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## **ELKAY® LAUNCHES NEW DRAKE FLORA BATH SINK**

*Fresh Wild Flower Patterned Flora Sink Inspired by Whimsy and Wonder*

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OAK BROOK, IL – November 2009 – Inspired by the idea of wandering through a secret garden in full bloom, acclaimed New York designer, Jamie Drake, ASID, creates the Flora bath sink to emulate the free-spirited soul of the sixties. Adding to Elkay's Design Inspirations™ sink collection, Drake's Flora sink reflects all that is whimsical and innocent during turbulent times. The Flora sink features a spray of small wild flowers pouring effortlessly down the sink bowl, creating a bath sink that is chic, smart and delightful to encounter everyday.

A trend entitled "pattern pride" by [decoratingdiva.com](http://decoratingdiva.com) is continuing to gain momentum with designers and homeowners. Whether it is Art Nouveau or Art Deco inspired or botanicals, paisley, brocade, elegant animal prints, stripes, geometric patterns or motifs, patterns are being showcased in everything from accessories to furnishings. Drake, an industry trend setter, collaborated with Elkay designers to provide homeowners a unique option that skillfully combines the strong look of stainless steel with the gentle breezy feel of his fanciful wild flower pattern.

Drake worked with Elkay to leverage the company's Statement™ sink technology to create a striking contrast by etching the smooth floral pattern onto a mirrored sink. Elkay offers Drake's exclusive Flora design on two bathroom sink models, an oval shape (DSG NR1611SMFLA) with a bowl depth of six and half-inches and 16 ½"-inches in length by 11 ½" -inches wide, and a sphere shape (DSG NR16SMFLA) with a bowl

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depth of seven-inches and 16 3/8-inches in diameter. Drake chose two curved bowls in which to present the Flora pattern, noting that the natural feel of wild flowers would be best expressed in sensuous, organic shapes. Also, both Flora sink options feature a universal mount design, allowing the homeowner the freedom to choose to place the sink under or on top of the countertop.

While Flora distinctly displays Drake's artistic talent, the sink is also durable, formed from professional-grade 18 gauge stainless steel which makes it more resistant to dents and scratches. In addition, the Flora is an environmentally friendly sink because the stainless steel 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 with just soap and water.

"Jamie is known for creating captivating interiors, and his design sensibilities are perfectly reflected through this expressive new etched Flora sink," states Ann Rottinghaus, Elkay's marketing communications manager for the Plumbing Products Division.

"In true Jamie form, the Flora sink also complements a variety of home interiors, from organically-inspired contemporary to progressive transitional. Use two Flora sinks for a master bath, or a single for a powder room; Flora adds a memorable signature element to all bath environments," continues Rottinghaus.

The MSRP pricing for the new Flora sinks are DSGNR16SMFLA (Round) \$836 and the DSGNR1611SMFLA (Oval) is \$811. Also, the Elkay Flora sinks can easily be paired with a bath faucet from Elkay's new Webert Italian Design brand.

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Drake holds a Certificate in Environmental Design from Parsons School of Design and a B.F.A. from The New School for Social Research. He served as vice president of the American Society of Interior Designers' New York chapter in the mid-1990's, receiving the organization's Presidential Citation and Platinum Award. He is a frequent contributor to showhouses, including many Kips Bay and Hamptons show homes, maintains many charitable involvements and is an *Interior Design* "Hall of Fame" member. Elkay is pleased to work with Drake on these custom co-designed products.

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<sup>®</sup>, Phylrich<sup>®</sup> 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<sup>®</sup> Cabinetry, Medallion<sup>®</sup> Cabinetry and Mastercraft<sup>®</sup> Cabinets brands. Recently, Elkay further broadened its scope to address the need for high-quality granite and composite countertop materials

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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). For more information on Webert Italian Design faucets, visit [www.webertusa.com](http://www.webertusa.com).

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