



December 13, 2010

Dear Valued Blanco Customer:

Please take the time to read this important announcement. Our customers have had to endure many challenges in maintaining the strength and vitality of their businesses over the past two years. Likewise, manufacturers also faced difficult decisions regarding cutbacks in spending related to product development, marketing, and program development. During this time, few could see a bright future and even fewer were willing to invest in it. BLANCO, however, has always believed in the future and we strive to be THE brand of choice in the kitchen segment.

In 2009 BLANCO took the bold move to re-launch our brand with a new look, new support tools, and increased advertising while introducing 54 new award-winning products including FLOW, ARCON, MicroEdge™, and SILGRANIT® II. In 2010, we continued on our mission to be the leading brand of choice by offering even more new products like the RONIS entertainment sink, SILGRANIT II biscotti color, several new faucets, and our first true green product, the SOLON compost system. Recently, the RONIS and SOLON were honored as *2010 DPHA Product and Accessory of the Year* and *2010 Interior Design Products of the Year* for kitchen fixtures and green products.

As markets have shifted in the past few years, consumers have also started to look for a 'new balance of value and price' putting even greater pressure on showroom sales people. In 2011, BLANCO will make significant investments in the price evolution and product expansion of our steel sink portfolio in order to provide you with a branded solution to today's consumer.

In January 2011, we will be launching a new line of modestly priced drop-ins named SPEX II that complement our popular STELLAR under mounts. We will also launch two new reverse models in the STELLAR series. In addition to offering new affordably priced products, effective **February 1, 2011**, we will implement a price decrease on the following stainless steel product collections: ARCON, PRECISION, PERFORMA, SUPREME and WAVE. No price increases will be taken on any other product families. For specific SKU details please see the attached pages. While the new price list will be officially effective and published February 1, 2011, the price decreases will actually go in effect today so that you can take immediate advantage of them.

BLANCO's 2011 expansion of product and evolution of price combined with our passion to produce the industry's finest quality steel products make us the only branded selling solution for the 'new balance of value and price'.

Enclosed you will find our new STEELART PRECISION 16" brochure, which highlights the smartly-sized PRECISION 16" collection. With 16" front-to-back dimensions, PRECISION 16" leaves more room for faucet installation while protecting the integrity of the countertop material during fabrication. Please order this or any other of our collaterals at literature@blancoamerica.com.

We have an exciting 2011 planned for you in terms of new products, new programs, a new SILGRANIT II color, innovative marketing, and a new website in February. We will be sharing more details with you in the next few weeks. As always, we thank you for your continued support of the BLANCO brand, and we look forward to continued partnership in the future.

