



media news

Elkay® news you can use.
summer | 2009

Elkay in the News
Color Trends
Summer Reading

HARMONY QUARTECH Workbench Sink



GOURMET WORK SHELF sink



ASANA STATEMENT Bamboo Patterned Sink



ALLURE Stainless Steel Faucet



sinks + faucets

New, 2009 Products Simply Smashing!

When times get tough, the tough get INNOVATIVE. What a pleasure it is to share the new, 2009 sink and faucet innovations from Elkay® Residential. From the all-new technology of the Statement™ etched sink patterns, to the revolutionary Quartech™ finely ground granite sinks, to the hardworking work shelf creations, the Residential Sink Team excels.

And what about faucets? The all-new Allure® stainless steel faucet at the affordable price point of \$499-649 is just what the market ordered, and the ironworks- inspired Navaro™ family screams compatibility with our Explore™ fine fireclay sinks, among others.

If you haven't taken the time to learn all about the new, 2009 sinks and faucets from Elkay, please visit www.elkayusa.com and view the ELKAY INNOVATION EVENT videos, by clicking on the rotating image in the lower right-hand corner.

Enjoy!



ELKAY IN THE NEWS



Elkay Residential sinks and 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 by selecting “Residential Publicity Coverage.”

Following are a few highlights of the great coverage our innovative products receive.



HOME Magazine Live is a nationally-syndicated radio show hosted by Alan Taylor, iconic magazine figure who, in his fourth interview with Ann Rottinghaus, marketing communications manager discussed the exciting new Statement sink pattern program and other new 2009 sink features. This clip was recorded at the KBIS/Atlanta show in May, and aired on May 23.

<http://benchmarkradio.com/downloads/Home-Live/KBISElkay.mp3>

HOME Magazine Live engages listeners weekly with lively and informative insights on smart building and remodeling ideas, design trends and savvy product information. From simple projects like choosing the right window treatment to fully redesigning a house, HOME Live encourages listeners to transform their surroundings by personalizing current trends to create a unique style that reflects their individuality. The show features an entertaining and informative mix of guests including top designers and decorators, building and remodeling experts, furniture builders and celebrities, as well as listener calls.



Elkay®
PR Scorecard
Q1/Q2 2009

Elkay's media team is continually reaching out to influencers at top newspapers and magazines, as well as popular TV shows to generate stories about Elkay products. Click the buttons below to see all of Elkay's media coverage.

Magazine	Total Consumer Articles: 63 In The Zone: 15 Aspirational: 11 Total Trade Articles: 37
Broadcast	Total Clips: 37
Newspaper	Total Articles: 42

THE BERRY QUINONES SHOP, 831114952110*
F in Favor: 197720

The Elkay Residential Publicity Coverage thus far in 2009 -- found at:

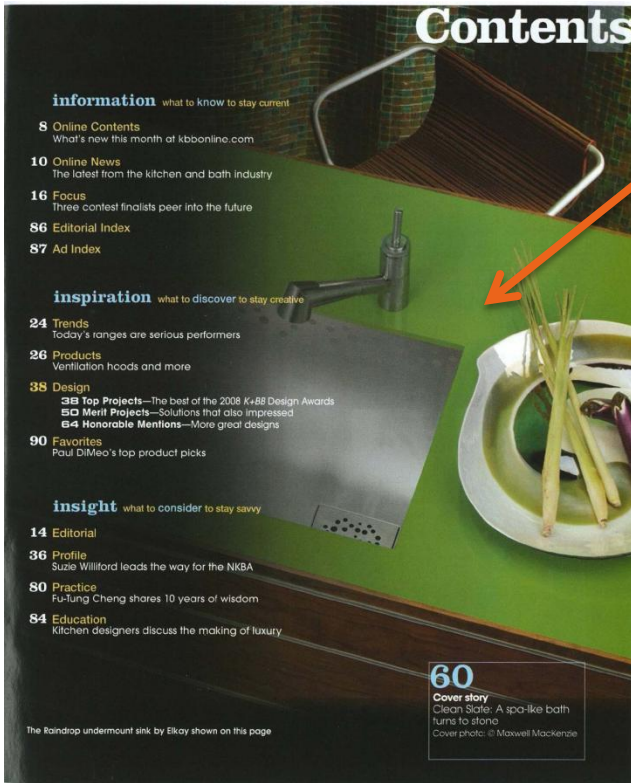
<http://www.elkayusa.com/cps/rde/xchg/elkay/hs.xsl/90729.aspx>



