

## sinks + faucets

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COVER STORIES**Design Inspirations Abound**

By Ann Rottinghaus  
Marketing Communications Manager  
Plumbing Division

## Distinguished New York



designer Jamie  
Drake, ASID,



and Fu-  
Tung

Cheng, renowned designer from Berkeley, California, are partnering with Elkay to introduce new sinks under the family name of "Design Inspirations 08."

Drake's three new Vase sink shapes are artistic reinterpretations of the classic vessels, breathing new life into a century-old shape, and providing homeowners with an

opportunity to make a sensuous statement in the kitchen.

Cheng has launched the new Ripple sink design (DSG NR72199), which mimics the essence of two pebbles dropped into tranquil water to form rings that spread and conjoin, creating a shape as efficient as it is elegant. Combining sleek, fluid lines with versatile function, the Ripple serves as an eye-catching and striking addition to any kitchen.

The Vase and Ripple sinks along with their complementary accessories are now available. To learn more about these new products and to hear both Jamie and Fu-Tung speak about their new Elkay sink designs, visit [elkayusa.com](http://elkayusa.com) > news + events > Electronic Press Kit > 2008 Press Kit.

**Summer Electronic Press Kit Now Posted!**

--Review press releases on the latest new products from Elkay, download video clips, photos and more!--



Did you know that Elkay created a "warehouse" of new product press releases, photography, literature PDF files and, in some cases, video clips? In place since Winter 2006, the Elkay Residential "electronic press kit" serves as a versatile and useful tool for wholesalers, showrooms and their marketing managers.

All information housed in the Elkay electronic press kit is updated quarterly to highlight new programs, products and other relevant information. The

electronic press kit “warehouse” of data is not password protected and is open for all Elkay customers, employees, sales consultants, etc. to view and share.

To locate the latest version of the electronic press kit, visit [elkayusa.com](http://elkayusa.com) > news + events > Electronic Press Kit > 2008 Press Kit.

## ELKAY IN THE NEWS

One of Elkay’s key drivers is to make Elkay the obvious choice. This has been central to our media messaging for the last three years. Our MarCom Team works diligently to ensure Elkay Residential sinks, faucets and accessories are the obvious premium choice for American homes.

So far in 2008, we have captured over 109 million publicity “impressions” with our PR efforts for Elkay Residential sinks and faucets. We are quite pleased with our progress this year, and are now at 47% of our 2008 goal of 235 million PR impressions across all domestic magazines, newspapers and television. Now that’s a lot of news!

Here are a couple of highlights from the latest news features including Elkay sinks and faucets.

**Better Homes and Gardens**  
**May 2008 p. Z8** – Elkay’s Mystic® Puddle prep



sink (MYSTIC211435CB) is featured as one of the top 12 products every serious home chef needs in the kitchen. Balancing both style and function, the Puddle prep sink elegantly lends a design boost to any kitchen with its unique bowl shape. It is also coupled with a customized cutting board for the ultimate kitchen setting.

## Qualified Remodeler



**Turning up the heat**  
 The grill remains the crown of kitchen remodels, but today's grills use the maintenance to accompany the look of a grill. In 2008, the focus is on the grill's ability to cook with less fat and oil, and on the grill's ability to cook with less fat and oil. The grill's ability to cook with less fat and oil is a key feature for many homeowners looking to upgrade their kitchen.

**Cool design**  
 A kitchen remodel is a significant investment, and it's important to choose the right materials and finishes. In 2008, the focus is on the kitchen's ability to cook with less fat and oil, and on the grill's ability to cook with less fat and oil. The grill's ability to cook with less fat and oil is a key feature for many homeowners looking to upgrade their kitchen.

**May 2008 pp. 60 & 66** – The Elkay Pursuit™ sink (LR3322V004RT) has a demanding presence in a feature article about the growing trend of outdoor kitchens. Elkay is positioned as an innovative leader in this arena, infusing style and performance while meeting the needs of both utility and outdoor settings.

## Country Living

**May 2008 p. 58** – Designers chose to showcase an Elkay Undermount sink in the remodel of a small, outdated kitchen. Along with improved efficiency, space and a fresh new look, the Elkay Undermount sink serves as a

unique and attractive addition to the kitchen.

For more information regarding these and other Elkay Residential news stories, visit [elkayusa.com](http://elkayusa.com) > news + events > Elkay Publicity.

## ELKAY ADVERTISING

The Elkay Residential 2008 advertising campaign, featuring our four full-page ads and three new 1/3 page ads, is targeted to capture 252,928,000 impressions across all publications.

Look for the Elkay ads running now in the following magazines.

Publication	Issue Date
<i>Better Homes and Gardens Kitchen and Bath</i>	July/Aug, Sept/Oct
<i>Better Homes and Gardens Remodel</i>	June/July, Aug/Sept
<i>Better Homes and Gardens KBI Product Guide</i>	Spring/Summer
<i>Better Homes and Gardens Renovation Style</i>	Fall
<i>Better Homes and Gardens Kitchen Makeovers</i>	Summer
<i>Better Homes and Gardens Beautiful Kitchens</i>	Summer
<i>Traditional Home</i>	Aug/Sept
<i>Home</i>	July/Aug, Sept
<i>Met Home</i>	Sept
<i>El Décor</i>	Sept
<i>Woman's Day Kitchen and Bath</i>	July, Sept
<i>Woman's Day Remodeling &amp; Makeovers</i>	Aug
<i>Architectural Digest</i>	Sept
<i>Interior Design</i>	July, Sept
<i>This Old House</i>	Sept
<i>KBB</i>	Aug, Sept
<i>KBDN</i>	July, Aug, Sept
<i>Remodeling</i>	July, Aug, Sept

## HOME TRENDS

One of our favorite sources for global trend information is [trendwatching.com](http://trendwatching.com). For 2008, they predict the following are the hottest trends in which to capitalize.

