



FOR IMMEDIATE RELEASE  
Contact: Maureen Brennan  
312-946-6075

**ADD A SHOT OF EXPRESSION WITH ELKAY'S NEW  
MOCHA COLORED GOURMET E-GRANITE™ SINKS**

*Elkay's Gourmet e-granite Sinks Combine Stylish Sensibility and Durability*

OAK BROOK, IL – February 2009 – In a recent kitchen trend article, LeAnne Bunnell, interior design consultant with Elle Design, noted the continued interest in "classic designs that use natural materials, including hardwood, granite and stone." Elkay developed its e-granite sink line to provide homeowners with another way to bring the benefits and beauty of granite into the kitchen. Originally offered in black, white and bisque, Elkay is now expanding its Gourmet e-granite color options to include a new mocha finish, which is a deep, russet brown tone that transforms the kitchen sink into another interesting design element within the home.

Elkay chose a rich brown tone, as this color continues to increase in popularity in both fashion and home design. For example, in a video highlighting the Pantone "View" Home and Interior Color Trends for 2009, Lee Eiseman, executive director, Pantone Color Institute, included imagery of earthy brown shades in several of the popular color palates. Specifically, in the Pantone palate entitle "Reveries", Eiseman noted how brown hues add a hint of unexpected drama when juxtaposed against shades such as lavender and lilac.

Elkay's new mocha colored Gourmet e-granite sinks are formed from a granite silica and acrylic resin mix bringing the perfect balance of style and long-lasting durability into anyone's home. Providing a modern twist on old world charm, the

## **ELKAY MOCHA E-GRANITE SINKS – PAGE TWO**

Gourmet e-granite sinks accentuate several design styles from popular contemporary to transitional. The mocha sink color is molded through the entire sink creating a vibrant splash that will not fade, even under heavy use, while sustaining an aesthetically-pleasing natural stone feel and texture.

Molded under extreme heat and pressure, all Elkay Gourmet e-granite sinks are built-to-last. This resilient, innovative addition to the Elkay product line is created from up to 85 percent granite silica, which withstands scratches and chipping, while resisting heat damage up to 536 degrees. The e-granite's heat-resistant design makes it a perfect landing pad for hot pots and pans, as the heat will not affect the texture or appearance of the sink.

The Gourmet e-granite sink models features spacious compartments and a non-porous surface, which prevents staining and reduces any absorption of bacteria or odors. The mocha colored Gourmet e-granite sinks are offered in both undermount and universal mount options and available in two double bowls (ELGU3322 and ELGU250R), single bowl (ELGU2522) or island (ELGU1515) styles. The MSRP pricing for the mocha colored Gourmet e-granite sinks ranges from \$298 to \$600. Also, the Elkay Gourmet mocha e-granite sinks can be paired with a variety of Elkay faucets, such as the contemporary Allure<sup>®</sup> single-lever faucet in chrome (LK6176CR – MSRP \$973) with side spray. In addition, the mocha colored sinks coordinates well with the earthy tone of an oil-rubbed bronze finished faucet as well as popular earth tone inspired granite countertops.

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

## **ELKAY MOCHA E-GRANITE SINKS – PAGE THREE**

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 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<sup>®</sup>, Phylrich<sup>®</sup> 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<sup>®</sup> Cabinetry, Medallion<sup>®</sup> Cabinetry and Mastercraft<sup>®</sup> Cabinets holdings.

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

###