



FOR IMMEDIATE RELEASE
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THINK BEFORE YOU SINK

Elkay® Shares the Secrets to Finding the Perfect Stainless Steel Sink

OAK BROOK, IL – May 2007 – When remodeling a kitchen, it's easy for homeowners to think about everything but the kitchen sink! Although the theme, décor, countertops, cabinets and appliances usually take precedence, the kitchen sink can affect everything from the way you cook, clean and wash dishes to how you prepare a meal. Elkay has launched a program, which began in 2006, to help educate homeowners on how to choose the right sink for their needs, which means matching the kitchen style to the individual homeowner and ensuring he/she has a sink that is reliable, durable and functional. Elkay is sharing its rich 87 years of knowledge with homeowners through an ongoing, proactive educational campaign in print advertising, consumer literature and home center packaging, but the following tips offer practical advice that homeowners should keep in mind when selecting a sink.

Something to Sink About

Elkay and homeowners alike know that a good sink can serve as both a valuable tool and a trendsetting kitchen appliance. Since most of today's sinks are placed into or under the countertop, removing them usually means dismantling most of the kitchen, which is why Elkay reminds homeowners that it is important to research your kitchen sink options before you rush to buy your next sink.

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For example, notes Ann Rottinghaus, Elkay's marketing communications manager, "When car shopping you probably would not buy the first car you saw sitting on the lot. As a smart shopper, you would want to be sure the car is reliable and will stand the test of time in terms of both style and functionality. The same should hold true for the kitchen sink, since you will probably use your kitchen sink as much, if not more, than your car."

Think Thick

Steel thickness is measured by its gauge and the gauge numbers count down from the thickest to thinnest. For example, 14-gauge steel is extremely thick, and 20-gauge steel is a competitive grade, yet thinner by comparison. Finding the right steel thickness and bowl configuration for the sink depends on the look the homeowner is striving to create, as well as the role the sink will play in the home.

Bowls: One, Two or Three

Elkay offers sink bowls in a variety of shapes, sizes and depths. Homeowners' needs for a certain number of bowls may vary depending on a sink's usage, such as washing dishes, large pans or small vegetables. "We would recommend choosing a sink that is both deep and wide enough to hold a multitude of different-sized containers, pots, or pans. For example, the Elkay Avado™ collection features sinks ranging from single to triple bowl designs with a variety of depths and widths," states Rottinghaus.

Elkay sink experts also note that it is important to keep in mind the contour or slope of a sink bowl, as it has a great effect on its performance. Glassware, dishes or other items may prove unable to stand straight if the sink bottom is angled too steeply.

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The Finishing Touch

Elkay recommends when selecting a finish, it is important to address functionality of the sink. For instance, if a kitchen sink will be used daily as a main washing station for pots and pans, the ideal finish would be the Elkay Lustertone® finish, which is a more durable, pre-stressed finish. However, a mirror or hammered finish sink, although attractive as a kitchen focal point, is recommended for an area that will encounter less activity, possibly a bar or secondary sink, which will inherently reduce the use load on the sink.

A Sound Sink

Homeowners do not want a sink that the entire house can hear. Elkay offers sinks with different insulation options, including a comprehensive undercoating, sound-absorbing pads or both, to assure a quiet, relaxed experience at the faucet. A well-insulated sink will help prevent dripping and condensation in the sink cabinet, reducing the chance for mold or other allergens inside. In addition, the insulation will also help to keep the water at a steady temperature in the bowl, whether hot or cold, thus, contributing to the efficiency of the homeowner's kitchen.

Elkay recommends that homeowners keep these sink tips handy, and don't be afraid to ask the local plumbing or retail expert for sink advice, because when it comes to sink shopping you want to make sure you don't put your money down the drain.

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For more than 87 years, Elkay has been an innovative manufacturer of stainless steel sinks, water coolers, drinking fountains and faucets for residential and commercial use. Elkay, which is ranked 40th in *Crain's Chicago Business* list of Chicago's Largest Privately-Held Companies, has more than 4,000 employees in facilities across the United States and select international markets. In 2006, Elkay was honored as a Merit Award winner in *Interior Design* magazine's "Best of the Year" awards for an Avado series sink design.

Headquartered in Oak Brook, IL, Elkay is also the parent company of E.B. Tecnica Mexicana[®], Elkay Canada[®], Phylrich[®] International, as well as Yorktowne[®] Cabinetry, Medallion[®] Cabinetry and MasterCraft[®] Cabinetry. The Elkay Manufacturing Cabinetry Division is the fourth largest cabinet manufacturer in the U.S.

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