### 1. Status spheres.

A variety of lifestyles, activities and persuasions, which can be mixed and matched by consumers looking for recognition from various crowds and scenes ... expect luxury goods to take on more outlandish forms and shapes, at ever-higher costs ... expect 2008 to be the year in which even more brands realize that 'old', mass-era status symbols, from the Audi R8 to the De Beers Talisman Watch Collection are no longer every consumer's dream.

### 2. Premiumization.

Basically, with more wealth burning holes in (saturated and experienced) consumers' pockets than ever before, quick status fixes derived from premium products and premium experiences will continue in full force next year.

What's new then? How about 2008 being about the premiumization of everything and anything ... no industry, no sector, no product will escape a premium version in the next 12 months.

### 3. Snack culture.

It embodies the phenomenon of products, services and experiences becoming more temporary and transient; products that are being

deconstructed in easier to digest, easier to afford bits, making it possible to collect even more experiences, as often as possible, in an even shorter timeframe ... it meets 'Instant Gratification 2.0' with the growing number of sophisticated SEE-HEAR-BUY services that enable consumers to instantly purchase anything virtual they see or hear.

4. Online oxygen. Ah, the Online Revolution, the megatrend that keeps on giving, one that single-handedly dominates the 'connecting sphere' ... five years ago, we introduced online oxygen as the engine behind all this excitement: control-craving consumers needing online access as much as they need oxygen.

5. Eco-iconic. Over the past few years, the ECO trend has moved from ECO-UGLY (ugly, over-priced, low performance alternatives to shiny 'traditional sphere' products and services) to ECO-CHIC (eco-friendly stuff that actually looks as nice and cool as the less responsible version) to ECO-ICONIC in 2008: "Eco-friendly goods and services sporting bold, iconic design and markers, that help their eco-conscious owners to visibly tout their eco-credentials to peers."

6. Brand butlers. If consumers value the authentic, the practical, the exclusive, and they're also forever looking to make life more convenient, even save some time, why not assist them in smart, relevant ways, making the most of your

products and whatever it is your brand stands for?

### 7. MIY | Make it yourself.

It's a mainstream trend now, one that keeps giving, with millions of consumers uploading their creative endeavors online, and tens of millions of others enjoying the fruits of their creativity. User-generated content, at least in the online world, has grown from a teenage hobby to an almost equal contender to established entities in news, media, entertainment and craft.

8. Crowd mining. When co-creating, co-funding, co-buying, co-designing, co-managing anything with 'crowds', the emphasis in 2008 will move from just getting the masses in, to mining those crowds for the rough and polished diamonds.

For more detailed information on these trends, visit <http://trendwatching.com/trends/8trends2008.htm>.

## 2009 COLOR TRENDS

"Time and again, contemporary issues and trends are mirrored by the themes we choose for our homes and the products we buy," said Leatrice Eiseman, executive director of the Pantone Color Institute®. "Eco-awareness is a resounding theme as consumers continue to be more thoughtful about what they are buying and the

impact their choices will have on the world.

Today's consumers find innovative ways to recycle, reuse and re-purpose. At the same time, there is also a need to relax, rewind, renew and hopefully, refurbish. The 2009 palettes address these trends, which will be reflected in designs and products for the home in the coming year."

According to Pantone's research, the world of design and merchandising is reacting to a desire for designs catered to a self-defining style. People are increasingly noticing a change in values in the world and interpreting these inspirations to suit themselves.



Pantone's 2009 Planner showcases seven palettes for use in women's wear, menswear, active wear, cosmetics, **interiors, industrial design** and graphics.

- **Female-ism** celebrates women as being relevant, positive and beautiful through its use of medium pastels with a tinge of retro glamour.
- Influenced by modern art and architecture, **Classic-ism** is almost devoid of color except for one medium blue accent. The palette emphasizes a feeling of restraint and austerity.

- With its tart, bold and gregarious colors, **Independent-ism** is geared toward creative artisans who are unafraid of true originality.
- The range of deep, dark shades of reddish blues and brown in **Today-ism** provides a proper balance to other more aggressive and colorful ranges.
- Rejecting rationality and uniformity, **Absurd-ism** allows colors to be libertarian and focuses on the challenge of combining the disproportionate.
  - A carnal inspiration and desire for experimentation is the backdrop for **Fetish-ism**. The colors captivate and seduce to elicit an attitude of freedom.
- **Surreal-ism** plays with scale, combination and expectation to create unexpected, and even strange, creations.

For more information on color trends visit [pantone.com](http://pantone.com).

### ETCETERA

Did you know that the announcement of the new **Elkay Technology Center** is a truly revolutionary concept? And you, our authorized wholesalers and showroom sales consultants,

have the "corner" on the one-of-a-kind, inspirational concepts that can be marketed directly to developers, interior designers, architects and spacial planners who actively work with large hospitality venues/clients, such as stadiums, hotels, casinos, health clubs, and more!

For more information on the new capabilities of the Elkay Technology Center visit [elkayusa.com/dreambook](http://elkayusa.com/dreambook).

Have questions about how it works? Contact Bill Cottrell at [630] 575-4789.

