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BLANCO CULINA faucet wins international product awards

Toronto, May 13, 2011. A new kitchen faucet from Blanco has won the 2011 Red Dot product design award, a highly prestigious international award that recognizes product innovation and design excellence. Designed in Germany by Blanco, the Culina faucet was selected from more than 4,000 products from 56 nations.

The Blanco Culina faucet is a semi-professional style with a tall arching flexible coiled spout for easy manipulation and reach in the sink. Among the breakthrough features recognized by the award program are its unique closed coil design and a practical magnetic attachment for the hand-spray.

The faucet was introduced internationally earlier this year and in Canada in January at the Toronto Interior Design Show. It will be available to the Canadian market this spring from selected showrooms across Canada.

“Many consumers at the Toronto design show earlier this year, loved the closed-coil design of the Blanco Culina,” says Alexandra Marshall, director of marketing with Blanco Canada. “The tight coil creates an exceptionally elegant and streamlined look but the spring is also very flexible and practical.”

The magnetic feature allows for quick release and attachment of the hand spray, another characteristic that consumers liked, Ms. Marshall notes. “Blanco is dedicated to kitchen technology,” she adds, “and with more than 85 years of experience in manufacturing, we have developed unique expertise in kitchen product design.”

Since its introduction the faucet has also received two other international awards including the KBCULTURE award and IDEA award.

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For more information, contact:
Alexandra Marshall, Director, Marketing,
Blanco Canada
C: 647-273-6374
amarshall@blancocanada.com
www.blancocanada.com