



For Immediate Release
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NEW 3RING FAUCET COLLECTION BY DORALFE EXUDES ELEGANCE

OAK BROOK, IL – May 2007 – At this year's Kitchen and Bath Industry Show in Las Vegas, NV, Doralfe, a sister-brand to the legendary Phylrich fixture company is showcasing a new faucet collection. The 3Ring faucet collection by Doralfe reflects their commitment to providing homeowners with the stylish and affordable artistic elegance they crave.

The 3Ring collection gains its inspiration from traditional colonial style elements, while adding a touch of formality by incorporating the 3Ring accents. The collection offers two gracefully fashioned handles, providing options for the style conscience homeowner. The Doralfe 3Ring collection is designed to fit a range of home styles from classic French Colonial to today's transitional palettes.

Like all Doralfe products, the 3Ring collection comes with a full product collection consisting of all the decorative fixtures needed to complete any bathroom, bar or kitchen. Each piece is hand-polished and available in any of Doralfe's eight dramatic finishes: polished brass, polished nickel, polished chrome, Old English brass, pewter, antique brass, antique bronze and satin nickel.

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The March 2007 Sphere Marketing report noted that muted gold-colored metallics are growing in popularity and Doralfe offers finishes such as polished and antique brass to help elegant homeowners bring this popular style to life within their home.

DORALFE DECORATIVE FIXTURES

As a sister-brand of Phylrich®, all Doralfe products are covered by a lifetime warranty. This warranty covers both the mechanical functions of the product as well as the finish. Doralfe products have been designed to utilize the same valving systems as all Phylrich fixtures. From the thermostat to the quarter-turn ceramic valves, the Doralfe line promotes ingenuity, innovation and functionality.

Founded in 1959, Phylrich helped to establish and define the decorative fixture marketplace. Headquartered in Oak Brook, IL, Phylrich offers more than 40 distinctive faucet series. All faucets are hand-crafted from premium-quality materials, with a high-style design reflecting simplicity and elegance. For more information about Doralfe, contact Mandy Meszaros at (312) 946-6004 or visit www.doralfe.com.

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