



For Immediate Release
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PHYLIRICH® LAUNCHES NEW AMPHORA™ BATH COLLECTION
Amphora's Transitional Style Creates a Timeless Sanctuary in the Bath

Oak Brook, IL – October 11, 2007 – Started in the Hollywood years of Hudson, Hepburn and Taylor, Phylrich is known for its classically-styled, hand-appointed bath fixture collections; now the Phylrich designers have added an extraordinary new transitional collection -- the Amphora. Inspired by ancient vessels that once protected treasures of the earliest civilizations, Amphora literally means 'vessel' in Latin. Amphora's silhouette beautifully blends modern utility and time-honed art pieces. The collection's offering of 15 Phylrich finishes, combined with its hand-fashioned, graceful shape elevates Amphora to the luxury collection that designers seek, homeowners desire and house guests admire.

Amphora features two handle styles, ribbon and flair, each accentuates the transitional design differently. The ribbon handle exudes a feeling of relaxed glamour with its feminine styling and soft, flowing curves, which complements today's popular styles from Hollywood chic to country retreat. Amphora's flair handle adds a masculine appeal with its strong, streamlined architectural lines that translate into a wide range of décors, from a Zen spa setting to a traditional English cottage.

Amphora's refined design continues throughout the complete collection of bath accessories, including robe hooks, soap dishes, and towel rings. Offered for the first time, this Phylrich bathroom collection includes a single arm paper holder and a glass shelf option. In

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addition, Phylrich offers accessories of the same style and quality, such as lavatory supply valves, helping exposed valves transform from an eye-sore to eye-catching element. Phylrich's attention to detail, with its variety of hand-crafted finishes to stylish accessories, elevates any bath from ordinary to extraordinary.

Phylrich fixtures are assembled by hand from start to finish. By polishing, plating and assembling all its own products, Phylrich is able to consistently produce an unmatched level of sophistication and quality in each of its innovative fixtures. Phylrich's artisan-style approach when creating each fixture results in a final product that is both stunning and resilient. As you would expect, Phylrich finishes and valves feature a lifetime warranty.

The Amphora collection includes more than 65 product options with every detailed accessory such as coordinating cabinet door handles (MSRP \$35 - \$59, depending on finish) to pampering items like hand showers (MSRP \$328 - \$543) to complete deck tub sets (MSRP \$1,989 - \$3,037). Phylrich's new Amphora collection is available at decorative plumbing and hardware showrooms, as well as other luxury appliance distributors.

Founded in 1959, Phylrich helped to establish and define the decorative fixture marketplace. Headquartered in Oak Brook, Ill., Phylrich offers more than 40 distinctive faucet series and most Phylrich fixtures are available in all 19 finishes the company produces. From antique bronze to satin gold, Phylrich hand-applied finishes are designed to complement any style from traditional to transitional to contemporary. All faucets are hand-crafted from premium-quality materials, with a high-style design reflecting simplicity and elegance. All Phylrich products feature a lifetime warranty, which covers both the mechanical functions and the finish.

For more information about Phylrich, contact Mandy Meszaros at (312) 946-6004 or visit www.phylrich.com.

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