



media news

Elkay® news you can use.
Fall | 2009

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News-worthy Faucet



Elkay Arezzo® LK7420 is featured in "Family Affair" article in *Better Homes & Gardens Kitchen & Bath Ideas*.



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2010 Trends – What Do They Mean?

Though homes are being downsized, homeowners are trying to maximize and make the most of usable and "livable" spaces, concentrating on areas that provide a sense of escape or enjoyment such as the kitchen, bathroom and especially outdoor living areas.



It's Show Time!



Among other shows, Elkay attended the 2009 Hospitality Design Expo in Las Vegas, Nev. this year.

2010 – A look into the crystal ball

THE question that is weighing heavily on most everyone's mind – **what will happen in 2010?**

Will the economy rebound better or worse than some predict?

Will foreclosures continue or decline?

How will consumer behavior change in 2010, regardless of economic news? Will we see continued conservatism or will we see a loosening of the purse strings in hope of regaining equity with home investments?

What home trends will affect my sales in 2010?

All good questions.

As much as we'd like to answer the first four questions, our crystal ball is pretty much the same as yours.

However, with the fifth question [home trends], we think we might be able to help.

This issue is devoted to trends that are already setting-up 2010 to be a dynamic, potentially market-changing year.

These trends are collected from our own internal research as well as what we saw at numerous trade shows this year.

Good luck + apply as needed!

ELKAY IN THE NEWS



Elkay Residential sinks + faucets garner over 16 million publicity impressions each month, on average. Following are some highlights for you. Remember – all press coverage is stored on elkayusa.com under the “press, photos + video” link [bottom of the home page], and then select “Residential Publicity Coverage.”

What’s the quickest way to get in front of 456,001 sets of eyes in one month? Score some editorial coverage of our products with the mother of all publishing houses, MEREDITH.

In the Sept./Oct. issue of *Better Homes & Gardens Kitchen & Bath Ideas*, the “Family Affair,” nine-page article features the fabulous Arezzo LK7420 faucet in chrome. The overall piece is spot-on with today’s trend of creating “lux-your-way,” as the featured homeowners determined exactly what look and function met the changing needs of their shrinking nest.

About Meredith:

Meredith, which derives 80% of its \$1.4 billion in revenue from its hearth-y and home-y magazines such as *Better Homes & Gardens*, *Ladies' Home Journal*, and *Family Circle*, is substantially outperforming its print-based competition. [*Business Week*]



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ELKAY IN THE NEWS



What words come to mind when you hear the name Jamie Drake? Perhaps it's "rockstar," or "designer to the stars," or "Elkay's design partner." Any of the aforementioned are correct.

Jamie has been very busy of late as the keynote speaker at this year's HD Expo in Las Vegas, and accepting an award from another Meredith magazine – *Traditional Home* – as one of the top 20 Icons in Design. Jamie also receives fantastic press on his impressive body of work.

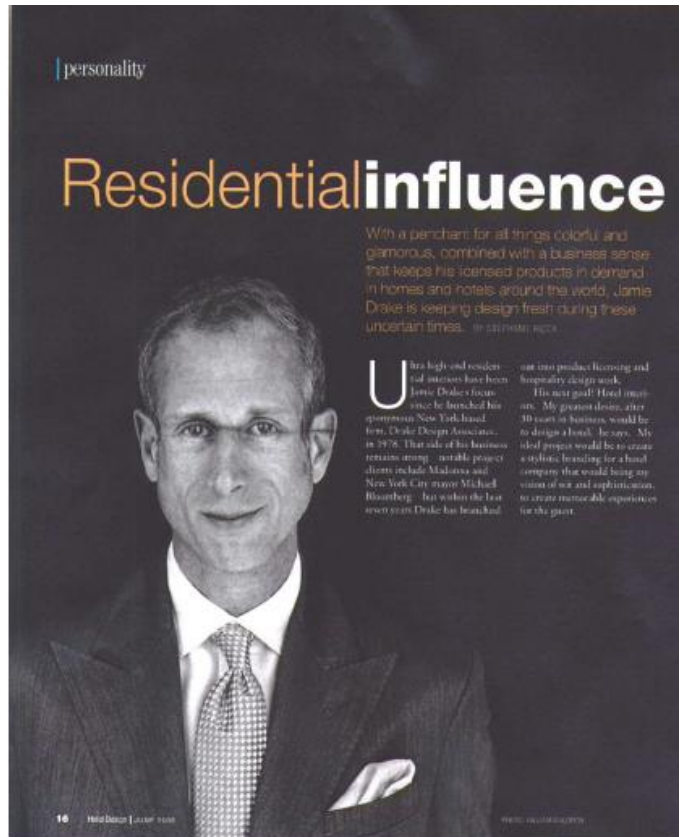
Check out Jamie's latest feature story in the June 2009 issue of *Hotel Design* magazine, in which he mentions his co-design work with Elkay.

