



For immediate release

Breakthrough MicroEdge kitchen sinks create flawless flush-to-the-counter look

Toronto, February 26, 2009. In the first breakthrough in kitchen sink technology in more than a decade, Blanco's innovative new MicroEdge flat-rim sink design creates a sleek and flawless flush-to-the-counter look. Design-engineered with ultrafine 1.0 to 1.25 mm sink rims, MicroEdge sinks create the illusion of an expensive flushmount installation in a sink that easily installs onto virtually any counter material.

"In a flushmount installation, a recessed edge or inset is cut into the countertop on which the sink rim sits so that rim and counter are flush to one another," explains Alexandra Marshall, director of marketing with Blanco Canada. "While popular in some parts of Europe, flushmount installation has never caught on in North America, as it's almost impossible to achieve a clean or even edge. The MicroEdge is specifically designed to create the illusion of a flushmount installation sink without the risk of a messy edge."

Designed and manufactured in Germany by Blanco, MicroEdge sinks feature ultra-fine rims and a unique clip system to ensure a snug and perfectly flat fit to the countertop, creating an uncanny flushmount look. With MicroEdge sinks, consumers can for the first time achieve the sophisticated, high-end look of a flushmount sink without the risk of complex fabrication techniques. The new style has already won international design awards in Europe and will be introduced to North America at Canadian spring design shows in early 2009 and later in the spring to the U.S. market.

Canadian designer and television celebrity Andrew Pike, of Andrew Pike Interiors, says that the flushmount look is one that designers have loved for many years but have not tended to recommend to their clients. "My clientele includes high-end residential homeowners who are very demanding about quality," says Mr. Pike. "While flushmount sinks offer instant sophistication to the kitchen, I am hesitant to recommend a flushmount installation to my clients as it's very difficult to achieve a perfectly clean edge."

As well, MicroEdge sinks are easier and less costly to install than a flushmount or undermount sink, as they do not require a professional cutout, employing the same techniques as for a basic topmount sink installation. Easy installation makes the MicroEdge sink an ideal retrofit for consumers who want to save costs without having to replace their existing countertop while achieving an instant high-end uplift to their kitchen. Even with a stone countertop, replacing an existing sink model with a MicroEdge will usually only involve a low-cost service call to re-cut the hole and install the MicroEdge.

"Undermount sinks have been around for a long time," says Mr. Pike, "As a designer I am always looking for the next new design trend. I see MicroEdge as the first real innovation since the undermount sink and I firmly believe that it will become the next strong trend for contemporary, high-end kitchens."

Blanco will offer the MicroEdge design initially in a range of 12 different sink models.