



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

ELKAY® EXPANDS CUSTOM-SIZED KITCHEN ACCESSORY OFFERING
New Accessories Increase Functionality and Organization in the Kitchen

OAK BROOK, IL – July 2009 – According to a recent home accessories trend article on www.SimpleHomeDécor.com, we live in an era of “compressed living when both time and space run at a premium.” The article also notes that form is “nothing without function” when it comes to accessories. In an effort to provide homeowners with more accessory solutions that offer streamlined functionality while enhancing the overall aesthetics of the kitchen, Elkay created 39 new custom-sized kitchen accessories.

Elkay’s new accessories were designed as additions to the Gourmet e-granite™ and Avado® sink families. Elkay’s e-granite sinks accentuate several décor designs from everyday neutral to transitional, and the new accessories reflect that range of styles. Featuring a decorative wavy wire design on the bottom grids and rinsing baskets, the new e-granite accessories include a tightly spaced pattern to prevent flatware from falling through and easy-access drain openings. Elkay’s Avado sink family features a sleek design which is also echoed in the new accessories.

Showcasing clean, straight lines and accented with a pattern that mirrors the crease lines in the bottom of these commercially-inspired sinks, the new Avado accessories create a unique, tailored look within the bowl.

Elkay’s new accessories include rinsing baskets, bottom grids, drain trays and cutting boards. Made from select hardwoods, Elkay’s cutting boards fit effortlessly into

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ELKAY'S NEW ACCESSORY OFFERING – PAGE TWO

the bowl, minimizing the board's movement and simplifying the food prep process.

The accessories are designed to be a perfect fit for each sink model; each accessory is custom-sized to fit the sink bowl, ensuring items such as bottom grids and rinsing baskets fill the compartment completely for maximum use. Also, all Elkay's rinsing baskets are designed to incorporate a utensil caddy, adding to the functionality and overall organization of the kitchen.

Made from thick, heavy-duty type 304 stainless steel, the wires on the accessories were strategically placed to not bend and support heavy loads when placed atop them. Also, since the accessories are constructed of solid stainless steel, they are easy-to-clean and dishwasher safe; Elkay recommends removing the rubber feet prior to dishwashing. In addition, Elkay makes it simple for the homeowner to coordinate their sink and accessories by including the photos and information about all the matching accessories below each sink model on www.elkayusa.com. The MSRP pricing for Elkay's new accessories ranges from \$121 to \$220.

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.

ELKAY'S NEW ACCESSORY OFFERING – PAGE THREE

Tecnica Mexicana[®], Phylrich[®] International and Elkay China. 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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