Best Regards,

Marc Nover
President
Blanco America

BLANCO 2011 PRICE CHANGES

NEW PART #	OLD PART #	Primary Description	2011 List Price	2011 Price Change %	UPC#	CATEGORY
516097		Blanco Arcon 1-3/4 Bowl	\$1,595.00	-20%	747943028417	SteelArt
516098		Blanco Arcon 1-3/4 Reverse Bowl	\$1,595.00	-20%	747943028424	SteelArt
516096		Blanco Arcon Bar Bowl	\$1,075.00	-10%	747943028370	SteelArt
516099		Blanco Arcon Equal Double Bowl	\$1,650.00	-17%	747943028400	SteelArt
516094		Blanco Arcon Medium Single Bowl	\$1,120.00	-7%	747943028387	SteelArt
516095		Blanco Arcon Super Single Bowl	\$1,260.00	-10%	747943028394	SteelArt
441002		Blanco Performa Medium 1-3/4 Bowl	\$995.00	-15%	747943027656	Stainless
441003		Blanco Performa Medium 1-3/4 Reverse	\$995.00	-15%	747943027663	Stainless
440110	513-638	Blanco Performa Medium Equal Double Bowl	\$920.00	-10%	747943024785	Stainless
440109	513-639	Blanco Performa Small Equal Double Bowl	\$895.00	-3%	747943024792	Stainless
440104	513-644	Blanco Performa Super Single Bowl	\$995.00	-23%	747943024839	Stainless
512749	512-749	Blanco Precision 1-1/2 Bowl (18")	\$1,550.00	-14%	747943021753	SteelArt
512750	512-750	Blanco Precision 1-3/4 Bowl	\$1,525.00	-13%	747943021739	SteelArt
516213		Blanco Precision 16" 1-1/2 Bowl	\$1,525.00	-14%	747943028097	SteelArt
515821	515-821	Blanco Precision 16" 1-3/4 Bowl	\$1,425.00	-11%	747943027403	SteelArt
516212		Blanco Precision 16" Large Equal Double Bowl	\$1,495.00	-19%	747943028073	SteelArt
516209		Blanco Precision 16" Large Single Bowl	\$995.00	-3%	747943028011	SteelArt
515819	515-819	Blanco Precision 16" Medium Bowl	\$1,050.00	-9%	747943027410	SteelArt
516211		Blanco Precision 16" Medium Equal Double Bowl	\$1,045.00	-16%	747943028059	SteelArt
516218		Blanco Precision 16" R10 1-1/2 Bowl	\$1,640.00	-22%	747943028103	SteelArt
515824	515-824	Blanco Precision 16" R10 1-3/4 Bowl	\$1,650.00	-17%	747943027434	SteelArt
516219		Blanco Precision 16" R10 Large Equal Double Bowl	\$1,640.00	-19%	747943028080	SteelArt
516220		Blanco Precision 16" R10 Medium Equal Double Bowl	\$1,750.00	-15%	747943028066	SteelArt
516224		Blanco Precision 16" R10 Medium Single Bowl	\$1,210.00	-1%	747943028028	SteelArt
515822	515-822	Blanco Precision 16" R10 Single Bowl	\$1,195.00	-4%	747943027441	SteelArt
516223		Blanco Precision 16" R10 Single Bowl	\$1,195.00	-2%	747943028042	SteelArt
516225		Blanco Precision 16" R10 Small Single Bowl	\$1,195.00	-6%	747943028004	SteelArt
516210		Blanco Precision 16" Small Bowl (Horizontal Orientation)	\$1,025.00	-2%	747943028035	SteelArt
515820	515-820	Blanco Precision 16" Super Single Bowl	\$1,125.00	-13%	747943027397	SteelArt
