



For immediate release

BLANCO Canada to launch new visual identity and new products at Toronto IDS Show in January

Toronto, January 6, 2012. BLANCO Canada will showcase a new corporate visual identity including a new trade show booth at the Interior Design Show in Toronto from January 26 to 29.

The new identity reflects the significant evolution of the company over its 85-year history to become a worldwide leader in premium kitchen sinks, faucets and accessories. The new booth will feature new visuals, an interactive faucet display and live twitter feed.

An innovative new sink from Germany, the Blanco Modex, will be launched at the show as well as new faucets and accessories for the kitchen. BLANCO will also introduce a new App for use with the iPad or iPhone that allows consumers to mix and match different Silgranit colour sinks with leading stone and laminate countertops and select the combination that's right for their kitchen. The App also provides detailed dimensions for each sink models so that consumers can ensure the sink selected will fit into their kitchen cabinetry.

Prominent Canadian designers will be on hand at the booth at various times throughout the day on Saturday, January 28 to meet with consumers and answer questions. The designers include Andrew Pike, Jan Rutgers, Cheryl Torrenueva and Aly Velji.

The new booth will debut in space #2010 of the Interior Design Show at the Metro Toronto Convention Centre.

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