



FOR IMMEDIATE RELEASE  
Contact: Maureen Brennan  
312-946-6075

**NEW E-GRANITE™ STONE SINKS BY ELKAY®**  
*Bringing Timeless Beauty and Long-Lasting Durability to Any Home*

OAK BROOK, IL – April 2008 – Whether it is a home remodel or a new construction, many architects, designers and homeowners are turning to nature for inspiration and timeless solutions. The unsurpassed, natural beauty of granite has endured throughout history, mainly serving as the luxury material of choice for modern-day countertops. Now, its warmth and elegance are being crafted into kitchen and bar sinks. Elkay introduces its new Gourmet® e-granite™, a family of granite silica and acrylic resin-formed sinks that bring a stylish piece of historical beauty and long-lasting durability to one's home.

Building on its rich 87-year history as America's number one selling stainless steel sink manufacturer, Elkay continually strives to add innovative, quality sinks and faucets to its line. With the addition of the e-granite sink styles to the Gourmet collection and other new finish options such as Antique Copper Hammered, Elkay continues to provide homeowners with even more stylish and functional design solutions for their home.

Whether the sink is featured as a focal point of a room or designed to harmonize within a seamless setting, the new e-granite sinks are a modern twist on old world charm, accentuating several design styles from popular contemporary to transitional. These sinks are available in black, white and

- more -

## **ELKAY E-GRANITE SINKS – PAGE TWO**

biscuit; the sink color is drawn through the entire sink during the coloring process so the vibrancy will not fade, even under heavy use, allowing the sink to retain its original look.

Molded under extreme heat and pressure, e-granite sinks are built-to-last, while sustaining an aesthetically-pleasing natural stone feel and texture. This resilient, innovative addition to the Elkay product line is created from up to 85 percent granite silica, which withstands scratches and chipping, while resisting heat damage up to 536 degrees. The e-granite's heat-resistant design makes it a perfect landing pad for hot pots and pans, as the heat will not affect the texture or appearance of the sink.

Ideal for any indoor or outdoor kitchen, bar or hospitality setting, the e-granite sink line features spacious compartments and a non-porous surface, which prevents staining and reduces any absorption of bacteria or odors. The Gourmet e-granite sinks provide homeowners with a distinctive sink that can be used and admired for generations.

The e-granite sinks are offered in both undermount and universal mount options and available in double bowl (ELCU3322), single bowl (ELCU2522) or island (ELCU1515) styles. The MSRP pricing for the Gourmet e-granite sinks ranges from \$264 to \$569.

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*

## **ELKAY E-GRANITE SINKS – PAGE THREE**

list of Chicago's Largest 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).

###