



For immediate release

BLANCO CULINA faucet wins international award for product excellence

Toronto, Nov 2, 2011. The new Culina kitchen faucet from Blanco has been awarded the 2012 iF (International Forum) product design award, a highly prestigious international award that recognizes product innovation and design excellence. Designed by German sink manufacturer Blanco, the Culina faucet was selected from more than 4,300 products from 48 nations by 44 judges to win the prestigious award.

The new faucet is a tall semi-pro style faucet with a tall arching flexible coiled spout and a highly contemporary design. It features 360 degree swivel movement for extended range of motion, a dual-spray function and a magnetized attachment for the insulated hand-spray. The faucet was introduced internationally earlier this year and was a feature at the Toronto Interior Design Show in January. In Canada the faucet is available in chrome or a stainless steel finish with contrasting black accents on the hand-spray and handle.

“The flexible tightly coiled spout helps to make this faucet exceptionally elegant and gives it a streamlined look,” says Alexandra Marshall, Director of Marketing for Blanco Canada, “but it is also much more practical than faucets with an open coil where dirt can get trapped in the gaps. Consumers have told us they like this feature very much.”

The magnetic feature allows for quick release and attachment of the hand spray, another characteristic that consumers liked, Ms. Marshall adds.

Since its introduction the faucet has also received three other international awards including the RED DOT award for product excellence, KBCULTURE award and IDEA award.

Family-owned since 1925, Blanco is world renowned for as leader in the design and manufacture of innovative products and systems in kitchen technology and other fields. Blanco brands include SteelArt, Silgranit and MicroEdge.

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