

media news

Elkay® news you can use.
spring | 2009

DESIGN INSPIRATIONS "Cascade"
Sink by Fu-Tung Cheng



DESIGN INSPIRATIONS "Raindrops"
Sink by Jamie Drake, ASID



AVADO "Accent" Sink



ELKAY®

sinks + faucets

Great Products Speak Volumes

In challenging economic times, it's so great to see our product introductions getting so much traction in the pages of major magazines. Our editorial relationships are definitely paying dividends.

The Avado "Accent" model, introduced at K/BIS 2008 has picked-up a lot of steam in the latter half of 2008, and other 07 and 08 introductions are also getting "the nod" from key editors.

The new Design Inspirations sinks by co-designers Jamie Drake, ASID, and Fu-Tung Cheng are also garnering a lot of impressions.

On the following pages we'll highlight some of the more notable press coverage over the last couple of quarters.

We look forward to sharing even more exciting news coverage with you regarding the 2009 sink, faucet and accessory introductions!

ELKAY IN THE NEWS

Elkay Residential sinks and faucets garner about 2.3 million publicity impressions each month. **Following are a few highlights** -- remember -- all press coverage is stored on elkayusa.com under the "press, photos + video" link [bottom of the home page] > "Residential Publicity Coverage." Follow this path for the complete newspaper, magazine and broadcast coverage listing.

Better Homes + Gardens Kitchen & Bath Ideas, 12/08

SIMPLIFY CLEANUP

Staring down a counter full of dirty dishes and leftover food is daunting, to say the least. But the right tools can make cleanup a breeze.



Stunning Stainless Remove fingerprints and smudges from stainless-steel surfaces with this cleaner. Clean & Shine! 1-Step Stainless Care | \$5.95
 Available Everywhere
 480.955.7272
 elkayusa.com

SPOTLESS PERFORMANCE

Water spots are a thing of the past with this fast, quiet dishwasher. LaPerla Dishwasher S2002 | approximately \$2,600, Miele, 800/463-6260, miele.com




SORT YOUR RECYCLABLES

Separate bins for paper, plastic, glass and other recyclable speed party cleanup



DIVIDE & CONQUER

A narrow, shallow back basin and a deeper front basin let this sink do double cleanup duty. Avado Accent Sink EP1402231 | \$3,635, Elkay, 630/572-3392, elkayusa.com







"A handheld vacuum makes it easy to clean up spills. This one now comes in six cool colors, so it won't detract from your decor." *Kate Malo, Graphic Designer, Kitchen and Bath Ideas*

ADD MUSIC Get the mood with music playing softly in the background. Backdrops of the revolution CD collection is a fun gift for guests. *Leave your party.* *Color Cook, entertaining expert*

LIGHTEN THE LINEN LOAD

Washing, drying, and folding table linens is easier when the laundry is located just off the kitchen.






Elkay® PR Scorecard 2008 Recap
sinks + faucets

Elkay's media team is continually reaching out to influencers at top newspapers and magazines as well as popular TV shows to generate news stories about Elkay's products. Click on the buttons below to view the placements which can be shared with customers to highlight our brand.

Magazine	Total Consumer Articles: 93 In the Zone: 35 Assignments: 58 Total Trade Articles: 151
Broadcast	Total Clips: 13
Newspaper	Total Articles: 100


The Elkay Residential Publicity Coverage thus far in 2009!

Design Journal, 11/08



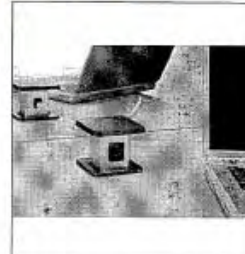
SOAPSTONE

Corado Soapstone offers large, medium, small or oval size slabs for every soapstone project. We offer several varieties of soapstone from the softer original soapstones, to the much harder, new generation of soapstone. We offer different styles and colors such as solid black soapstone, or light or heavily veined soapstone. www.coradosoapstone.com




CONVENIENCE OUTLET

Simply press down softly on the top, and the Convenience Outlet pops up. When not in use, the unit easily pushes down and clicks closed. Installation is a breeze, simply drill a 1" hole into the table surface, drop the unit in from above and secure in place by tightening the ring from the bottom. Units with data outlets come with a 5' patch cord, while the power outlets also come with either a 6' cord or a 6' heritage. The top surface is 3.5" by 3.5" and is available in Solid Aluminum (44) or Black (44) or (40). www.mosdel.com




