



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

NEW AVADO® WORK BENCH™ SINKS FROM ELKAY®
*The Inspiring, Inventive Work Bench Design Creates
New Multi-functional Sink Solution*

OAK BROOK, IL – November 2009 – Elkay’s innovative Avado Work Bench sinks feature a four-inch high partition that is five-and-half-inches in width, transforming a simple bowl divide into an integrated work surface that easily holds heavy pots and pans at a comfortable height. Extending the functional area of the sink without increasing the overall size, the double bowl Avado Work Bench sinks provide two separate work areas within the bowls, while adding a third work area atop the Work Bench.

A recent article featured on cosmoworlds.com about decorating trends for 2010/2011 noted a hot décor trend entitled “graphic” in which geometric patterns will be featured in everything from “...stripes with motile effects, abstract forms and grids.” Reflective of this trend and the style of Elkay’s Avado sink family, the Work Bench sinks showcase modern geometric shapes and a striking “nail head” pattern, while still offering the highest level of streamlined functionality. Featuring the Avado’s signature 90-degree or “zero radius” corners and a 10-inch bowl depth, the Work Bench sinks provide the homeowner with added style and a deep, large compartment to hold practically any kitchen utensil or cookware.

The new Avado sinks are created from ultra-thick, professional-grade 16 gauge type 304 stainless steel and boasts a Polished Satin finish. Not only has Elkay

- more -

ELKAY'S NEW AVADO WORK BENCH SINKS – PAGE TWO

combined the functional features of the Work Bench with stainless steel's durability, the low height of the partition also offers the flexibility of both a double bowl and a large single bowl in one highly efficient stainless steel sink.

Offered in three configurations, the Avado Work Bench is available in a double bowl top mount (EFTLB33210CDBL) and undermount (EFULB331810CDB) that are both 33-inches wide and fit into a standard 36-inch base cabinet, and an offset double bowl undermount model (EFULB361810CDBR) that is 35-and-half-inches wide and fits into a 39-inch base cabinet. The offset Avado sink model breaks from the traditional standard double bowl kitchen sink mold, as one bowl extends slightly forward along the top adding drama to the design. This feature also provides increased functionality, as the faucet is able to extend further into the sink with this inset design.

Elkay uses stainless steel for the Avado designs because it is an environmentally friendly material that can be recycled without degradation and reused. Also, since stainless steel is a non-porous material, it does not allow dirt, grime or bacteria to harbor in the sink, making it easy to clean the sink with just soap and water.

The Avado Work Bench sinks also feature Elkay's patented Sound Guard[®] undercoating to dampen sound and ensure a peaceful experience at the sink. In addition, Elkay offers a variety of custom-fit accessory options for the Work Bench sinks including bottom grids, rinsing baskets and cutting boards that range in price from \$100 - \$182, MSRP.

“Elkay is continually striving to achieve the ultimate fusion of form and function, and the new Avado Work Bench sinks reflect our passion for combining strong, inspiring designs with inventive new solutions for the everyday practical challenges a homeowner

ELKAY'S NEW AVADO WORK BENCH SINKS – PAGE THREE

encounters when working at their kitchen sink,” states Ann Rottinghaus, Elkay’s marketing communications manager for the Plumbing Products Division.

The MSRP pricing for the new Avado Work Bench sinks range from \$2,100 for the double bowl top mount (EEFTLB332210CDBL) and undermount (EFULB331810CDB) sinks and \$2,300 for the offset double bowl undermount model (EFULB361810CDBR). Also, Elkay’s Avado Work Bench sinks can easily be paired with a variety of Elkay kitchen faucets, such as the commercially-inspired Arezzo™ faucet (LK7420) in Chrome.

For nearly 90 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 2,800 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], the Plumbing Manufacturers’ Institute [PMI] and the Decorative Plumbing & Hardware Association [DPHA].

Headquartered in Oak Brook, Illinois, Elkay is also the parent company of E.B. Tecnica Mexicana®, Phylrich® International and Elkay China. Elkay is America’s number one selling stainless steel sink company. The Elkay Cabinetry Division is among the largest cabinet manufacturers in the U.S. with its Yorktowne® Cabinetry, Medallion® Cabinetry and Mastercraft® Cabinets brands. Recently, Elkay further broadened its

- more -

ELKAY'S NEW AVADO WORK BENCH SINKS – PAGE FOUR

scope to address the need for high-quality granite and composite countertop materials for the East Coast with the addition of Badolato Granite and Chesapeake Stoneworks.

For more information, Elkay customers can contact Elkay customer service at (630) 572-3192 or visit www.elkayusa.com. For media inquiries, contact Maureen Brennan at (312) 946-6075 or view our electronic press kit on www.elkayusa.com. For more information on the Avado Work Bench sinks, visit www.elkayusa.com and search key words AVADO WORK BENCH.

#