stylish custom-fit stainless steel drain cover with a raindrop hole pattern, which fits snugly over the strainer creating a clean, seamless look. Raindrops is formed from ultra-thick 18 gauge stainless steel, making it more resistant to dents and scratches. In an effort to further connect with the theme of natural materials, Drake chose to make the sink from stainless steel as it is an environmentally friendly material that can be recycled, reduced and remade. In addition, stainless steel is a non-porous material and does not allow dirt, grime or bacteria to harbor in the sink and it is easy to clean with just soap and water.

The single basin in the Raindrops sink has a usable work space that is 16 inches wide from front to back, 30 1/2 inches in length and nine inches deep, ideal for installing in any cabinet 36 inches or wider. The sink also features Elkay's patented Sound Guard[®] system, ensuring a peaceful experience at the sink.

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"As Drake continues to push the boundaries of design, Elkay is proud to be his partner in bringing his progressive concepts to life. Drake's belief that 'life is eclectic and all design should embrace that' is reflected in his interpretation of a simple, pure raindrop in his new Elkay sink design," states Ann Rottinghaus, Elkay's marketing communications manager for the Plumbing Products Division.

The Elkay Arezzo® single-lever, pull-out, dual spray faucet (LK7220 – MSRP \$597 - \$837 depending on finish) is an ideal match for the Raindrops sink, as it complements the overall look and feel with its clean lines and symmetrical design. The MSRP price for Elkay's new Jamie Drake Raindrops sink model is \$3,200 (DSG NR33189).

Drake holds a Certificate in Environmental Design from Parsons School of Design and a B.F.A. from The New School for Social Research. He served as vice president of the American Society of Interior Designers' New York chapter in the mid-1990's, receiving the organization's Presidential Citation and Platinum Award. He is a frequent contributor to showhouses, including many Kips Bay and Hamptons show homes, maintains many charitable involvements and is an *Interior Design* "Hall of Fame" member. Elkay is pleased to work with Drake on these custom co-designed products.

For more than 89 years, Elkay has been an innovative manufacturer of stainless steel sinks, water coolers, drinking fountains and faucets for residential and commercial use. Elkay, which is ranked 47th in *Crain's Chicago Business* list of Chicago's Largest Privately-Held Companies, has more than 3,600 employees in facilities across the

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United States and select international markets. Elkay is also a member of key industry associations including the U.S. Green Building Council [USGBC], the American Society of Interior Designers [ASID], the National Kitchen & Bath Association [NKBA], and the Plumbing Manufacturers' Institute [PMI].

Headquartered in Oak Brook, Illinois, Elkay is also the parent company of E.B. Tecnica Mexicana[®], Phylrich[®] International and Elkay Zhuhai. Elkay is America's number one selling stainless steel sink company. The Elkay Manufacturing Cabinetry Division is the fourth largest cabinet manufacturer in the U.S. with its Yorktowne[®] Cabinetry, Medallion[®] Cabinetry and Mastercraft[®] Cabinets holdings.

For more information, Elkay customers can contact Elkay customer service at (630) 572-3192 or visit elkayusa.com. For media inquiries, contact Maureen Brennan at (312) 946-6075 or view our electronic press kit on elkayusa.com.

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