



For immediate release

## **Blanco Canada adds to successful line of Essential quick-install kitchen sinks**

TORONTO, April 16, 2007: Blanco Canada has added a new model to its successful Essential series of kitchen sinks introduced last year. A spacious single-bowl topmount model is the fourth in a line of sinks which also includes a 2- and 1.5-bowl topmount and a 2-bowl undermount.

A manufacturer of high-end kitchen sinks and workstations, Blanco developed the Essential line in response to marketplace demands for a high-quality 20-gauge sink, ideal for the mid-range and replacement market. "With the Essential line our intention was to introduce a sink of unmatched quality to the mid-range market where value is imperative," notes Alexandra Marshall, marketing manager for Blanco. "Our Essential sinks have several of the Blanco signature features our customers have come to expect including deep bowls with tight radius corners for extra capacity, attractive edge detailing and rear-positioned drain holes for extra space under the counter."

The Essential topmount sink models also feature an innovative clip fastening system, one of the main reasons this line of sinks has generated strong support from professional installers and contractors. The exclusive BLANCO Essential Clip System was designed to offer the fastest and easiest installation of any drop-in sink as well as to ensure a tighter, snug fit to the most uneven counter. The clip rail system features up to 32 possible fastening points around the edge of the sink. Additional clips if needed can be fastened after the sink is dropped in to adjust for a perfect fit to the counter. Even more attractive to installers is the ease and speed at which these sinks can be installed. That's because the faucet can conveniently be mounted before the sink is dropped into place. No more bending and stooping under the counter to fasten the faucet. Installation can be completed in less than 10 minutes.

With more than 80 years of experience in kitchen workstation design and manufacturing, Blanco is recognized worldwide for design leadership and quality craftsmanship. Blanco offers a complete selection of kitchen sink models in stainless steel and granite as well as faucets and custom accessories.

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