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ELKAY® DELIVERS WATER COOLER FILTER SOLUTIONS

New Visual Filter Monitor Provides Clean, Crisp Water for Pennies a Day

OAK BROOK, IL – October 2008 – Mounting costs and waste concerns continue to saturate the bottled water industry, which has ignited a strong consumer demand for alternative water sources that are clean, green and inexpensive. Elkay Commercial Products introduces a drinking water solution that satisfies the needs of the end-users, while also benefiting the environment and increasing profit margins for plumbing contractors. The hands-free Elkay WaterSentry® Cooler with Visual Filter Monitor is an innovative product line engineered to enhance the quality of water and improve the experience at the water cooler.

Ideal for education and healthcare facilities, this Elkay water cooler line is outfitted with a unique LED display on the user interface, visually communicating the presence of a built-in WaterSentry® filtration system, which is designed to reduce unpleasant tastes and odors frequently detected in unfiltered water. The filtration system also serves to decrease the amount of harmful impurities, such as lead, cysts and sediment, from reaching an end-user. The lights along the display alert the end-user that the filter is functioning and also notifies maintenance when the filter needs to be replaced.

In addition to visually assuring the end-user that the water is clean, crisp and fresh, the Visual Filter Monitor has features that benefit the maintenance or facility managers charged with sustaining the water coolers. Due to the filter's auto shutoff feature, maintenance or facility managers do not have to turn off the water during a filter change, making it an efficient and speedy change-out. Since the filter is completely encapsulated, maintenance never has to touch the filtration media, ensuring that no contaminants are ever

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allowed to enter the drinking water stream.

The "hands-free" symbol, which also appears on the interface, draws attention to the electronic eye sensor. This sensor is a built-in, proprietary technology that dispenses water without the end-user touching the water cooler, ensuring hygienic operation. A safeguard is also built into the model to automatically shut off the stream of cold, filtered water after 30 seconds, making this smart water cooler an intelligent choice.

Pumping-Up the Plumber's Bottom Line

Plumbing contractors can benefit from upgrading their customers to filtered water coolers with the Visual Filter Monitor, as it enables them to provide healthier, odor-free drinking water that tastes better while creating a recurring revenue stream for their business. Elkay presents plumbing contractors with an opportunity to take advantage of setting up an auto-ship program with their customer. With this program, a new filter is sent out every six months to the facility's maintenance personnel, while the profits automatically accumulate for the plumbing contractor and wholesaler.

The Visual Filter Monitor product line comes in both single (LZO8) and bi-level (LZOSTL8) models. The cooler line is ADA compliant for adults and children and available in stainless steel or light gray granite vinyl finish. The all-in-one water coolers come standard with the WaterSentry filter, filtering up to 1,500 gallons of water.

Bottled Water Waste Is Hard to Swallow

Americans spent \$10.9 billion on an estimated 28 billion single-serving (1 liter or less) plastic water bottles last year. Unfortunately, more than 80 percent of the single-serving water bottles consumed in the U.S. each year are thrown out instead of recycled, according to the Container Recycling Institute. Instead, bottled water waste ends up in landfills or incinerators and oftentimes appears on the side of the road, on beaches, at parks and in streams. In addition, a 16-ounce bottle of water costs anywhere

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from 89 cents to \$2.50, which is far more than the cost of tap water.

The Elkay WaterSentry Cooler with Visual Filter Monitor enables consumers to confidently enjoy a healthy, crisp, clean drink at the water cooler for just pennies per gallon. Plus, this product line alleviates the financial and environmental impact associated with bottled water and generates an opportunity for both the specifying engineer and plumbing contractor to provide and install the ideal product for their customers' needs.

For more than 88 years, Elkay has been an innovative manufacturer of stainless steel sinks and faucets for residential and commercial use. Elkay expanded its commercial offerings more than 36 years ago to include efficient water coolers and drinking fountains. Elkay, which is ranked 40th in *Crain's Chicago Business* list of Chicago's Largest Privately-Held Companies, has more than 5,000 employees in facilities across the United States and select international markets. In 2006 and 2007, Elkay was honored as a Merit Award winner in *Interior Design* magazine's "Best of the Year" Awards for The Mystic® and Avado® sink designs. Elkay is also a member of key industry associations including the U.S. Green Building Council (USGBC) and the American Society of Interior Designers (ASID).

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, contact Gaelen Bell at (312) 946-6089 or visit elkayusa.com.

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