

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

CUSTOM STAINLESS STEEL COUNTERTOPS COMBINE FUNCTION AND STYLE

Elkay Raises the Bar When It Comes to Customizing Stainless Steel Countertops

OAK BROOK, IL – November 2006 – More than 86 years ago, Elkay began as a pioneer in the production of stainless steel sinks. The company has continued to expand its portfolio, revolutionizing its existing product line by showcasing its ability to customize stainless steel countertops and seamlessly integrate sinks. Elkay is adding to its capabilities by introducing a new Custom Matte finish option for its custom products.

Elkay can customize stainless steel countertops into a wide range of shapes or sizes ranging from the curvy Mystic® (MYSTIC2812C) to the straight-edged Avado™ (KBFU401810C) sink. Elkay's custom stainless steel countertops can be fabricated to match seamlessly with many of Elkay's sink styles, combining versatility with design and function.

Elkay continues to raise the bar for homeowners by offering professional-grade stainless steel along with a new Custom Matte finish that develops into a warm patina, complementing both traditional and contemporary design themes. The Custom Matte finish also helps fingerprints and smudges fade into the surface, providing a new, low-maintenance alternative for today's busy homeowners. The finish is ground and hand-applied, which beautifully demonstrates Elkay's focus on quality craftsmanship.

- more -

ELKAY'S CUSTOM STAINLESS STEEL COUNTERTOPS – PAGE TWO

Bringing stainless steel countertops into the residential setting is a way to add style and transform a traditional kitchen into an area ideal for a gourmet dining experience. Pricing varies depending on the size and scope of each individual custom countertop creation.

"If a homeowner can draw from their personal creativity and style, whether the project is with or without an integrated sink, Elkay can usually accommodate their ideas. Recently, we created a nine-foot custom stainless top, with the Custom Matte finish, for a project featured on HGTV's *Devine Design*," noted Ann Rottinghaus, marketing communications manager for the Elkay plumbing products division.

"Designers and consumers alike are ecstatic about the new, matte steel finish option from Elkay," continued Rottinghaus.

Elkay is America's number one selling stainless steel sink company. For more than 86 years, Elkay Manufacturing Company has been an innovative manufacturer of stainless steel sinks, water coolers, drinking fountains and faucets for residential and commercial use. Headquartered in Oak Brook, Illinois, Elkay is also the parent company of E.B. Tecnica Mexicana, Elkay Canada, Phylrich International, as well as Yorktowne Cabinetry, Medallion Cabinetry and MasterCraft Cabinetry.

For more information, contact Elkay, 2222 Camden Court, Oak Brook, Illinois 60523, (630) 572-3192, or visit their website at elkayusa.com.

#



Elkay Products Appearing in Photo: Sinks- Avado KBFU401810, Mystic MYSTIC2812; Faucets- Vivo LKS6225NK, Arezzo LK7420NK

Bringing stainless steel countertops into the residential setting is an ideal way to add style and transform a traditional kitchen into an area for entertaining and enjoying a gourmet dining experience.