



For immediate release

BLANCO introduces new premium coloured kitchen faucets

Toronto, April 8, 2009. Premium sink manufacturer Blanco, will introduce a new line of European coloured faucets at design shows this spring. The faucets are designed to complement the company's range of Silgranit stone sinks which are available in seven colours and more than 100 models. Silgranit, a patented composite material made of 80 percent natural granite, is Canada's leading coloured sink brand.



Until now, Blanco had offered a small selection of coloured faucets in its most popular Silgranit sink colours, Anthracite and White. However the rapid growth in popularity and sales of Silgranit sinks in recent years has prompted the company to expand its selection of faucets to offer a higher-end faucet model in the full colour range.

“Our Silgranit sink sales continue to grow and there is a very high level of customer satisfaction for this product line as well,” says Alexandra Marshall, director of marketing for Blanco Canada. “Not only is there strong appeal in the natural beauty of the material, the fact that Silgranit is a scratch-proof material as well as exceptionally heat, stain and chip-resistant, makes it the most durable sink available and great long-term value.”

One of the company's most popular faucet models, the contemporary ALTA pull-out spray faucet, will now be available in all seven Silgranit colours in addition to the current stainless steel and chrome finish options. The colours are Anthracite, White, Café, Biscotti, Stone Biscuit, Cognac and the company's newest colour, Silk (grey). As well, a traditional-style faucet in the Blanco range, the Grace, will be available in Silgranit bronzed café to complement Silgranit café sinks as well as an alternative to an oil-rubbed bronze finish faucet.

Although the new faucets were designed to complement Silgranit sinks, Blanco will be marketing them as ideal additions to any kitchen sink material.

“This wide range of colours allows the consumer to match up the faucet to a countertop, backsplash, appliances or other material in their kitchen,” adds Ms. Marshall. “Pairing an Anthracite faucet with a stainless steel sink and black granite countertop or black appliances, for example, makes a striking statement in the kitchen.”

As well, Blanco is expanding their range of soap dispensers to include a selection in several of the Silgranit colours. All Blanco faucets are European-designed and manufactured and built-to-last with solid brass construction.

About Blanco: With more than 80 years of experience in kitchen workstation design and manufacturing, Blanco is recognized worldwide for design leadership and quality craftsmanship. From finely detailed, handcrafted SteelArt stainless steel sinks, and the natural warmth and beauty of Silgranit, to the elegant artistry of Blanco faucets, Blanco products are celebrated worldwide for their unmatched quality and timeless beauty.

- 30 -

BLANCO CANADA INC., 9-3903 Nashua Drive, Mississauga, Ontario L4V 1R3
Tel. 905.612.0554 Fax 905.612.9764 www.blancocanada.com