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AGING IN PLACE AND IN STYLE WITH NEW ADA COMPLIANT DESIGNS

Elkay® Commercial ADA Compliant Undermount Sinks Blend Attractive Design and Functionality

OAK BROOK, IL – October 2009 – Long before the inception of the Americans with Disabilities Act of 1990 (ADA), the United States experienced an overwhelming swell in birth rates following World War II known today as the Baby Boom. By 2011, the first of these “Baby Boomers” will be celebrating their 65th birthdays and by 2028 an estimated 70 million people will have commemorated that same milestone.

As this generation continues to age, their accessibility needs will change and in mass numbers, which is why manufacturers, facility managers, architects, builders, city planners, healthcare and hospitality facilities have already begun preparing for the effects that this vast, aging cohort of Baby Boomers will have on commercial facilities.

For example, driven by the expected demand on retirement and assisted living facilities in the approaching years, Elkay Commercial Products enhanced their ADA compliant product offerings to include an expansive line of undermount stainless steel sinks that showcase the ease of use, enhanced accessibility and added safety for the next aging generation or those facing accessibility challenges, without sacrificing style. Opposed to the basic, utilitarian designs of initial ADA compliant products of year’s prior, Elkay engineers strive for functional, universal design to complement any commercial setting.

Ideal for retirement, healthcare or senior living environments, Elkay Commercial expanded its offering to include 15 new ADA compliant, 18 gauge, type 304 stainless steel undermount sink models. High-performance durability, coupled with the flexibility to meet the various depth requirements for ADA compliant sinks (4-1/2, 5 or 5-1/2 inches), these models subtly help to transform an assisted living facility into feeling more like a modern

ELKAY COMMERCIAL ADA COMPLIANT UNDERMOUNT SINKS – PAGE TWO

home. In addition, Elkay's signature Lustrous Satin finish not only ensures a long-lasting shine but also offers a more refined appearance, which appeals to the Baby Boomers' demand for a higher level of aesthetics. To add to the sinks functionality for ADA applications, the drain is offset to the rear of the sink to provide maximum knee clearance for wheelchairs.

“Speaking from experience, we have witnessed first-hand the growth potential for ADA compliant undermount sinks in the marketplace since standard ADA sinks have shown double-digit increases over the last five years,” states Jack Krecek, vice president and general manager of Elkay's Commercial Business Unit. “This trend will flourish as style and form continue to replace the cold, oversized and dated look of early ADA compliant bathrooms or kitchens, further supporting Baby Boomers' need for independence and their aesthetic appreciation for clean lines and simple elegance.”

The Elkay Commercial line of ADA compliant undermount sinks has also been undercoated for maximum sound deadening. This can make a significant difference in many applications, especially in healthcare, assisted living and hospitality settings, where a quieter environment will be a more enjoyable experience for guests and residents.

Elkay Commercial also offers a full line of ADA compliant water coolers, drinking fountains, sinks and faucets, helping to make life easier for people with disabilities and for those businesses, schools, and healthcare facilities who are working towards compliance. In addition, as the one quality source for builders, remodelers and contractors, Elkay offers a strong and versatile portfolio of ADA quality products to choose from, specify and install within their sites.

For more than 89 years, Elkay has been an innovative manufacturer of stainless steel sinks and faucets for residential and commercial use. Elkay expanded its commercial offerings more than 37 years ago to include efficient water coolers and drinking fountains.

ELKAY COMMERCIAL ADA COMPLIANT UNDERMOUNT SINKS – PAGE THREE

Elkay, which is ranked 57th in *Crain's Chicago Business* list of Chicago's Largest Privately-Held Companies, has more than 2,800 employees in facilities across the United States and select international markets. Elkay is also a member of key industry associations including the U.S. Green Building Council [USGBC], The North American Association of Food Equipment Manufacturers [NAFEM], The American Society of Plumbing Engineers [ASPE] and the Plumbing Manufacturers' Institute [PMI].

Headquartered in Oak Brook, Illinois, Elkay is also the parent company of E.B. Tecnica Mexicana[®], Phylrich[®] International and Elkay China. Recently, Elkay broadened its scope to address the need for high-quality granite and composite countertop materials for the East Coast with the addition of Badolato Granite and Chesapeake Stoneworks holdings. Elkay is America's number one selling stainless steel sink company. The Elkay Manufacturing Cabinetry Division is the fourth largest cabinet manufacturer in the U.S. with its Yorktowne[®] Cabinetry, Medallion[®] Cabinetry and Mastercraft[®] Cabinets holdings. For more information, Elkay customers can contact Elkay customer service at (630) 572-3192 or visit elkayusa.com. For media inquiries regarding Elkay Commercial products, contact Gaelen Bell at (312) 946-6089 or gbell@msinet.com.

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