

## Elkay forms new business units

### Industry News

OAK BROOK, ILL. — Elkay Manufacturing Company's Plumbing Products Division (PPD), which manages the company's residential and commercial sinks, faucets, water coolers and related accessories, announced the implementation of its recently formed new business units within the organization. Elkay's PPD developed the Commercial and Residential Wholesale business units to expand the company's understanding of the customers' needs within each market segment and to deliver quality service and solutions for every aspect of their customers' businesses.

The Commercial business unit (BU)'s organizational structure will support the PPD's efforts on current products and focus on cultivating new endeavors within the commercial business segments, including education, health care, hospitality and other public venues. Jack Krecek, vice president and general manager of the unit, will supervise a set of specialized engineers, marketers, global sourcing agents and new product development resources. A number of product managers, including Gary Israelson, the product manager for commercial faucets, will support Elkay's commercial group in key areas of business.

The commercial BU also will have a management team focused on new products, which will be led by senior product manager, Rod Magnuson. Darold Vredberg, a senior marketing manager, will handle areas related to pricing and costing. Kevin Keane, commercial financial manager, will serve as the unit's finance product liaison. In addition, Franco Savoni has accepted the position of senior manager, engineering and technology, and will be managing a variety of areas, including all of the product engineers responsible for cost reduction and supply chain initiatives, the Savanna product testing lab, new and existing product initiatives, certifications and intellectual property activities.

The Residential Wholesale BU will be responsible for all sinks, accessories and business development initiatives. The objective for new vice president and general manager of the unit, Tom Samanic, is to deliver best-in-class products and service to this PPD customer segment and its consumers. Samanic will manage the marketing and engineering teams, as well as oversee their global sourcing and new product development resources.

One of the Elkay residential wholesale BU teams will be led by Wally Moran, director of marketing and product development for sinks/accessories, supported by marketing manager Mark Hird and Martin Zimmersch, the leader of the engineering team. A second team is led by Angela Sheehan, who recently joined Elkay as a director of marketing and product development for faucets. Sheehan is supported by marketing manager Jens Bolleyer and Mike Douglass, leader for the faucet engineering team.

Elkay PPD's market research and industrial design team is led by Pete Wozniczka and Laura Gicela is managing the product engineering support team. For more information, visit [www.elkayprod.com](http://www.elkayprod.com).