

Press Release

Information Presse
Presseinformation
Información de Prensa

**BLANCO QUATRUS™ Gourmet Series – Rethink the Sink.
Smart and innovative sink solution, where
function meets style and practicality.**

TORONTO, Jan. 22, 2015 - BLANCO launches a new and revolutionary line of sink accessories, BLANCO QUATRUS™ Gourmet Series. In recognition of urban trends characterized by smaller size kitchens and reduced counter spaces, and in the quest of enhancing the kitchen space, BLANCO unveils this unique collection of kitchen sink accessories.

BLANCO QUATRUS™ Gourmet Series provides consumers with a fresh approach to daily life in the kitchen. With this new product selection, the sink becomes more than a sink with the option of utilizing the accessories for a functional kitchen work area. Sink customization to individual lifestyle needs can be achieved with the Ash Cutting Board, Multilevel Grids and Sink Workstation. The Ash Cutting Board can be placed directly over the sink and serve not only as a cutting board but also as the counter extension. Multilevel Grids are available for smart elevation of dishes, pots, fruits and vegetables inside the sink. The Sink Workstation is another accessory that fits directly over BLANCO QUATRUS™ kitchen sinks enabling storage and usage of knives and kitchen utensils directly in the sink area. This series of accessories is designed to complement BLANCO's popular BLANCO QUATRUS™ stainless steel sinks, which are available in zero radius and R15 corner design selection.

"BLANCO QUATRUS™ Gourmet Series delivers a smart and innovative space saving solution. This collection will allow consumers to rethink the daily work in the kitchen and to enable all the kitchen prep work to move directly to the kitchen sink" explains Blanco's Marketing Manager, Edyta Drutis.

Press Release

Information Presse
Presseinformation
Información de Prensa

Page 2

About BLANCO

BLANCO is recognized as a world leader in the manufacturing of innovative products and systems in the fields of kitchen technology, catering systems, medical care and industrial components. Family-owned since 1925, BLANCO's humble beginnings included the production of copper galvanized parts for cookers with a team of 30 loyal employees in Oberderdingen, Germany. For three generations, BLANCO has quietly and passionately elevated the standards for luxury sinks, faucets and decorative accessories.

BLANCO is well known for the handcrafted STEELART® sinks, the natural warmth and beauty of SILGRANIT®, and the elegant artistry of BLANCO faucets. With providing unmatched attention to detail and superior craftsmanship, BLANCO products are celebrated worldwide for their unsurpassed quality, design, and innovation. In 2015, BLANCO celebrates 90 years of design and manufacturing excellence worldwide.

For more information, contact:

Edyta Drutis, Marketing Manager
BLANCO Canada
T: 905-494-2415, C: 647-824-9611
edrutis@blancocanada.com

www.blancocanada.com

