



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

## **ELKAY'S NEW STRIKING YET SENSIBLE CHENG CASCADE COMPACT SINKS**

*Fu-Tung Cheng's Cascade Compact Transforms the Washbasin into a Workstation*

OAK BROOK, IL – November 2009 – In a recent Springwise.com innovative marketplace ideas recap, the site noted that if consumers' "...wants and needs currently revolve around practicality, efficiency and responsibility," then companies should deliver products that meet those needs. Marrying this concept of simple practicality with a look that is visually dynamic was the goal when California luxury designer Fu-Tung Cheng and Elkay® collaborated to create two versatile, multifunctional sinks. Embracing the popular style of his Elkay Cascade sink, which launched in July 2008 as part of the Design Inspirations Collection™, Cheng's two new Cascade Compact sinks provide homeowners with an efficiently-sized kitchen sink solution that strikes an ideal sense of balance, while providing a highly functional sink design.

Also, according to the Research Institute for Cooking & Kitchen Intelligence, homeowners are continuing to choose to invest in their current properties, as opposed to moving into a new home, although this may often mean remodeling the existing space as opposed to expanding the space. With optimizing existing square footage as the goal, Elkay and Cheng developed the Cascade Compact undermount sinks to easily fit into a standard 36-inch base cabinet. Showcasing symmetrical geometric shapes, Cheng's Cascade Compact sinks can accent a variety of interior themes from modern to transitional and further reflect his passion for combining art and utility.

Both of Elkay's new Cheng Cascade Compact sinks (DSG NR321710 and

- more -

## **FU-TUNG CHENG CASCADE COMPACT ELKAY SINK – PAGE TWO**

DSG NR321810) feature a spacious 10-inch deep main compartment to accommodate over-sized cooking sheets and large pots and pans. Featuring multiple custom-fit accessories such as wood cutting boards, colanders and suspended shelves, the Cascade Compact sinks elevate the functionality and overall aesthetics of the kitchen sink. With a gently sloping sink bottom, the Cascade Compact guides flowing water towards the sink's stylish three-piece stainless steel integral drain cover with a unique, original Fu-Tung Cheng design.

The Cascade Compact stainless steel sinks are finished in Elkay's Polished Satin, which Cheng chose for its durability and overall smooth, clean look. Formed from professional-grade 18 gauge stainless steel, Elkay's Cascade Compact sinks are more resistant to dents and scratches. The sinks also feature Elkay's patented Sound Guard® system, ensuring a peaceful experience at the sink.

Given that Cheng is a leader in sustainable designs, he creates the new Cascade Compact sinks from stainless steel because it is an environmentally friendly material that can be recycled without degradation and reused. In addition, stainless steel is a non-porous material, it does not allow dirt, grime or bacteria to harbor in the sink and it is easy to clean with just soap and water.

"We are continually exploring ways to reinvent, redesign and rethink the elements within the kitchen, especially the sink and faucet. Cheng's vision in creating the Cascade Compact sinks helped us to bring beauty and functionality to the next level and provide homeowners with an ideal sink solution," states Mark Hird, Elkay's residential fixtures marketing manager for the Plumbing Products Division.

- more -

## FU-TUNG CHENG CASCADE COMPACT ELKAY SINK – PAGE THREE

The MSRP pricing for the new Elkay Cascade Compact sinks range from \$1,750 to \$2,470, depending on accessory options. Also, the Elkay Cascade Compact sinks can easily be paired with a variety of Elkay faucets, such as the new Allure® stainless steel faucet (LK7922) with a sleek joystick handle and side spray.

Cheng began at UCLA in the 60's. After a year in Japan as a Regents Scholar studying Buddhism, Japanese culture and the martial arts, Cheng transferred to UC Berkeley, where he graduated with a degree in Fine Arts in 1971 and began a thirty five-year practice of Tai Chi Chuan. From design to construction, Cheng's hands-on approach to sustainable, timeless, custom homes has earned his firm, Cheng Design, ([www.chengdesign.com](http://www.chengdesign.com)) numerous architectural and interior design awards over the years. He was inducted into the National Kitchen and Bath Association's Hall of Fame in 2006 and won a Bay Area AIA award for exceptional residential design in 2008. 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

## **FU-TUNG CHENG CASCADE COMPACT ELKAY SINK – PAGE FOUR**

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 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](http://www.elkayusa.com). For media inquiries, contact Maureen Brennan at (312) 946-6075 or view our electronic press kit on [www.elkayusa.com](http://www.elkayusa.com).

# # #