



For immediate release

Blanco Canada Launches Premium SteelArt Brand for Kitchen Décor Market

TORONTO, February 24, 2006. Blanco Canada is pleased to announce the Canadian launch of its internationally-renowned SteelArt brand of premium-quality stainless steel kitchen sinks and complementary faucets. The company will launch the brand and new product line at the Interior Design Show in Toronto, February 23.

With more than 75 years experience in stainless steel design and manufacture, Blanco is recognized worldwide for its design leadership and quality craftsmanship. From offices and manufacturing facilities in Canada and Europe, Blanco designs and manufactures premium-quality stainless steel and granite sinks, and other kitchen products. The SteelArt brand introduces a new level of ultra-modern design, distinction and quality to a growing high-end market.

“SteelArt will appeal to consumers who want the best in quality and who are interested in venturing beyond the standard in design,” says Alexandra Marshall, Blanco Marketing Manager. “They may be completing a well-planned kitchen renovation and need a sink and faucet combination that is up to taking centre stage or that will add a touch of opulence to their décor.”

According to Blanco Canada President, Flavio Bergamin, “There is clearly a growing demand in Canada for the high level of quality and design originality that Blanco offers. Our focus on quality, our precision-engineering, and our innovation and customer service has allowed us to establish our reputation very quickly in the marketplace at this level. SteelArt is in line with our plans to continue to lead the field in quality and originality of design.”

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The heart of the Blanco SteelArt brand is the precision-engineered, handcrafted line of Precision and Radius 10 undermount sinks. “The SteelArt sinks were developed by our design team in Germany, and represent the pinnacle of Blanco quality and artistry,” adds Ms. Marshall.

BLANCO Canada Inc. is a subsidiary of BLANCO GmbH + Co. KG headquartered in Oberderdingen, Germany, and a leading innovator in the design and manufacture of kitchen technologies and workstations for the professional and residential kitchen. With more than 75 years experience in manufacturing, Blanco is renowned worldwide for its design leadership and precision-engineered kitchen sinks of the highest quality. Blanco Canada has offices and a state-of-the-art manufacturing facility in Toronto, Ontario.