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## **ELKAY® INTRODUCES NEW CONSUMER CATALOG**

*New Catalog Makes Navigating Sinks, Faucets and Accessories a Snap*

OAK BROOK, IL – July 2008 – After an extensive collaborative effort to gain feedback and insights from both customers in the field and staff, Elkay has developed one simplified, redesigned catalog resource for all residential products. The new layout features an up-front explanation of the catalog's structure making it quick and easy for anyone unfamiliar with Elkay's product portfolio to find the sink, faucet and accessory required for kitchen, bath, hospitality, outdoor and utility rooms.

Elkay began by reorganizing all sinks and faucets into "style families" which mirror today's popular design categories, such as modern, contemporary and transitional. Whether a customer envisions straight-lined simplicity or a more textured motif, Elkay can provide a product solution. Within the "style families" Elkay further simplified the selection process by pairing companion faucet families with each sink family for added convenience.

The new catalog also features full-color photography of all Elkay products, including vignette photos to make the products more easily visualized by a prospective customer. Fold-out section tabs help the catalog user quickly access sink, faucet and accessory categories, while each section's introductory page provides product feature

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## **ELKAY'S NEW CONSUMER CATALOG – PAGE TWO**

information. In addition, faux tabs throughout the catalog make it easy to locate a product grouping within a product category.

Elkay's new residential catalog also features key product attributes in one concise text block along with a dimension drawing including the maximum number of faucet holes allowed for each top mount sink. The list of optional custom-sized Elkay sink accessories is also noted by each sink listing, making the sink and accessory pairing easy to understand. Throughout the catalog, Elkay showcases material/finish sample chips on applicable pages, along with larger material/finish sample chips for the sinks and faucets on the inside of the back cover.

In addition, the new catalog also includes quick reference symbols for new, ADA and Quick-Clip® products, as well as a quick reference index at the back of the catalog.

"We created a single, comprehensive catalog that showcases our numerous offerings, which, for a newcomer, could be an overwhelming amount of information to navigate," comments Ann Rottinghaus, marketing communications manager for Elkay's plumbing products division. "To make the catalog format as user-friendly as possible for our customers and consumers alike, we analyzed user patterns of our two product catalogs from 2007, as well as Web site traffic on elkayusa.com, and devised the new catalog format," continues Rottinghaus.

For more than 88 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

## **ELKAY'S NEW CONSUMER CATALOG – PAGE THREE**

Privately-Held Companies, has more than 5,000 employees in facilities across the United States and select international markets. In 2006 and 2007, Elkay was honored as a Merit Award winner in *Interior Design* magazine's "Best of the Year" Awards for The Mystic<sup>®</sup> and Avado<sup>®</sup> sink designs. Elkay is also a member of key industry associations including the U.S. Green Building Council (USGBC) and the American Society of Interior Designers (ASID).

Headquartered in Oak Brook, Illinois, Elkay is also the parent company of E.B. Tecnica Mexicana<sup>®</sup>, Phylrich<sup>®</sup> International and Elkay Zhuhai. Elkay is America's number one selling stainless steel sink company. The Elkay Manufacturing Cabinetry Division is the fourth largest cabinet manufacturer in the U.S. with its Yorktowne<sup>®</sup> Cabinetry, Medallion<sup>®</sup> Cabinetry and Mastercraft<sup>®</sup> Cabinets holdings.

For more information, contact Maureen Brennan at (312) 946-6075 or visit [elkayusa.com](http://elkayusa.com).

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