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## **JAMIE DRAKE LENDS INSPIRATION, CREATING STUNNING NEW ELKAY® SINK DESIGNS**

OAK BROOK, IL – April 2008 – Partnering with acclaimed New York designer Jaime Drake, ASID, Elkay has developed two unique sink designs for the Elkay Design Inspirations '08 Collection, which were showcased at the 2008 Kitchen & Bath Industry Show in Chicago, April 11-13. Drake's artistic sink designs incorporate soft curves and unique bowl shapes, adding a truly custom look and creating a sensuous statement in the home.

"As the country's leading stainless steel sink company, Elkay is very pleased to be collaborating with one of the nation's leading designers, Jamie Drake," states Ann Rottinghaus, Elkay's marketing communications manager for the Plumbing Products Division. "This partnership is a perfect fit, which is why we were excited to unveil the new Design Inspirations sink family at K/BIS this year," continues Rottinghaus.

Drake's "Vase" sink emulates a graceful vase silhouette and captures the essence of the female form. Drake draws his inspiration from the influence of the vase throughout history. He notes, "Be it from ancient Greece, the glorious Tang Dynasty in China, or the British Arts and Crafts movement in the late 19<sup>th</sup> century, the classic vase form captures the essence of a vessel."

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"The form of the vase is both elemental and essential, beautifully merging the idea of shape with useful functionality," continues Drake. The Vase sink is available in three configurations including a double vase sink, a single vase sink paired with a rectangular prep sink, and a free-standing single vase.

The "Raindrops" sink, also designed by Drake, has a deep, single bowl design, with a distinct curvature in the back wall of the sink. Shimmering in style, drizzling raindrops line the back of the bowl's rim and are softly lit by long-lasting LED lights. Drake describes this imaginative design as, "Nature meets innovation, inspired by a beautiful lake on a moonlit summer night as a gentle shower sprinkles raindrops on its smooth surface," comments Drake.

Both of Drake's sink designs will be offered in Elkay's Lustrous Satin finish and are scheduled for national release in summer 2008.

Drake holds a Certificate in Environmental Design from Parsons School of Design and a B.F.A. from The New School for Social Research. He served as vice president of the American Society of Interior Designers' New York chapter in the mid-1990's, receiving the organization's Presidential Citation and Platinum Award. He is a frequent contributor to showhouses, including many Kips Bay and Hamptons show homes, maintains many charitable involvements and is an *Interior Design* "Hall of Fame" member. Elkay is pleased to work with Drake on these custom co-designed products.

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

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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<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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