



For immediate release

BLANCO launches new Truffle colour sink at spring design show

Toronto, January 26, 2011. Blanco Canada will unveil their new kitchen sinks and faucets at the Toronto Interior Design Show (IDS) this month, including a hot new granite sink colour.

The new colour, Truffle, is an elegant and versatile neutral taupe and will be available this spring for most of the company's sink models in their Silgranit range of kitchen sinks. Silgranit is Canada's leading coloured sink brand, recognized for its durability and natural stone beauty. Truffle will become one of seven natural colours offered for Silgranit sinks in Canada.

According to Blanco spokesperson and marketing director Alexandra Marshall, the new Truffle is likely to become one of the company's top sellers. "Blanco developed Truffle to offer the most design versatility possible," she says. "The colour formulation was carefully created by Blanco to match a broad range of kitchen countertop colours. A light to medium shade of taupe or grey-brown, it works with cool, warm, dark or light colours equally beautifully."

The ability of Truffle to pair well with virtually any countertop or kitchen colour—from lighter colours including white, beige or greys to dark and strong colours including black, red or green—is what Blanco says will ensure its success. "This is a true and elegant neutral that will work in any kitchen décor and with any colour scheme," adds Ms. Marshall, "so the homeowner or designer will have the ultimate flexibility in design and in the creation of a mood or look."

Blanco Silgranit sinks are made of a composite patented material exclusive to Blanco. Made of 80% natural granite, the sinks are manufactured both in Germany and Canada by Blanco, and are scratch-proof and heat- and stain-resistant.

As well as the new colour, Blanco will be launching the new Arcon line of German-made premium stainless steel sinks under their SteelArt brand, along with a line of premium faucets, at the IDS show.

The company also launched the new Truffle colour and other new products to the international market at the Living Kitchen show in Cologne, Germany in January.