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## **ELKAY® LAUNCHES “INNOVATION EVENT” DIGITAL VIDEO SERIES**

*First-Ever Video Series Provides In-Depth Look at Elkay’s New Sinks, Faucets + Accessories*

OAK BROOK, IL – May 2009 – According to a recent study conducted by BIGresearch, 92.5 percent of adults said they regularly or occasionally research products online before buying them in a store. As consumer behavior continues to shift towards self-directed product research and an ever-increasing reliance on the information available online, Elkay focused on creating an easy-to-access online solution for its customers to learn about the company’s new products. The Elkay Innovation Event is a unique online experience designed to reach consumers, design influencers and industry partners alike in their desired format with detailed information on Elkay’s new sink, faucet and accessory introductions.

The series is comprised of five interview-style videos, which provide comprehensive information on the development of Elkay’s new sink and faucet models for 2009, as well as 19 secondary “micro” videos that offer specific product features and benefits. Set in the Elkay Innovation Studio, each interview-style video features an engaging conversation with key Elkay personnel who focus on a specific new product grouping for 2009. The interviews were created to be both informative and entertaining while sharing a glimpse into the vision that sparked the development and design of each of the new products. Elkay’s spring 2009 product introductions showcased in the video series include the revolutionary new Harmony™ QUARTECH™ sinks, the additions to

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the Harmony e-granite™ family of sinks, the new Navaro™ faucet family, the Allure® stainless steel faucet additions, the new Statement™ sink program and the new Gourmet™ Work Shelf sinks.

The 24 Elkay Innovation Event videos are accessible from both youtube.com and elkayusa.com. YouTube® users can easily locate the series by searching “elkayusa,” and they can also sign up to receive a notification when new videos are posted to the elkayusa subsite via youtube.com. Additionally, all of the videos are downloadable for showrooms to rebroadcast.

“As an industry leader and innovator, Elkay continually evaluates the best way to deliver information to our diverse group of customers. Noting the shift in consumer behavior toward online, Elkay created the Innovation Event video series to visually share insights and information about our latest products in an easily accessible format,” notes Ann Rottinghaus, Elkay’s marketing communications manager.

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 57th 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.

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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).

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