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## **ELKAY® LAUNCHES NEW PERSONALIZED SINK PROGRAM**

*Twelve Subtle Patterns Showcased on Elkay's Most Popular Kitchen and Bath Sinks*

OAK BROOK, IL – May 2009 – Recently *U.S. News and World Report* wrote an article entitled, the “Store of YOU,” where the reporter noted “we're on the verge of a world where every individual merits his or her own production line. By customizing, shoppers can get the most out of less frequent splurges. And the trend is not restricted to those with money--it spans across all ages, income groups, and regions.” In support of this wide-spread trend, Elkay created the new Statement™ sink Program, which provides homeowners with a made-to-order, kitchen or bath stainless steel sink with an etched pattern on the back wall or around the perimeter of the sink.

The technology enables Elkay's customers to choose a sink from a wide variety of the company's most popular stainless steel undermount kitchen and bath styles, and apply one of 12 unique patterns to create their own custom design. With more than 100 combinations of sinks and patterns available, it is easy to find a perfect design for any home.

For the kitchen, there are a variety of shapes including D-shaped bowls, rectangles, and circles, in both single and double bowl configurations. In the bath, Elkay offers the classic oval, round, and a unique Mystic Puddle shape. The Statement sink patterns, which are smooth to the touch, react with the light sources in the room to stand out from the standard finish of the sink. For instance, the comprehensive

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“Bamboo” pattern transforms a simple round bathroom sink into a one-of-kind “Zen” inspired sink design; while the perimeter “Greek Fret” patterned boarder can make a more traditional kitchen sink emulate a classical, revival look and feel.

Elkay’s Statement kitchen patterns include “The Blossom,” “Bon Appétit,” “Garland Kitchen,” “Greek Fret,” “Cornerstone,” and “Vino.” These etched boarder patterns and patches are placed in along the sink’s back wall or around the perimeter, up off the floor of the sink, keeping the pattern away from potentially heavy-use areas. Elkay also offers six custom patterns for the bath including “Bamboo,” “His and Hers,” “Bubbles,” “Garland Bath” and “Seaside.” The Statement Program offers patterns that range from more traditional to contemporary styles, so homeowners can select a design that works for them, whether it matches the theme of the bathroom, the cabinetry detail in the kitchen, or just reflects the style of their home. The distinctive patterns create an unexpected design element in the kitchen or bath that will quickly become a conversation piece within the home.

“The idea that a sink can be custom-finished to match a special detail in the room is a new offering for Elkay; our company wants to enable the homeowner to become a creative partner in the design process and personalize their choice,” noted Ann Rottinghaus, marketing communications manager for Elkay. “Everyone wants their home to say something unique about them and now Elkay provides an opportunity to select the sink and pattern combination that reveals an individual’s personal style,” Rottinghaus continued.

Made from ultra-thick, durable 18 and 16 gauge stainless steel, the Statement sinks also feature Elkay’s patented Sound Guard<sup>®</sup> insulation to ensure a peaceful

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experience at the sink. Also, Elkay's stainless steel sinks are created from up to 80 percent recycled material. As a sustainable material, stainless steel will last a lifetime, and it is one of the few materials that will not degrade upon recycling.

The Statement collection is offered in 15 kitchen configurations. The single bowl options include The Mystic® single bowl circular food prep or hospitality/bar sink in both a 12 inch and 16 inch diameter (ELUH12FB or ELUH16FB), four rectangular Gourmet™ single bowls in both eight and 10 inch depths (ELUH1418 and ELUH141810) and (ELUH2115 and ELUH211510), and three D-bowl shaped Harmony™ sinks (ELUH1716, ELUH2118, ELUH211810). The double bowl styles include two Gourmet™ sink models with two equal-sized compartments at either an eight or 10 inch bowl depths (ELUH3118 and ELUH311810) and four Harmony™ sink models with one compartment larger front to back than the other with both eight or 10 inch bowl options (ELUH3119L, ELUH3119R, ELUH311910L, ELUH311910R). All the kitchen sinks feature Elkay's Lustrous Satin finish. For the bath, the Statement collection provides three Asana™ sink options, a 16 inch diameter sphere shape sink (SCF16SM), an oval option (SCF1611SM) and The Mystic puddle shaped sink (MYSTIC211415), which are offered in a variety of finishes to seamlessly blend with the Statement collection's etched pattern design.

The MSRP pricing for the new Elkay Statement sinks ranges from \$600 to \$1,300. Also, the Elkay Statement sinks can easily be paired with a variety of Elkay faucets depending on the sink's location within the home and the size of the sink chosen.

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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<sup>®</sup>, Phylrich<sup>®</sup> 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<sup>®</sup> Cabinetry, Medallion<sup>®</sup> Cabinetry and Mastercraft<sup>®</sup> 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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