515637	515-637	Blanco Precision Bar Sink	\$995.00	-9%	747943026949	SteelArt
515638	515-638	Blanco Precision R10 Bar Sink	\$1,150.00	-4%	747943026956	SteelArt
513686	513-686	Blanco Precision R10 Super Single Bowl (18")	\$1,425.00	-7%	747943023726	SteelArt
512748	512-748	Blanco Precision Small Equal Double Bowl	\$1,595.00	-14%	747943021746	SteelArt
512747	512-747	Blanco Precision Super Single Bowl	\$1,195.00	-16%	747943021654	SteelArt
512336		Blanco Solon Compost System (Di)	\$495.00	-17%	747943029131	Stainless
512472		Blanco Solon Compost System (Inset)	\$495.00	-17%	747943029148	Stainless
440157	512-729	Blanco Super Supreme 1-3/4 Bowl - Bowl Depths 10"/7"	\$955.00	-11%	747943021661	Stainless
440158	512-722	Blanco Super Supreme Single Bowl - Bowl Depth 10"	\$525.00	-25%	747943021678	Stainless
440236	510-887	Blanco Supreme 1-3/4 Bowl - Depths 10"/8"	\$775.00	-16%	747943010603	Stainless
440235	510-887R	Blanco Supreme 1-3/4 Reverse Bowl - Bowl Depths 8"/10"	\$775.00	-16%	747943013260	Stainless
440224	511-577	Blanco Supreme 2 - Bowl Depths 10"/10"	\$820.00	-11%	747943012652	Stainless
440207	511-620	Blanco Supreme 2 Equal Double Bowl - Bowl Depths 8"/8"	\$695.00	-5%	747943013109	Stainless
440223	511-595	Blanco Supreme Single Bowl - Bowl Depth 10"	\$435.00	-30%	747943012904	Stainless
440246	510-880	Blanco Wave 1-1/2 Bowl - Depths 10"/6"	\$795.00	-24%	747943010566	Stainless
440245	510-880R	Blanco Wave 1-1/2 Bowl - Depths 6"/10"	\$795.00	-24%	747943011990	Stainless
440244	510-881	Blanco Wave 1-1/2 Bowl - Depths 8"/6"	\$695.00	-5%	747943010573	Stainless
440167	511-750	Blanco Wave 1-1/2 Plus Bowl - Depths 10"/6-3/4"	\$795.00	-24%	747943013215	Stainless
440169	511-749	Blanco Wave 1-1/2 Plus Bowl - Depths 8"/6-3/4"	\$695.00	-5%	747943013208	Stainless
440166	511-750R	Blanco Wave 1-1/2 Plus Reverse Bowl - Depths 6-3/4", 10"	\$795.00	-24%	747943019606	Stainless
440168	511-749R	Blanco Wave 1-1/2 Plus Reverse Bowl - Depths 6-3/4", 8"	\$695.00	-5%	747943020244	Stainless
440243	510-881R	Blanco Wave 1-1/2 Reverse Bowl - Depths 6"/8"	\$695.00	-5%	747943019286	Stainless
440242	510-882	Blanco Wave 1-3/4 Bowl - Depths 10"/7"	\$895.00	-15%	747943010580	Stainless
440240	510-883	Blanco Wave 1-3/4 Bowl - Depths 8"/7"	\$795.00	-8%	747943010597	Stainless
440241	510-882R	Blanco Wave 1-3/4 Reverse Bowl - Depths 7"/10"	\$895.00	-15%	747943013277	Stainless
440164	511-962	Blanco Wave Plus Single Bowl - Depth 8"	\$450.00	-6%	747943019316	Stainless
440249	510-876	Blanco Wave Single Bowl - Bowl Depth 10"	\$525.00	-25%	747943010627	Stainless
440248	510-877	Blanco Wave Single Bowl - Bowl Depth 8"	\$450.00	-6%	747943010634	Stainless

