

## Press Release

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**BLANCO IKON® – product expansion.**

### **BLANCO IKON® - the first apron front of its kind with more colours and in a larger dimension.**

TORONTO, Jan. 19th, 2017 – The revolutionary BLANCO IKON® farmhouse sink collection from Blanco receives colour and model expansion. As homeowners love the unique style of the apron front sink design, with IKON®, there is a durable, beautiful alternative to the ceramic, stainless steel, or copper materials that are most commonly used. The BLANCO IKON® is the world's first apron front sink made of natural granite composite, SILGRANIT® material. It will not scratch or stain, maintaining its beauty for many years, while being both extremely hard-wearing and exceptionally easy to clean.

Blanco is pleased to announce that IKON® collection will now be offered in two size variations – the original IKON® 30 and a new larger version IKON® 33. IKON® 30 is now available in stock in all seven SILGRANIT® colours: Anthracite, Café, Cinder, Metallic Gray, Truffle, Biscuit and White. IKON® 33's availability is expected for Summer 2017 starting with four colours: Anthracite, Café, Metallic Gray and White. With its slightly angled apron design, the IKON® adds an architectural element to any kitchen. For increased functionality, there is also a unique, optional Floating Grid available, designed to handle the weight of pots and pans while gently floating along the inner sink walls. The Floating Grid offers a functional comfort level for prepping and cleaning, and can also be used as a trivet on the countertop. 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® collection continues to reflect our commitment to innovation,” says Blanco's Senior Marketing Manager, Edyta Drutis. “Made in Canada, this product is a pinnacle of our efforts to offer the trendy farmhouse style in our beautiful and durable SILGRANIT® material. Moreover, in 2017, Blanco is leading the apron front sinks category with a wide array of choices offering the popular farmhouse style in stainless steel, ceramic / fireclay and our exclusive STEELART®, and SILGRANIT® sink material options.”

#### About BLANCO

For three generations, Blanco has quietly and passionately elevated the standards for luxury sinks, faucets and decorative accessories. Founded by Heinrich Blanc and family-owned since 1925, Blanco's humble beginnings originated in Oberderdingen, Germany – also the current location of Blanco's global

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headquarters. Proud of its European heritage and award-winning German engineering, Blanco is truly committed to their tradition of high quality, innovative design and unsurpassed service that can be seen in the unique selection of STEELART® sinks, in the natural warmth and beauty of SILGRANIT® products and in the elegant artistry of Blanco kitchen faucets. In 2014, Blanco produced its 50-millionth sink, and in 2015, Blanco marked its 90th anniversary worldwide. Blanco Canada is home to the North American manufacturing of SILGRANIT® sinks. As a recognized leader in superior craftsmanship and innovation, our products are reflections of our human evolution that connects function, expression and technology.



Sink: BLANCO IKON®, Metallic Gray, SILGRANIT® | Faucet: BLANCO DIVA™, Chrome



Sink: BLANCO IKON®, Metallic Gray, SILGRANIT® | Faucet: BLANCO CULINA™, Stainless Finish  
(Kitchen concept design by Corey Klassen of Correy Klassen Interior Design)

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