Kitchen + Bath Business magazine is a big fan of Elkay sink and faucet creations, especially the Jamie Drake “Raindrops” sink! In one issue, May 2009, we have a total of four mentions in one issue!



ELKAY
sinks + faucets



The Jamie Drake DESIGN INSPIRATIONS “Raindrops” sink on the Table of Contents page as well as part of the “What’s Cool” article found on page 28.

What’s Cool Everywhere Else



Sound Design

Offered in warm blues, browns and reds, Solstice from **WAC Lighting** is an Energy Star-qualified hand-blown glass pendant measuring 11 1/2 in. tall and 6 in. wide. Part of the company’s Pugel Sound collection, the line-voltage fixture includes a 13W compact fluorescent, self-ballasted lamp and mounting hardware available in brushed nickel, antique bronze, dark bronze and platinum. **Circle No. 210**



Stony Look

Eldorado Stone’s Gemstone Walls line consists of stone veneers designed to create authentic masonry stone walls. The collection includes the **VinWall**, **CandleWall** and **ArtWall**. When subtly illuminated, the **CandleWall** (shown) boasts depth, movement, warmth and texture. **Circle No. 211**

Rhythmic Lines

The Zen-inspired **Rhythm** collection from **Delta** features the company’s first wall-mount lavatory faucet (shown) with a push button pop-up, the suite, which emphasizes clean, fluid lines, includes a three-function showerhead, a tub spout, a 14-in. shower arm and an 8 1/2-in. raincan showerhead. The collection is offered in chrome and stainless finishes. **Circle No. 212**



Natural Born

Created by acclaimed designer **Jamie Drake** for **Elkay**, the **Raindrop** undermount sink draws inspiration from nature with its distinctive barrel-like geometry and etched raindrop pattern. The deep, single-bowl sink is formed from ultra-thick, 18 gauge stainless steel and measures 16 in. wide, 30 1/2 in. long and 9 in. deep. **Circle No. 213**



ELKAY IN THE NEWS

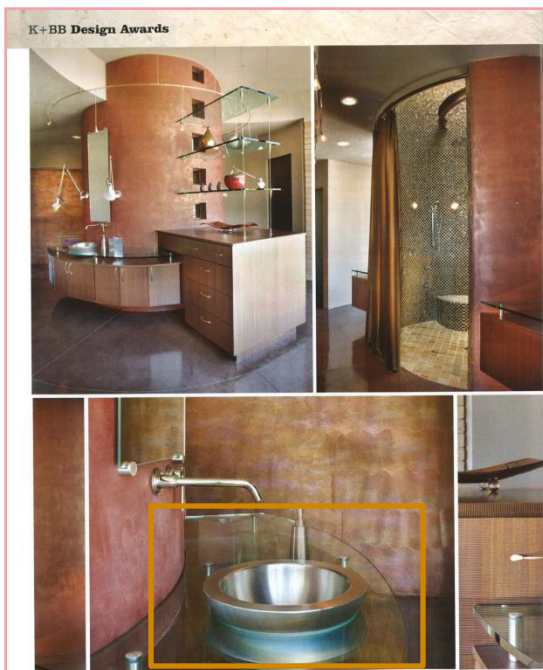


Kitchen + Bath Business magazine coverage continued, from May 2009 issue.



ELKAY
sinks + faucets

The K+BB Design Awards Magazine was an opportunity to see Elkay sinks and faucets showcased in this year's best designs. See the twin Arezzo® faucets on the opening page of the feature story [38], as well as highlighted on pages 58 [Asana® round vessel sink] and 53 [Mystic River sink in stainless steel].