THE ULTIMATE APPLIANCE

The new 2009 model offers a multitude of baking and roasting items that cannot be matched by conventional cooking equipment. The deluxe stove uses combined with direct heat intensifies cooking speed and flavor. www.eastholersovens.com



AVADO ACCENT

The new 2009 model offers a sleek, modern design and custom-fit dimensions ideal for fitting the kitchen in-cabinets. The Avado Accent encourages homeowners to make an individual statement in their home when adding a new, essential workpiece to the kitchen. The new Avado Accent offers double-compartment design which will become the centerpiece of any kitchen. They show Performance to see the Avado Accent www.elkayusa.com or call 630/572-3392.



ELKAY IN THE NEWS continued

Kitchen + Bath Business, 12/08

Honorable Mention

Product Innovator Awards
Honoring the Most Innovative Item Products of the Year

1. The maker: First Life Company. First Life is a top tier manufacturer of high quality kitchen products, which can be found in over 100 Home Depot stores. The company is currently looking for more products to add to its line, which would include single and double door refrigerators.

2. Selling the product: The product is sold in the kitchen, which is why it's a great addition to the kitchen. The product is sold in the kitchen, which is why it's a great addition to the kitchen. The product is sold in the kitchen, which is why it's a great addition to the kitchen.

3. The product: The product is a high quality, durable, and easy to use kitchen product. It is made of high quality materials and is designed to last for many years. The product is sold in the kitchen, which is why it's a great addition to the kitchen.

4. The benefits: The product offers many benefits, including being easy to use, durable, and easy to clean. It is also a great addition to any kitchen, as it provides a convenient way to store and organize kitchen items.

The AVADO "Accent" accolades keep coming!

MYSTIC "Shelf" sink takes media by storm!

ELKAY sinks + faucets

Press Releases Photography Literature

DESIGN Inspirations™ by LINDA DRACK + FU TUNG CHENG

Cascade by Fu-Tung Cheng

With two new introductions to the Design Inspirations™ sink collection, the entertaining new Elka™ Olive martini-inspired faucet and the new "Mocha" colored Gourmet® e-grande™ sinks, Elkay's winter e-kit contains products that will make a warm, welcome addition to any home design.

For more information, please contact:
Maureen Brennan: mbrennan@elkay.com 312.946.8075

ELKAY sinks + faucets

The Elkay Residential Electronic Press Kit; updated quarterly.

Better Homes + Gardens Kitchen & Bath Ideas, 10/08

10. ARTISAN STYLE
Hand-finished copper finished in satin nickel and a black showering faucet. This transforms the functional sink into a piece of art.
Stainless steel mosaic kitchen sink 10,100
Linka is at 844.836.4377
www.elkay.com

BUYING TIPS
When buying a sink, look for a sink that is made of a durable material, such as stainless steel or copper. The sink should also have a good warranty and be easy to clean.

11. VERSATILE DESIGN
Enjoy the convenience of a single bowl sink, as well as the versatility of having a second surface shelf for additional use.
Mystic 201861 \$1,200
Elkay.com/201861

12. PRACTICAL BEAUTY
A stainless steel surface stainless steel large single bowl sink is ideal for washing large pots and pans, and having a shelf.

ELKAY IN THE NEWS continued

Web activity on the rise!
Featuring the DESIGN
INSPIRATIONS "Cascade" here.

ebuild hanley wood
NEWPRODUCTNEWS

HOME PRODUCT CATEGORIES MANUFACTURERS CATALOGS ARTICLES EBUILDTV

March 31, 2009

Featured Searchable Catalog

[Whirlpool](#)
Read about ovens, cooktops, refrigerators, dishwashers, and more in Whirlpool's product catalog.

[Karbon wall-mount faucet by Kohler](#)
Take a look at the Karbon wall-mount faucet by Kohler.

Editors' Picks

[Ductless Downdraft Cooktop by Jenn-Air](#)

[Custom Cabinets by Crystal Cabinets](#)

[Cascade Sinks by Elkay](#)

[Tara Ultra Pot Filler by Dornbracht](#)

[Frameless Cabinetry by Holiday Kitchens](#)

[Insight Pro Microwave Drawers by Sharp](#)

ELKAY
sinks + faucets

DESIGN INSPIRATIONS
BY KATHY STONE - LARRY BASS

ELKAY
sinks + faucets

The [first] 2009 update to the DESIGN INSPIRATIONS family of co-designed sinks. PDF files found under "Residential Literature" on elkayusa.com.

