

Press Release

Information Presse
Presseinformation
Información de Prensa

BLANCO IKON™ – new SILGRANIT® sink collection

BLANCO IKON™ reimagines the apron-front sink in a design-forward, durable material.

TORONTO, Jan. 21, 2016 – The sink area is often the hardest working space in the kitchen, and apron front (also known as farmhouse) sinks experience even more contact than traditional undermounts. However, homeowners love the matchless style of the apron front design. Now, there is a durable, beautiful alternative to the ceramic, stainless steel, or copper materials that are most commonly used for apron front sinks.

Blanco is pleased to introduce the world's first apron front sink made of natural granite composite, SILGRANIT® material. The BLANCO IKON™ will not scratch or stain and will maintain its beauty for many years, and is both extremely hard-wearing and exceptionally easy to clean.

The BLANCO IKON™ collection will come in three popular SILGRANIT® colours: Anthracite, Café and White. With its slightly angled apron design, the BLANCO IKON™ adds an architectural element to any kitchen. For increased functionality, there is also a unique, optional floating sink grid available, designed to handle the weight of pots and pans while gently floating along the inner sink walls. The floating grid can not only add comfort while prepping and cleaning, but it can also be used as a trivet on the countertop. BLANCO IKON™ sinks can be matched with a variety of BLANCO kitchen faucets in popular Stainless Finish and Chrome assortment, as well as with a large selection of SILGRANIT® colour-match and dual finishes.

“The BLANCO IKON™ truly reflects our commitment to innovation in the kitchen,” says Blanco’s Senior Marketing Manager, Edyta Drutis. “We are very excited about this collection. It allows us to offer a wide material array of apron front styles from stainless steel, ceramic /

Press Release

Information Presse
Presseinformation
Información de Prensa

Page 2

fireclay and now to SILGRANIT options, and, even more, thrilled that this collection is manufactured right here in Canada.”

About BLANCO

Family-owned since 1925, BLANCO has consistently elevated the standards for luxury sinks, faucets and decorative accessories. Its history begins with a team of 30 loyal employees producing copper galvanized parts in Oberderdingen, Germany. In 2014, BLANCO made its 50-millionth sink, and in 2015 marked its 90th anniversary worldwide. Proud of its European heritage and award-winning German engineering, BLANCO is recognized globally for the design leadership, attention to detail and superior craftsmanship found in its handcrafted STEELART[®] sinks, in the natural warmth and beauty of SILGRANIT[®], and in the elegant artistry of BLANCO kitchen faucets.

For more information, contact:

Edyta Drutis

Senior Marketing Manager, BLANCO Canada

T: 905-494-2415, C: 647-824-9611 , edrutis@blancocanada.com

blancocanada.com ,     



Sink: BLANCO IKON[™] in White & Anthracite | Faucet: BLANCO ARTONA[™] in Stainless Finish / White & Stainless Finish / Anthracite