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## **ELKAY® VIDEO RECAPS GROUNDBREAKING YEAR**

*New Designs, Materials and Shapes Continue Elkay's Tradition of Innovation*

OAK BROOK, IL – February 2009 – For more than 89 years, Elkay has continually strived to add innovative, quality sinks, faucets and accessories to its product line. During the exceptionally groundbreaking year of 2008, Elkay launched an eclectic and imaginative array of products that introduced new materials, new shapes and brought the inspiring ideas of two acclaimed designers into the kitchen. To provide homeowners with a special in-depth look at these new products, Elkay has posted a video on [www.elkayusa.com](http://www.elkayusa.com) demonstrating the scope of imaginative designs and inventive functionality unveiled last year.

### **Design Inspirations**

A top highlight of the year was Elkay's partnership with renowned Berkeley, California designer, Fu Tung Cheng, and acclaimed New York designer, Jamie Drake, ASID, resulting in the Elkay Design Inspirations™ sink family. Featuring elegant design elements, Cheng's "Ripple" sink combines sleek, fluid lines with versatile function to serve as a useful, yet artistic conversation piece for any kitchen. The nearly six-foot sink and drainboard is both practical and useful for all the food prep tasks required, such as cutting, washing, cleaning and rinsing and offers custom accessories such as a sliding cutting board and drying rack.

Drake's "Vase" sink emulates a graceful vase silhouette and captures the essence of the female form. Inspired by the influence of the vase throughout history, Drake beautifully merges the idea of shape with useful functionality, offering the Vase sink in three configurations including a double vase sink, a single vase sink paired with a

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rectangular prep sink, and a free-standing single vase.

### **New Materials**

Elkay's extensive portfolio was enhanced with the addition of fine fireclay, offered in the Explore™ sink family which draws its inspiration from the regional influences of American homes. Created from natural materials and offered in a warm Terra Cotta Matte finish and welcoming White Gloss finish, the soft, rounded shapes of the fine fireclay sinks add a stylish simplicity, yet highly functional design element into any country, cottage or cozy urban inspired kitchen.

Elkay also introduced its new Gourmet e-granite™, a family of granite silica and acrylic resin-formed sinks that bring a stylish piece of historical beauty and long-lasting durability to one's home. Molded under extreme heat and pressure, e-granite sinks are built-to-last, while sustaining an aesthetically pleasing natural stone feel and texture. 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 new Gourmet e-granite sinks are offered in eight shapes and four different color options: white, black, bisque and mocha.

### **New Shapes and Finishes**

The distinctive design of The Mystic® “Twist” sinks features a softened geometry that swirls downward toward the center drain, transforming an everyday event into an entertaining experience. The Twist sinks are available in both Soft Textured and Lustrous Satin finishes. Soft Textured is a new stainless option for Elkay, which provides a more distressed, matte finish. Joining the Mystic family of water-inspired, organically shaped sinks, Elkay also introduced four new Mystic “Double Wave” sinks featuring soft, rounded curves, specifically inspired by the shape and form of a rolling wave. The versatile sinks

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can be integrated into cabinets and countertops that highlight the convex, rolling shape, or be used in an island setting to create an inviting gathering place.

In the spirit of individualistic expression, Elkay also introduced a new way to shake up the hospitality area with the “Martini” sink, another addition to the Mystic sink collection. The chic sink design blends clean lines and soft curves to emulate the spirited shape of a martini glass, the iconic symbol for any modern social gathering.

Homeowners can create the ultimate entertainment experience by selecting a unique location for the sink in their home ranging from an island to peninsula to a stand-alone bar, as this undermount sink can easily be installed to a 27-inch base cabinet, and its Lustrous Satin finish pairs superbly with many Elkay faucets.

Elkay's new grouping of professional-grade Avado® “Accent” top mount sink models built on the beauty of modern geometric shapes, while offering the highest level of streamlined functionality. Zero-radius, square corners provide a truly commercial, symmetrical design, while features such as a deep bowl, low center channel and long trough bowl maximize efficiency, accommodating a variety of tasks including soaking, defrosting, prep and clean-up.

New shapes from Elkay emerged above the countertop as well, with the top-mounting Echo™ sink family, inspired by Colonial and Mid-century Modern designs composed of four stainless steel kitchen sinks with two distinctive raised rim styles, the Echo sinks make it easy to refresh the kitchen with a quick remodel or offer a design complement for a new kitchen echoing these eras. The Echo sink's raised rim also provides increased functionality by reducing water splashing onto the counter.

As Elkay continues to expand its product offering in 2009, it remains America's number one selling stainless steel sink company, noting the continued popularity of the

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material. A hygienic surface for food preparation, its unique surface has no pores or cracks in which to harbor dirt or bacteria, and is extremely easy to clean. Additionally, it looks beautiful and requires minimal care. The attractive stainless steel surface reflects light, adding brightness to the room. Also, the material is ideal for outdoor or utility applications as it is more resistant to chlorides, salt air and other harsh elements such as changing climates. With proper care, a stainless steel surface has a life expectancy of more than 100 years, and it is completely recyclable.

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 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).