



For immediate release

Blanco Introduces New Spring Lineup of Premium Kitchen Sinks New European designs and a hot new colour take centre stage

TORONTO, February 20, 2007. Premium-sink manufacturer Blanco Canada is debuting its lineup of new products at design shows across Canada this spring. At the Interior Design Show in Toronto and SIDIM in Montreal, the company will unveil a new European range of premium undermount stainless steel sinks comprised of 13 different models for kitchen, bar and entertainment areas. Called the Blanco Performa series, it will be the most complete selection of matching premium kitchen and entertainment sinks in North America. The company will also unveil new granite sink models in its latest colour selection, Cognac.

The new Blanco Performa series features a range of sizes and design variations in 13 different models that are harmonized with one another. Customers can match their main sink with a selection of models of entertainment or bar sinks. Designed and manufactured by Blanco in Germany, Performa sinks are made of the highest quality 18 gauge, 304 series stainless steel and feature the company's popular brushed satin finish, a softer, warmer alternative to the more commonplace harsher stainless finishes in the industry. The new models will be introduced across Canada over the next few months in selected fine kitchen and bath showrooms.

Also new are additional models in the company's successful Silgranit line of sinks. Silgranit, the leading coloured-sink brand in Canada, is composed mostly (80 per cent) of natural granite and is available in seven colours including the new cognac shade. "Silgranit is one of our fastest growing lines in Canada," says Alexandra Marshall, marketing manager with Blanco, "and we see that trend continuing as more consumers move toward natural materials and warmer, earthier colours in the home. Cognac can either blend in with an earth-toned colour scheme or add an exciting splash of colour to a neutral decor." Highly durable and scratch-resistant, Silgranit is easier to care for than stainless steel, making it a solid option for both natural beauty and longevity.

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.

- 30 -

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