



For immediate release

BLANCO introduces new colour Silk to Silgranit line of stone sinks

Toronto, February 24, 2009. This spring, at design shows across Canada, premium kitchen sink manufacturer Blanco, will unveil a new colour in its line of Silgranit natural stone sinks. Silk, a light concrete-look grey, will be available in several sink models including a large single bowl and a round island or bar sink. A highly durable composite material made of 80 percent natural granite, Silgranit is Canada's leading coloured-sink brand.

Blanco developed Silk in response to the latest home décor colour trends.

"Grey is a very strong colour in home décor this year," says Alexandra Marshall, director of marketing for Blanco Canada. "We're seeing new kitchen cabinetry, tiles, paint and countertops in a wide range of warm and cool greys. Silk is a very light, neutral grey that blends well with many other colours, so we also believe that it will have long-term staying power."



Blanco offers more than 100 sink models in Silgranit and seven colours, and continues to expand the successful line every year. The company will also introduce a faucet and soap dispenser in Silk to complement the new sinks.

"Silgranit is exceptionally durable as well as beautiful," adds Ms. Marshall. "Scratch-proof and highly heat-resistant, it can withstand a pot of boiling water straight from the stove. It is also non-porous, stain-resistant and very easy to clean. This makes it excellent value as a long-term

investment"

The new colour was developed to complement a wide range of popular countertops including granites, quartz and laminates.

"Silk is a highly versatile grey that creates a different look in the kitchen depending on the type of countertop selected," adds Ms. Marshall. "Paired with marble or a grey quartz, it creates a sophisticated, elegant look; with a bright blue, red or black quartz top, the result is a bold contemporary or urban effect."

Silgranit sinks are manufactured in Toronto and Sinsheim, Germany.