



For immediate release

BLANCO appoints Wendy McPherson as National Sales Manager

TORONTO, October 3, 2011 – BLANCO Canada Inc. has appointed Wendy McPherson as the company's National Sales Manager. BLANCO is a manufacturer and worldwide leader in the kitchen sink and faucet industry.

"Wendy brings to this position in-depth sales experience in our industry and particularly in retail sales management," said Flavio Bergamin, President, BLANCO Canada. Inc. "Her role will be critical in the implementation of our strategy for continued growth in Canada through all our distribution channels."

As National Sales Manager, Ms. McPherson will be responsible for the development and implementation of Blanco's annual sales plan and for managing the company's sales force across the country.

About Blanco: With more than 85 years of experience in kitchen workstation design and manufacturing, Blanco is recognized worldwide for design leadership and quality craftsmanship. From finely detailed, handcrafted SteelArt stainless steel sinks, and the natural warmth and beauty of Silgranit, to the elegant artistry of Blanco faucets, Blanco products are celebrated worldwide for their unmatched quality and timeless beauty.

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