



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

ELKAY® ADDS NEW "TWIST" TO STAINLESS STEEL SINK DESIGN

OAK BROOK, IL – April 2008 – The Mystic® Twist™ sinks from Elkay invite homeowners to use their sinks in new and imaginative ways. The uniquely designed Twist sink features a softened geometry that swirls downward toward the center drain, transforming an everyday event into an entertaining experience.

With design industry leaders, such as Leatrice Eiseman, the executive director of the Pantone Color Institute, noting the decline of “themed” rooms and transition to more of a mix and match décor motif, the distinctive curves of the Mystic Twist sinks provide homeowners with a distinguishing design element to enhance their kitchen or bathroom. The aesthetic of the swirling bowl design adds a whimsical aspect to the room. Offering homeowners with a variety of design options, the Twist is available for the bathroom, kitchen food prep or bar sink applications.

The Mystic Twist sinks are available in both Soft Textured and Lustrous Satin finishes. Soft Textured is a new stainless option for Elkay, which provides a more distressed, matte finish. The Twist is offered in two new bowl shapes, providing choice of sink design options. The two shapes can be used as lavatory sink options (MYSTIC141415, MYSTIC141915), which are ideal for homeowners seeking to add a touch of luxury and impress guests in the powder room or half bath. Or, homeowners can choose either of the two new Mystic Twist sink shapes (MYSTIC141435, MYSTIC141935) as food prep or bar sinks. The Mystic Twist sinks are both playful and functional, providing the perfect setting for preparing a meal or mixing a drink.

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Adding another layer of functionality, the food prep and bar option is available with a custom cutting board, providing more space for prep and entertaining.

Made from durable 18 gauge stainless steel, the Mystic Twist sinks can also be paired with an Elkay faucet that complements the sink's look and feel. The MSRP price range is \$850 - \$1,200.

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.

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