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BLANCO SILGRANIT® - Sink Sensation campaign.

SILGRANIT® Sink Sensation – discover the beauty, awaken your senses, explore the colours.

TORONTO, Jan. 19th, 2017 – Colour is such an important part of our lives, especially within our homes. It is a fundamental aspect of interior design, and we use it as a form of creative expression. It has the power to uplift us, energize us, soothe us and make us feel more alive. Blanco's unique SILGRANIT® sink material with its natural smooth texture and the sophisticated colour palette has become a staple of contemporary home design. In 2017, with the launch of the **SILGRANIT® Sink Sensation** campaign (#SinkSensation), Blanco invites to awaken your senses and explore the beauty of their nature-inspired SILGRANIT® colours. This visual campaign captures the essence of food, colour and daily life in the kitchen. Blanco's palette of seven different warm and cool neutral tones are designed to help create the perfect space. Whether you are looking for drama with contrasting hues or a sense of tranquillity with harmonious tones – this colour palette has something for everyone. With the Sink Sensation story, you can reach beyond the strength and durability of SILGRANIT®, and discover how it can inspire endless design possibilities through the beauty of colour. The full SILGRANIT® colour palette includes Anthracite, Café, Cinder, Metallic Gray, Truffle, Biscuit and White.



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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 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.

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