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ELKAY® LAUNCHES NEW STAINLESS STEEL AQUA DIVIDE™ SINK
Aqua Divide Feature Provides Both Double Bowl and Single Bowl Functionality

OAK BROOK, IL – November 2009 – The new Aqua Divide sink design from Elkay offers the flexibility of both a double bowl and a large single bowl in one high performance stainless steel sink. Elkay utilizes unique tooling to form the lowered “Aqua Divide” partition, enabling pot and pan handles or oversized items to extend over it and, therefore, providing the benefits of a large single sink. Meanwhile, keeping the lowered four-inch partition as part of the sink design also allows the homeowner to use the sink as a traditional double bowl for separate wash and rinse compartments.

An article on HGTV.com featuring designer Max Isley noted that “Traditionally, most kitchens feature a double-bowl sink, although we really don’t wash dishes much anymore.” However, HGTV.com noted that homeowners do still hand wash large pots, pans and baking sheets. Also, kitchendesignersideas.com noted that because many homeowners are “...using larger pots and skillets the traditional double-sink is no longer adequate. Large single-basin kitchen sinks are the new trend. They tend to be visually stimulating as they go beyond the usual and ordinary.” Having reviewed both of these emerging design trends, Elkay created the new Gourmet™ Aqua Divide sink as a solution for homeowners who seek the functionality of a large single compartment sink, while remaining attached to the versatility that double bowl sinks provide.

Elkay’s Gourmet Aqua Divide actually provides three unique ways to utilize the sink space – first, the customary double bowls can be used for washing and rinsing in

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separate compartments; second, the ability to lean oversized items over the low partition, facilitating more efficient cleaning; and third, immersing larger items entirely by filling the water level above the four-inch partition, creating a large single soaking sink. The Aqua Divide also provides for more ergonomic movement of heavy and hot items from one compartment to the other, without the added stress of lifting higher.

Elkay offers the Gourmet stainless steel Aqua Divide sink in three configurations: an undermount farmhouse sink (EAQDUHF3523) with a four-inch divide, an undermount with equal-sized double bowls (EAQDUH3118) with a four and 7/8-inch divide, and an undermount with one larger bowl and one smaller bowl (EAQDUH3421) with a four-inch divide. Formed from professional-grade 18 or 19 gauge type 304 stainless steel, the Gourmet Aqua Divide is durable, long-lasting and more resistant to dents and scratches. Elkay uses stainless steel for its sink 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 this sink with just soap and water.

The Gourmet Aqua Divide sinks feature Elkay's Bright Satin finish and include 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 such as bottom grids, rinsing baskets and cutting boards.

"While style is an essential component in all of our designs, we also listen to our customers to ensure that Elkay products meet all their functional needs as well. Elkay's Aqua Divide provides an ideal sink solution for our customers who frequently voiced the need for a sink with double bowl functionality that is still large enough to wash cookie

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sheets, party trays, and large pots and pans,” states Ann Rottinghaus, Elkay’s marketing communications manager for the Plumbing Products Division.

The MSRP pricing for the new Gourmet Aqua Divide sinks are \$1,995 for the farmhouse sink (EAQDUHF3523), \$500 for the equal-sized double bowl (EAQDUH3118) and \$1,300 for the large/small bowl combo (EAQDUH3421). Also, the Elkay Gourmet Aqua Divide sinks can easily be paired with a variety of Elkay kitchen faucets, such as the Explore™ faucet (LK9405) in Chrome with its graceful, gentle bell-shape mirroring the refined curves of the Gourmet sinks.

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

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