

sinks + faucets

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**COVER STORIES****Shake It Up!****Hot New Echo™ and The Mystic® Martini Sinks**

Elkay's Summer 2008 Sink + Faucet Electronic Press Kit showcases two exciting stainless steel sink designs that no doubt will catch the customer's eye.

ECHO™

New Echo sinks are designed in

the spirit of many homeowners' resurgent interest in historical themes – as evidenced by the popularity of TV programs such as "Antiques Road Show" on PBS and HGTV's "If Walls Could Talk"

which combine classic styling with ease of installation and superior quality.

Design trend: showcasing period antique elements to blend into, and bring out, a home's uniquely historic architecture.

Elkay's inspiration: focus on classic Colonial Period styling and mid-Twentieth Century Modern Period simplicity and functionality.

The series includes four stainless steel kitchen sinks with two distinctive raised rim styles.

Mid-century Modern-



inspired rim style: single (ECTM252210) or double bowl (ECTM332210), both with a soft, sleek curving design and 9¾-inch bowl depth.




Colonial-inspired rim design: single (ECTC252210) or double bowl

(ECTC332210) with raised rim countertop profile that mirrors the style of crown molding – a key Colonial-era replica.

Addressing today's fast-paced lifestyles, Elkay specifically created these Echo sinks for top mount installation, putting

kitchen revitalization on a fast-track for remodeling. Or, the units can serve as a distinct design element in a new kitchen influenced by these popular eras.

The Echo raised rims  also offer a functional advantage reducing water splashing onto the counter.

Accompaniments: cutting boards, bottom grids, rinsing baskets, utensil caddies.

Quality construction: thick 18-gauge stainless steel, patented heavy-duty Sound Guard® undercoating and insulation pads to dampen sound and minimize condensation.

Compatibility: suited for any transitionally-designed Elkay faucet, such as the Ferrara® LK7622 or the new Ella™ LK7722 faucet model.

Prices: \$800 – \$1,257

THE MYSTIC

The Mystic® sink family was

originally conceived with entertainment in mind.

Homeowners can make an architectural statement by having the martini glass-shaped stainless steel Mystic Martini



(MYSTIC2221) unit installed in a hospitality area such as a kitchen island, peninsula, or a standalone bar.

Design trend: individualistic bar and entertaining area designs exemplified by creative use of light, shape and texture in both hard and soft goods.

Elkay's inspiration: design a sink with martini-glass shape using clean lines and soft curves to set a fun, entertaining mood.

This undermount unit easily installs into a 27-inch base cabinet. The overall length is 22 inches at its widest point, front-to-back width is 20½ inches and sloping bowl depth is 5½ inches.

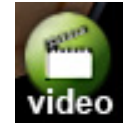
Compatibility: our Lustrous Satin finish is well-suited to many Elkay faucets in brushed nickel, brushed chrome or satin stainless steel finishes.

Quality construction: thick 18-gauge stainless steel, Elkay's signature heavy-duty

Sound Guard® system that dampens sound and prevents condensation.

Price: MSRP \$990

The Elkay Residential electronic press kit [ekit] contains press releases, photos and more for both the historically-inspired Echo sinks and the new Mystic Martini sink. The Residential ekit is updated quarterly and is available for everyone to view and share. Visit elkayusa.com > press, photos + video > Electronic Press Kit > 2008 Press Kit.



Video Content Now Available on elkayusa.com

In this *YouTube* Era, seeing video is believing. When it comes to kitchens and baths, video can make it easy to visualize how a sink model will “synch” with a countertop and room's décor.

In addition to photos, the Elkay Residential Summer ekit's photography link provides downloadable video clips that bring the latest Elkay sink designs to life.

Clips can be viewed or downloaded. Designs include:

The water-inspired Mystic series that



includes the Mystic Martini mentioned earlier,



The Asana® line of unique bath shapes that convey calmness,



Modern, upscale Avado® series sinks,



Professional-grade culinary Gourmet™ sinks,



The seamless blend of traditional and contemporary in the sophisticated Harmony™ series, and



The highly functional, versatile indoor/outdoor Pursuit™ series.

In addition, there is a showroom “loop” that aggregates together all of the aforementioned clips [all without sound] for your customers’ viewing!



ELKAY IN THE NEWS

Our MarCom Team endeavors to make Elkay Residential sinks, faucets and accessories the preferred premium choice in American homes. A major part of our effort is getting the word out about the latest in Elkay product development via the power

and reach of the consumer and trade print media and electronic media.

