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Contact: Maureen Brennan  
312-946-6075

## **ELKAY EXPANDS TO INCLUDE HARMONY™ E-GRANITE™ SINKS**

*New "Aqua Divide™" Provides Simple Solution to  
Single vs. Double Bowl Question*

OAK BROOK, IL – May 2009 – With homeowners' growing desire to express their individual design style throughout every aspect of their home, especially the kitchen, the demand for a wider array of products continues to increase. In a recent study conducted by the Research Institute for Cooking & Kitchen Intelligence (RICKI) called "Kitchen Intelligence: A Designer's Perspective," a number of designers noted a rising trend in eclectic design styles where homeowners are no longer 'hung up on the "matched motif" approach' – instead they are personalizing their style by mixing and matching everything from décor to appliances. In an effort to offer homeowners the sink design solutions they need to express their personal style at home, Elkay is expanding its e-granite sink material to include transitionally-styled bowl configurations and shapes, innovative new features such as the "Aqua Divide" and new colors such as Mocha, which launched earlier this year.

These new e-granite additions to the Harmony sink family feature flowing lines and are offered in four colors (White, Bisque, Black and Mocha), enabling the sinks to complement a wide variety of interior choices. The new Harmony e-granite sinks consist of three unique configurations for optimal usability and are available in both top mount or undermount options, creating a total of 24 new models. Each new model has

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custom designed accessories that add to the sink's practicality and functionality, including bottom grids, rinsing baskets and wooden cutting boards.

### **Elkay Bridges the Great Divide**

Based on customer feedback and research, Elkay notes an emerging new design trend, resulting in the addition of a new feature to the Harmony e-granite sink family. Elkay observed an increase in demand for large single compartment sinks, while still seeing that many homeowners remain attached to the versatility that double bowl sinks provide in terms of easily being able to store, wash and rinse kitchen items. In fact, according to NKBA 2009 Kitchen/Bath Industry Outlook, of the 82 percent of households who bought kitchen sinks as part of their kitchen remodel, nearly three out of four sinks purchased were double bowls, while nearly all of the remaining were single bowl choices. Elkay developed the "Aqua Divide" partition for between sink bowls to accommodate homeowners' design demands, which encompass both of these emerging trends.

The low profile, four inch high Aqua Divide separates the two bowls, allowing the individual sink compartments to hold enough water to wash and rinse a few or small items, thus conserving water by preventing overflowing. As an added functional bonus, pot handles, large trays and baking sheets fit over the Aqua Divide, so they too can be cleaned within the sink, now utilizing both sink compartments. 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 and minimizing clearance space between the faucet and large pots for less splash and increased safety.

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“With the addition of the Harmony e-granite sink models, Elkay can provide a more comprehensive offering to help meet our customers’ wide range of décor needs ranging from traditional, transitional, organic or contemporary,” notes Ann Rottinghaus, Elkay’s marketing communications manager. “While style is key, our customers also emphasize the need for usable sinks that are large enough to wash cookie sheets, party trays, and large pots and pans. These new innovative products and the exclusive Aqua Divide feature have been designed with that in mind,” continued Rottinghaus.

The three new Harmony e-granite configurations include a large single bowl (ELGS3322/ELGUS3322) with curved lines to easily accommodate faucet placement, yet maximize the compartment size, a double bowl with the Aqua Divide feature (ELGLB3322/ELGULB3322) and a bar/hospitality sink (ELG2218L/ELGU2218L) which has an integrated work surface that doubles as either a food preparation or clean up space. The integrated shelf on the hospitality sink option provides a handy work surface that can be used to cut and prepare food or air dry glasses, making the sink more multi-functional.

Molded under extreme heat and pressure, all Elkay e-granite sinks are built-to-last. This resilient, innovative addition to the Elkay product line is created from up to 85 percent granite silica, which withstands scratches and chipping, while resisting heat damage up to 536 degrees. The e-granite’s heat-resistant design makes it a perfect landing space for hot pots and pans, as the heat will not affect the matte appearance or subtle texture of the sink.

The Harmony e-granite sink models feature spacious compartments and a non-porous surface, which prevents staining and reduces absorption of bacteria and odors.

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The MSRP pricing for the new Harmony e-granite sinks ranges from \$550 to \$700.

Also, the Elkay Harmony e-granite sinks can be paired with a variety of Elkay faucets, such as the contemporary new Allure® single-lever stainless steel faucet in Satin Stainless Steel (LK7922SSS – MSRP \$649) with side spray.

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. Tecnica Mexicana®, Phylrich® International and Elkay Zhuhai. 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](http://elkayusa.com). For media inquiries, contact Maureen Brennan at (312) 946-6075 or view our electronic press kit on [elkayusa.com](http://elkayusa.com).

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