



For Immediate Release  
CONTACT: Mandy Meszaros  
(312) 946-6004

**DORALFE® EXPANDS BASIC COLLECTION**

*Designer Collection Now Includes Three Handle Tub and Shower Set*

OAK BROOK, IL – December 2008 – Doralfe, in an ongoing effort to put luxury products within the reach of more homeowners, expands its 2007 “Basic” faucet collection to include a complementary three handle tub and shower set. Available in Doralfe's eight life-time finishes – antique bronze, antique brass, old English brass, pewter, polished brass, polished chrome, polished nickel and satin nickel – the new handle/shower set provides the homeowner with more opportunities to affordably integrate this transitional look.

As noted by *Kitchen and Bath Design News* in a recent product trend report, personalization of the bathroom remains a key trend as homeowners seek customization of their shower and soaking experience. In addition to seeing a move towards integrated shower and tub units, designers are also observing an increase in the demand for streamlined and contemporary designs. According to a recent article in *Kitchen and Bath Business*, "Generation X-ers," or young professionals in their early 30s and 40s, possess a particularly distinct minimalist style, preferring simple and clean lines throughout the bathroom. The article also noted that more homeowners are leaning towards understated aesthetics that offer a soft and refined feel, craving uniformity in both bathroom colors and finishes.

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"Doralfe's Basic collection was created for homeowners who want customizable and current fixture fashions at a more affordable price, without sacrificing quality. We added the three handle tub and shower set to the collection to further extend the Basic collection's complementary design," notes Angela Sheehan, Elkay Residential's director of marketing and product development for faucets.

The Basic faucet collection by Doralfe embodies sophisticated simplicity. The contoured spout paired with the straight-lined geometry of the handles harmonizes with a variety of today's leading interior design preferences, including modern, post-modern, craftsman, mission and Asian themes. The Basic collection's fixtures, including the three handle tub and shower set, is offered in criss-cross, bladed and traditional lever handle options, providing choices within the collection for a powder room or master bath setting.

Depending upon the finish and handle design selected, the three handle tub and shower set has a MSRP that ranges from \$811 to \$926. In addition to an array of bath accessories – a tempered glass shelf, soap dish, soap dispenser, towel ring, towel rack, grab bars and more – the Basic collection also includes pressure balance tub and shower sets, two handle shower sets as well as a deck tub set with a high arc deck spray.

As a product produced by Phylrich<sup>®</sup>, all Doralfe fixtures and accessories are supported by a lifetime warranty, covering both the mechanical functions of the product as well as the finish. Doralfe products have been designed to utilize

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the same valving systems as all Phylrich fixtures. From the thermostat to the quarter-turn ceramic valves, the Doralfe collection integrates innovation and functionality.

In 1959, when designers from Hollywood's Golden Age decorated the stars' homes with opulence and style, Phylrich was the local fixture of choice; Phylrich helped to establish and define the high-style decorative fixture category in American design. The Phylrich founders launched the Doralfe collection to address the desires of other high-end homeowners who appreciated the quality and detailed craftsmanship of Phylrich products, but required a different entry to market price. For more information about Doralfe, contact Mandy Meszaros at (312) 946-6004 or visit [www.doralfe.com](http://www.doralfe.com).

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