Our efforts yielded plenty of exposure for Elkay in the April 2008 issue of *Woman’s Day Kitchens & Baths*.

In an article titled “In Living Color,” interior designer Ingrid Leess blends a total of six Elkay sinks into the magazine’s 2008 Design Showcase project that was displayed at this year’s Kitchen/Bath Industry Show in Chicago. Drawing particular attention is an Asana vessel sink in the bathroom, which is shown three times.



Also featured are a double-mount Avado undermount sink in a kitchen designed with natural and natural-looking elements and a hammered Mystic stainless steel bar sink, also in the kitchen.

To see this article visit elkayusa.com > press, photos + video > Elkay Publicity.

Lights, Camera + Action! Elkay’s Publicity Scorecard Racks Up the Points

Through August, we have generated over 200 million publicity “impressions” with our PR efforts for Elkay Residential sinks and faucets. This represents 90+ percent of our 2008 goal for PR impressions across all domestic magazines, newspapers and television. **The word is getting out!**



The Elkay second quarter 2008 PR Scorecard reveals that the marketing communications team’s publicity efforts generated the following significant media totals:

- 49 consumer magazine articles,
- 96 total trade articles,
- 8 broadcast clips, and
- 16 newspaper articles.



ELKAY ADVERTISING

The Elkay Residential 2008 advertising campaign, featuring our four full-page ads and three one-third page ads, is targeted to capture over 200 million impressions across all publications. Look for these ads in the following magazines.



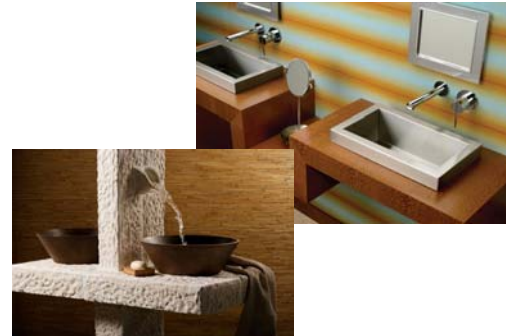
- Increased and adjustable lighting and attention to light sources, including windows; reduced glare and increased contrast for way-finding,
- Protection from scalding,
- Eased edges to reduce the risk of injury,
- Raised heights in seating at the toilet, tub or shower,

HOME TRENDS

Perhaps no other room in the home is being impacted by our aging population as much as the bathroom. “Bath planning: here are factors to consider when designing bathrooms for an aging population,” published in the March 2008 issue of *Supply House Times*, is excerpted from *Bath Planning*, one of nine books in the National Kitchen & Bath Association's Professional Resource Library.

According to the article, typical bath design considerations should include:

- Height adjustments of fixtures, fittings, storage and controls to accommodate shortened stature and reduced balance,
- Intuitive controls and organization to compensate for memory losses,



- Extra reinforcement in the walls throughout the space, e.g., 3/4-inch plywood before the cement board or sheetrock, or handles that provide additional support,
- Hand-held shower spray with 60-inch-long hose for flexibility in use,
- Adjustable-height, multiple-head showers for flexibility in the numbers and needs of users,
- Shower seating, which also can be used for tub entry,
- Tub deck and shower benches located 17–18 inches above the finished floor for a comfortable height,
- Slip-resistant floors,
- Grab bars in the toilet area, and
- Toilet seat heights of 17–18 inches vs. the traditional 15 inches.

Publication	Issue Date
<i>Better Homes and Gardens Kitchen and Bath</i>	Sept/Oct, Nov/Dec, Jan/Feb
<i>Better Homes and Gardens Remodel</i>	Oct/Nov, Dec/Jan
<i>Better Homes and Gardens KBI Product Guide</i>	Fall/Winter
<i>Better Homes and Gardens Renovation Style</i>	Winter
<i>Better Homes and Gardens Beautiful Kitchens</i>	Winter
<i>Gourmet</i>	Oct
<i>Met Home</i>	Sept, Nov
<i>Elle Décor</i>	Sept, Nov
<i>Woman's Day Kitchen and Bath</i>	Nov, Dec
<i>Interior Design</i>	Sept, Dec
<i>This Old House</i>	Sept, Oct, Nov
<i>Kitchen and Bath Business</i>	Sept, Dec
<i>Kitchen and Bath Design News</i>	Sept, Oct, Nov, Dec
<i>Remodeling</i>	Sept

Elkay sinks and faucets are available in a wide variety of designs and sizes and are key bath elements that fit today's changing lifestyles.

COLOR TRENDS

As you know, we review color trends from around the world, as reported by two key sources: the Color Marketing Group and Pantone.

