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Contact: Maureen Brennan  
312-946-6075

## **ELKAY<sup>®</sup> HELPS HOMEOWNERS HARMONIZE KITCHEN DESIGN**

*New Transitional Style Sink Family Simplifies Design Decisions*

OAK BROOK, IL – April 2008 – Elkay's Plumbing Products Division introduces a new sink family that fuses traditional and contemporary sensibilities, allowing homeowners to create a versatile transitional kitchen design. The new Harmony™ family of sinks provides a clean, streamlined design with soft, rounded edges.

Industry trend sites such as Kitchens.com are noting the continuing growth in popularity of large single bowl sinks. However, designers also note that homeowners are also still interested in dynamic sink configurations that include double and triple bowl designs and elements such as integrated drainboards. The Elkay Harmony sink collection is the ideal solution for homeowners seeking simple yet sophisticated designs that will complement several kitchen themes from Contemporary to Cottage. This unique family also delivers Elkay's noted form and function, and provides choices for primary, secondary, food prep and hospitality applications.

Harmony is made from durable, thick 16 and 18 gauge stainless steel and features an array of sleek and stylish undermount and top mount designs in single, double and triple bowl options. These sinks are offered in Elkay's Lustrous Satin and Soft Satin stainless steel finishes and an Antique Copper Hammered finish as

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well. Elkay also offers the pairing of the perfect faucet for Harmony sinks. The Ferrara™ faucet line is ideal, as it offers the same balance of traditional and contemporary geometry.

Elkay also provides sink and faucet accessories, such as drain boards, rinsing baskets, utensil caddies and cutting boards with custom sink reveals, to maximize functionality. The MSRP price for the Elkay Harmony collection of sinks ranges from \$475 - \$1,675.

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 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® and Avado® 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®, Phylrich® 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® Cabinetry, Medallion® Cabinetry and Mastercraft® Cabinets holdings.

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