Great Web coverage of the new ELLA "Olive" faucet, the perfect companion for THE MYSTIC "Martini" sink – we like ours shaken, not stirred.

Trendir WHERE THE NEW PRODUCTS ARE

MODERN HOUSE DESIGNS
Trendir

Bar Faucets - new Martini Inspired Faucet by Elkay!

Elkay's new Martini inspired bar faucet ... as if you needed another reason to look forward to cocktail hour! The [Elkay Ella Olive Faucet](#) is the hottest new bar essential that'll have you toasting all night long. These fun, funky, Martini-inspired bar faucets are executed in high-polished stainless steel, and boast the classic drink's signature olive on their lever-style handles. Fun yet elegant at the same time, Ella is a sleek, deck-mounted design with a slim, integral spout that suits any modern decor. Complete your fabulous bar at home with this cocktail-hour essential. The Ella Olive faucets retail for \$690. Check them out at [Elkay](#).

ELKAY IN THE NEWS continued

Elkay Mystic Martini Sink

Take a cue from a classic cocktail - the Martini has made many a great party, and has also inspired the [Elkay Mystic Martini Bar Sink](#). The cool, signature shape of the Martini comes alive in this unique sink, which is sure to put a fun spin on any party (and the drinks you make here can't hurt either). This cool undermount sink is fittingly set in an olive-hued countertop, taking the Martini muse to new heights.

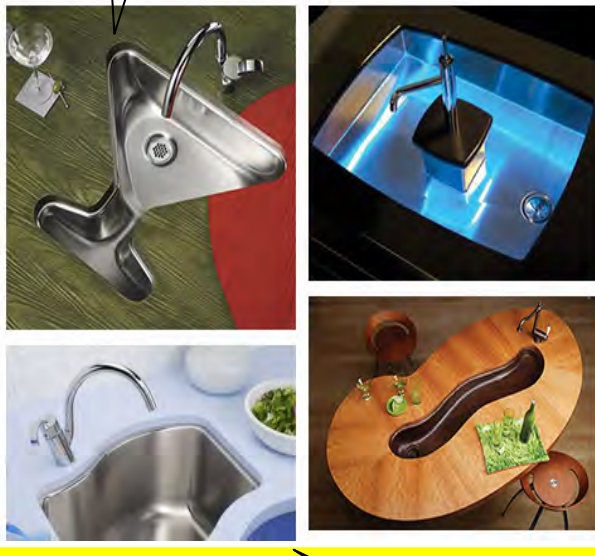
Captivist

We'll keep you captivated ...

Totally feeling
the Web
support!

6 Coolest Bar Sinks & Bar Sink Ideas to Get the Party Started

March 23, 2009 10:30 PM | No TrackBacks



With home entertaining on the rise, the top trend these days is creating a luxe, lavish home dressed to the nines. That makes a cool bar sink an absolute essential in the modern home, but it doesn't have to be a utilitarian piece. For a stylish statement piece, a unique conversation starter, and something to be admired as much as it is used, check out Captivist's Top 6 Sinks to get great ideas for your modern bar!

Elkay 360 Degree Sink

The [Elkay 360 Degree sink](#) will have you and your party guests spinning - in a good way. This modern bar sink design boasts 360-degree function, thanks to the unique faucet position smack dab in the center of a contemporary stainless steel undermount basin.

Elkay Mystic River Sink

The organic appeal of the [Elkay Mystic River Sink](#) is simply irresistible. Your party guests will flock to this instant centerpiece, which flows across your countertop with enviable ease. Set into a wood counter, this unusual undermount sink takes on a warm and rustic tone, but dropped into a sleek black countertop, it makes your bar as cool and contemporary as you dream of. Available in warm-hued recycled copper or contemporary stainless steel, the Mystic River [sink](#) tops our guest list.

Elkay Mystic Wave Bar Sink

The [Elkay Mystic Wave sink](#) will make a splash at your soiree every time. Ideal for compact city homes and urban lofts, this modern wave-inspired bar sink boasts the same free-spirited style as its Mystic River counterpart, only on a smaller scale. But the idea is clear: sexy curves of stainless steel will definitely get you into party mode.

residential products

2009

The 2009 update to the Elkay Residential CATALOG! PDF files found under "Residential Literature" on [elkayusa.com](#).