Excerpt from the "Residential influence" article:

"After having developed for many years special products for my clients in a more couture fashion, I had the opportunity to think about what was missing in the market, and I was excited to begin licensing and designing product for a broader audience," he says.



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2010 TRENDS FORECAST

Elkay Plumbing Division is becoming a resource to its numerous editorial partners for emerging trend data. And so it happens in fourth quarter of any given year, the calls begin rolling into the Marcom office about “what’s new, what’s happening” for the next calendar year. So it’s in that spirit that we share with you our top five emerging trends for 2010. Are they a part of your 2010 strategy?

#1. The growing demand for smaller homes as a result of the economy – Though homes are being downsized, homeowners are trying to make the most of usable, “livable” spaces, specifically concentrating on areas that provide a sense of escape or enjoyment such as the kitchen, bathroom and especially outdoor areas. This trend will definitely continue to grow into 2010.

#2. Universal Design and additional accommodations to help homeowners “age in place” – Recently, there has been a distinct increase in consumer demand for Universal Design modifications to existing homes, including kitchens and baths. Homeowners are thinking ahead to future aging-in-place requirements. According to recent data gathered by NAHB Remodelers, 70 percent of member remodelers surveyed report making Universal Design home modifications, a significant bump from 60 percent in 2006. NAHB’s survey also found that consumers are becoming increasingly aware of aging-in-place options, with remodelers saying that 84 percent of homeowners have at least some knowledge of Universal Design solutions. 74 Percent of remodelers note an increase in requests for these types of features. As the Baby Boomers age and the number of multi-generational households continue to rise, so will this trend into 2010 and beyond.

HOT TRENDS 2010



#3. Personalized, eclectic spaces – Designers and homeowners continue to break style rules to make “uniquely chic” spaces. Creating a personalized, one-of-a-kind statement is being achieved by mixing and matching a variety of finishes and textures as well as periods and styles, evens shapes and patterns.

#4. Green/eco-friendly design – Homebuyers and remodelers are opting for energy and water-saving appliances, countertops made from recycled materials and other options that are not only eco-friendly but also utility-bill friendly.

#5. Lux Youry – The future of luxury and its shifting dynamics have been a hot topic recently. Individuals are largely defining luxury by what they deem as important, whether its products that are eco-friendly, local or those that provide an escape from everyday stresses.



ELKAY AT 2009 SHOWS



Elkay branded sinks, faucets and accessories have been included in some key specifier trade shows during 2009.

Here's a recap of our participation.

- HOSPITALITY DESIGN EXPO, May 14-16, Las Vegas, NV
- HOTEC DESIGN NORTH AMERICA, June 11-14, Pasadena, CA
- DPHA, October 16-18, Colorado Springs, CO

Following are some snapshots from the HD EXPO held in Las Vegas earlier this year.

Custom vanity designed by Jon Chong, Elkay industrial designer. Integrates Asana EFL2012 sink and Elkay Hospitality faucet.



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Custom-designed double vanity vignette by vendor-partner, M Designs; features two Asana® cast brass vessels [ECB19BWA] in Basket Weave pattern, and Elkay Hospitality faucets.



Custom-designed vanity by Suzanne DeRusha, Elkay Cabinet Division; features three Asana SCF16SM sinks, and a variety of Elkay Hospitality faucets.