BLANCO 2011 DISCONTINUED PRODUCTS

NEW PART #	OLD PART #	Primary Description	2011 List Price	STATUS EFFECTIVE FEB 1st, 2011	CATEGORY
440679	157-055-ST	Blanco Bridge Bar Faucet - Satin Nickel	\$945.00	DISCONTINUED	Faucets
440680	157-055-CR	Blanco Bridge Bar Faucet - Chrome	\$745.00	DISCONTINUED	Faucets
440698	157-041-CR	Blanco Bridge Kitchen Faucet - Chrome	\$725.00	DISCONTINUED	Faucets
440697	157-041-ST	Blanco Bridge Kitchen Faucet - Satin Nickel	\$925.00	DISCONTINUED	Faucets
440700	157-040-CR	Blanco Bridge Kitchen Faucet w/Side Spray - Chrome	\$925.00	DISCONTINUED	Faucets
440699	157-040-ST	Blanco Bridge Kitchen Faucet w/Side Spray - Satin Nickel	\$1,150.00	DISCONTINUED	Faucets
440572	157-135-CR	Blanco Meridian Bridge Kitchen Faucet - Chrome	\$695.00	DISCONTINUED	Faucets
440571	157-135-ST	Blanco Meridian Bridge Kitchen Faucet - Satin Nickel	\$895.00	DISCONTINUED	Faucets
440574	157-134-CR	Blanco Meridian Bridge Kitchen Faucet w/Side Spray - Chrome	\$795.00	DISCONTINUED	Faucets
440573	157-134-ST	Blanco Meridian Bridge Kitchen Faucet w/Side Spray - Satin Nickel	\$995.00	DISCONTINUED	Faucets
440713	157-011-ANTH	Blanco Milano Bar Faucet - Anthracite	\$525.00	DISCONTINUED	Faucets
441201		Blanco Milano Bar Faucet - Café Brown	\$700.00	DISCONTINUED	Faucets
440712	157-011-CR	Blanco Milano Bar Faucet - Chrome	\$450.00	DISCONTINUED	Faucets
440711	157-011-ST	Blanco Milano Bar Faucet - Satin Nickel	\$550.00	DISCONTINUED	Faucets
440612	157-092-ANTH	Blanco Milano Kitchen Faucet - Anthracite	\$700.00	DISCONTINUED	Faucets
441200		Blanco Milano Kitchen Faucet - Café Brown	\$700.00	DISCONTINUED	Faucets
440611	157-092-CR	Blanco Milano Kitchen Faucet - Chrome	\$560.00	DISCONTINUED	Faucets
440610	157-092-ST	Blanco Milano Kitchen Faucet - Satin Nickel	\$760.00	DISCONTINUED	Faucets
440615	157-091-ANTH	Blanco Milano Kitchen Faucet w/Side Spray - Anthracite	\$865.00	DISCONTINUED	Faucets
441202		Blanco Milano Kitchen Faucet W/Side Spray - Café Brown	\$895.00	DISCONTINUED	Faucets
440614	157-091-CR	Blanco Milano Kitchen Faucet w/Side Spray - Chrome	\$725.00	DISCONTINUED	Faucets
440613	157-091-ST	Blanco Milano Kitchen Faucet w/Side Spray - Satin Nickel	\$925.00	DISCONTINUED	Faucets
440694	157-043-CR	Blanco Podos Kitchen Faucet - Chrome	\$645.00	DISCONTINUED	Faucets
440693	157-043-ST	Blanco Podos Kitchen Faucet - Satin Nickel	\$845.00	DISCONTINUED	Faucets
440696	157-042-CR	Blanco Podos Kitchen Faucet w/Side Spray - Chrome	\$975.00	DISCONTINUED	Faucets
440695	157-042-ST	Blanco Podos Kitchen Faucet w/Side Spray - Satin Nickel	\$1,175.00	DISCONTINUED	Faucets
440671	157-062-CR	Blanco Precision Kitchen Faucet - Chrome	\$1,525.00	DISCONTINUED	Faucets
440672	157-061-CR	Blanco Precision Kitchen Faucet w/Side Spray - Chrome	\$1,650.00	DISCONTINUED	Faucets
440690	157-045-CR	Blanco Ziros Kitchen Faucet - Chrome	\$895.00	DISCONTINUED	Faucets
440689	157-045-ST	Blanco Ziros Kitchen Faucet - Satin Nickel	\$1,205.00	DISCONTINUED	Faucets
440692	157-044-CR	Blanco Ziros Kitchen Faucet w/Side Spray - Chrome	\$1,225.00	DISCONTINUED	Faucets
440691	157-044-ST	Blanco Ziros Kitchen Faucet w/Side Spray - Satin Nickel	\$1,525.00	DISCONTINUED	Faucets
440086	514-479	Blanco Supreme 1-3/4 Bowl - Depths 9"7"	\$775.00	DISCONTINUED	Stainless
440085	514-480	Blanco Supreme 1-3/4 Reverse Bowl - Depths 7"9"R	\$775.00	DISCONTINUED	Stainless
440083	514-483	Blanco Supreme 2 Equal Double Bowl - Depths 9"9"	\$820.00	DISCONTINUED	Stainless
440091	514-474	Blanco Wave 1-1/2 Bowl - Depths 9"6"	\$890.00	DISCONTINUED	Stainless
440090	514-475	Blanco Wave 1-1/2 Reverse Bowl - Depths 6"9"R	\$890.00	DISCONTINUED	Stainless
440094	514-471	Blanco Wave 1-3/4 Bowl - Depths 7"9"R	\$995.00	DISCONTINUED	Stainless
440095	514-470	Blanco Wave 1-3/4 Bowl - Depths 9"7"	\$995.00	DISCONTINUED	Stainless
440093	514-472	Blanco Wave Plus Bowl - Depths 9"7"	\$890.00	DISCONTINUED	Stainless
440092	514-473	Blanco Wave Plus Reverse Bowl - Depths 7"9"R	\$890.00	DISCONTINUED	Stainless
440087	514-478	Blanco Wave Plus Single Bowl - Depth 9"	\$525.00	DISCONTINUED	Stainless
440088	514-477	Blanco Wave Single Bowl - Depth 9"	\$525.00	DISCONTINUED	Stainless