FALL 2009 COLOR TRENDS



Is fashion trending relevant to residential interiors? We think so. Our homes are an extension of our personalities; we fill our homes with items that extend our "personal branding" into our personal spaces.

PANTONE, the world-renowned authority on color, and for more than 45 years has been inspiring design professionals with products, services and leading technology for the colorful exploration and expression of creativity announced their fashion "picks" for fall/winter 2009 at Fashion Week in February. Following are some excerpts from the online PDF. You can download your own copy by visiting:

http://www.pantone.com/downloads/articles/pdfs/PANTONE_FCR_FALL09.pdf

Subtle contrasts, like those found in a painter's masterpiece, make up the diverse color palette for fall 2009. Designers play with a broad spectrum of unique color combinations this season, resulting in distinct, yet cohesive color palettes. "The fall 2009 palette is more unique and thoughtful than the typical autumnal hues of years past," said Leatrice Eiseman, executive director of the Pantone Color Institute®. "**Designers recognize the desire for fundamental basics that speak to current economic conditions**, but also understand the need to incorporate vibrant color to grab the consumers' eyes and entice them to buy.



A natural choice during uncertain times, patriotic **American Beauty**, a wonderfully balanced, true red, speaks to the need for cohesiveness. Perfect for all skin tones, American Beauty is a feel-good color.

Purple Heart connotes a sense of refinement and sensuality, adding an air of creativity and excitement to the top 10, especially when paired with American Beauty.

A warmer, more subdued **Honey Yellow** carries the 2009 color of the year, PANTONE 14-0848 Mimosa, through to fall and winter with its golden tones. Pairing Honey Yellow with its color wheel opposite, Purple Heart, will surely add a surprising flair. Or, for a more typical fall combination, group Honey Yellow with Burnt Sienna and Iron.



FALL 2009 COLOR TRENDS



Strong yet understated **Iron** serves as the “new black,” making traditional basics much more interesting. Neither gray nor brown, Iron is a grounding color that coordinates well with all colors in the palette.

Crème Brûlée, a grayed-down beige, and Nomad, which bridges the gap between beige and light gray, also speak to the need for timeless neutrals. All three classics can stand alone or serve as anchors when paired with other colors. Fall would not be complete without a seasonal favorite like

Burnt Sienna, a deepened, earthy shade of orange, reminiscent of an autumn sunset. Pair this versatile hue with Nomad and Rapture Rose for a different twist. Adding spark to the fall palette,

Rapture Rose artfully captures the vibrancy of fuchsia and the softness of pink. Underscored by nurturing and feminine tones, the addition of Rapture Rose enlivens the more traditionally subdued fall hues. Look for it in cosmetics as well as clothing and accessories.

Like the olive in a martini, **Warm Olive**, a rich yellow-green, adds a touch of elegance and sophistication to fall. When combined, this tangy, intriguing hue makes all other colors come alive.

Look for it paired with **Majolica Blue**, a deep, mysterious teal blue with more vibrancy than the usual navy. Majolica Blue brings an exotic flair to the group, especially when paired with Burnt Sienna or Purple Heart.



Each season, Pantone surveys the designers of New York Fashion Week to identify the 10 most directional colors. Like a painter's palette, fall 2009 offers choice and diversity, but the unique integration of colors is what makes it so appealing.



SUMMER READING RECOMMENDATION

Each year, numerous readers search the stacks at local libraries and bookstores for the latest “who done it,” juicy novel or latest business guru's insights. Why not be different this year? Pick something outside the ordinary.

A Fine Line: How Design Strategies Are Shaping the Future of Business is an excellent read. Only 208 pages, it's chocked-full of great client stories about great brands such as Apple and Target; the author is unapologetic in his case for making design an integral part of doing business. Esslinger, the book's author is an entrepreneur, who built his small business, Frog Design, into a global powerhouse – and lived to tell the tale.

