

ELKAY[®]

Plumbing Products Division



Bright Euro Highlighted Finish

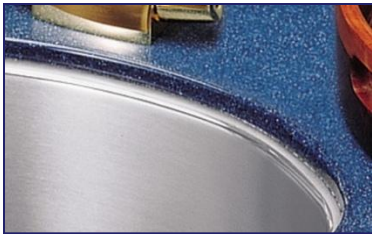
(E) BrightEuro
Highlighted
A soft, circular,
semi-reflective finish



- A new addition to Elkay's current finish offerings
 - Elkay has more finish options for SS than any other mfg
 - Elkay offers more choices to satisfy different consumer tastes
- Brighter, more reflective finish
- Optional on 58 current sink models, incl Harmony, Gourmet, Echo, Mystic models
- Bowl geometry, Sound Guard, accessories, and cut-outs exactly the same
- "E" is added to end of letter denotation to designate "Euro" finish (ELUH3118ELUHE3118)
- New finish chips available in June - individual, and added to key chains

Bright Euro Highlighted Finish

What is Bright Euro Highlighted Finish and how is it different from Soft Satin (elumina)?



- Starts with a more reflective material called Bright Annealed stainless steel
 - type 304 stainless steel that has been annealed in a hydrogen-rich environment
 - produces a brighter finish
- Elkay applies a more refined circular finish to the bottom of the bowl
 - complex series of buffing compound + state of the art robotic polishers
 - insure a consistent finish
- Add a highlight to the draw radius
 - exactly the same as a traditional ELUH
 - creates an accent
 - separates our finish from the competition

Different care & cleaning; natural trade-off between Euro 'reflective' finish and the ability to blend scratches into a ground finish