Some trend items of interest from Pantone's *Fall 2008 Fashion Color Report*.



Fall '08 is defined by rich, elegant hues that offer a vibrant selection. New York's fashion designers emphasize cooler blues, greens and purples...followed by variations of warm red, orange and yellow.

Blue and purple tones have become staples" for fall.

Soft, dusky Withered Rose, with its pinkish qualities and brown undertones, is a versatile hue that blends with every shade.

Ochre, a beautifully mellow yellow with a hint of mustard, adds a touch of lightness and spice.



Also in the report, renowned designers also shared their color favorites for the home.

- Carlos Campos: "A rich hue of Gray would be beautiful and very masculine, particularly with a crisply painted Cream molding. Van Gogh allegedly painted the walls of his studio Gray – the richness of the dark hue was serene."
- Douglas Hannant: "Imperial Purple – it would work well with a black and white photography collection."

- Kimora Lee Simmons for Baby Phat: "Apple Green – it can brighten up any room yet still be very sophisticated."
- Luca Luca: "Shades of Green in all interior spaces due to the awareness of the environment."
- Tia Cibani for Ports 1961: "Slate Gray – it allows you to have a neutral palette that is different than the usual Off-White/White option and allows you to transform your space by changing a few accent pieces with different pops of color. I just recently painted my showroom Gray and I find it so helpful when constantly changing seasons and inspirations."
- Wenlan Chia for Twinkle by Wenlan: "Mare Lavender – a feminine and versatile color which gives modern interiors a softer touch."

For more information on color trends, visit pantone.com.

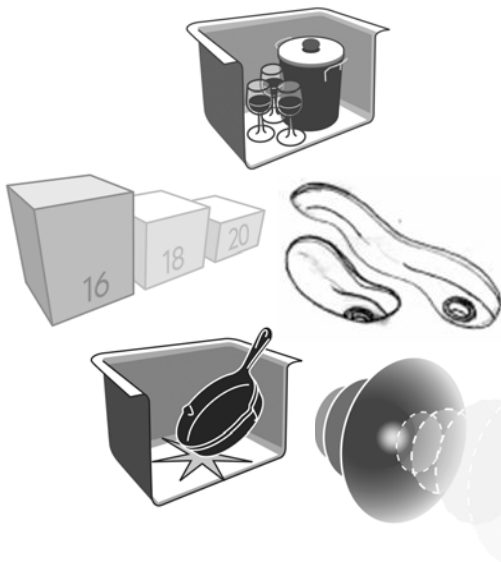


The color of ideas.

ET CETERA **etc**

Sink choice should be anything but impulsive.

Since most of today's sinks are placed into or under the countertop, removing them usually means dismantling most of the kitchen. Elkay offers wholesalers, showroom consultants and homeowners the following tips for selecting the right sink.



- Finding the **right steel thickness and bowl configuration** for the sink depends on the look the homeowner is striving to

create, as well as the role the sink will play in the home. Steel thickness is measured by its gauge and the gauge numbers count down from the thickest to thinnest. For example, 14-gauge steel is extremely thick, and 20-gauge steel is a competitive grade, yet thinner by comparison.

- Homeowners' needs for a **certain number of bowls** may vary depending on a sink's usage, such as washing dishes, large pans or small vegetables.
- The **contour or slope of a sink bowl** has a major effect on its performance. Glassware, dishes or other items may prove unable to stand straight if the sink bottom is angled too steeply.
- **When selecting a finish, consider functionality.** If a kitchen sink will be used daily as a main washing station for pots and pans, the ideal finish would be the Elkay Lustertone® finish, which is a more durable, pre-stressed finish. However, a mirror or hammered finish sink, although attractive as a kitchen focal point, is recommended for an area that will encounter less activity, for example, a bar or secondary sink.

- Consider **sink insulation for a quiet, relaxed experience.** Elkay offers sinks with different insulation options, including a comprehensive undercoating, sound-absorbing pads or both.

Two of the NEWEST tools on elkayusa are the Product Selection Guide and the Quick Product Selector.



For the experienced Elkay channel partner, the **Quick Product Selector** is a great way to “sort and sift” your “view” quickly and defiantly.

For new channel partners and homeowners, the **Product Selection Guide** is a more detailed, visual “path” through the selection process for Residential sinks, faucets and accessories for kitchens, baths, entertainment spaces and utility spaces.

These tools can assist both channel partners and homeowners in making purchase decisions that will deliver quality and satisfaction for years to come. **Take advantage!**