

media news

Elkay® news you can use.
winter issue | 08-09

Elkay in the News
Home Trends
Color Trends

ELKAY®

sinks + faucets

DESIGN

Inspirations™

BY FU-TUNG CHENG + JAMIE DRAKE



E*XPLORE™



Elkay Makes Big Branding Stride in 2008

*When your children
achieve major milestones,
you celebrate, right?*

When brands achieve milestones, it's also time to celebrate!

Many, many editors, news writers and bloggers are singing the praises of Elkay's sink innovation these days, creating excitement for our brand in an unprecedented way. As reported in the fall 2008 *Electronic Publicity Scorecard*, housed on elkayusa.com [go to press, photos + videos > residential publicity coverage]. Elkay Residential is receiving excellent and frequent "pick ups" from major broadcast, cable, magazine and newspaper editors/producers.

Beyond the traditional media coverage, we also have fantastic blogging going on virtually every day

about our 2008 product introductions, including the Avado "Accent" modular sink system, the new Design Inspirations™ "Vase" by co-designer Jamie Drake and "Cascade" by co-designer Fu-Tung Cheng [shown on left], as well as the new fine fireclay Explore™ sinks and the new custom sink design/production capabilities of our Elkay Technology Center in Broadview, Illinois.

With over 261 million media "impressions" for Elkay Residential sinks and faucets in 2008, we are confident that our brand is making great in-roads to the world of high style and getting noticed by key influencers.

Happy new year!

ELKAY IN THE NEWS

Design Inspirations

By Jamie Drake + Fu-Tung Cheng

On October 23, the Blackman showroom on Fifth Avenue in New York City was the city's "hot spot" to see and be seen. Jamie Drake, ASID, and Fu-Tung Cheng were both on-hand for the "Blackman Presents" open house for customers, designers and others who saw the significant facelift the 2nd floor showroom experienced.

Blackman has both a Cheng "Cascade," and a Drake "Vase with prep" on display [see page one for photos] in the new showroom, both located in prominent positions. The evening pulled in over 100 people, and the feedback on the Elkay products, including the new Design Inspirations sinks by Cheng and Drake was extremely positive. "David Lyon and the Blackman team did a fantastic job positioning the newest Elkay sinks and faucets in a strategic way, and the 'buzz' that evening was overwhelmingly positive about Elkay, it's co-designers and our commitment to innovation," notes Joe Bisignano, regional sales manager for Elkay, who also attended the event.

Explore™ Sink Family Transforms the Kitchen

Like the American spirit, the Explore sink family is founded on classic ideals transformed by individual interpretation. From country to cottage to cozy urban décors, Explore offers a fresh alternative to traditional Americana. Fine fireclay material is featured in our first grouping of Explore sinks.

Elkay's fine fireclay sinks are created from natural materials, and offered in three shapes/sizes and two colors [white and matte terra cotta]. MSRP pricing ranges from \$610 to \$1,499. For more information visit the Elkay Residential electronic press kit. [elkayusa.com > press, photos + video > Residential Electronic Press Kit > Press Releases]



EXPLORE™

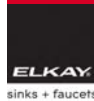


HOME TRENDS

Interior design trends are a product not only of time, but also of place. What we found is that there are some real similarities, even though, of course, each designer has a unique take on what is on the cutting edge this year, whether it's in certain colors being used or in an emphasis on a particular room in the home.

By and large, the designers we asked said they see the current trend of a simple, clean look continuing. Perhaps this is a response to the over-decorated, ornate styles that ushered in the new millennium; perhaps it's a reflection of people placing a higher value on the family that lives in the home than on dressing the home up wildly. Whatever the reason, the focus this year continues to be **one of simplicity**.

For more information, visit designingonline.com.



COLOR TRENDS

According to a September 17 article published by *Business Wire*, color style for 2009 draws inspiration from **both nature and nurture**.

With increasing numbers of homeowners remaining in place, many are searching for options to refresh and reinvigorate their living spaces.

"Key drivers for 2009 color choices include aspirations that create a comfortable and tranquil home environment coupled with a return to authentic and sustainable materials. In contrast, lively color use and bold patterns will find their place as an alternative to more sedate living areas," Debbie Zimmer, paint and color expert from Rohm and Haas Paint Quality Institute (PQI) said.



Like a warm argyle or paisley sweater, consumers increased their yearning for artisanship and authentic materials like those found in "Menswear." Menswear allows for a more traditional use of hues than recently seen such as navy blue, "leather like" brown and rich grey.

Consumers' increased desire for healthy and sustainable locally grown fruits and vegetables provides fresh inspiration. Another twist on the "green" movement, is inspired by fresh hues including citrus green, mango and lemon yellow.

For more information, visit reuters.com.