

WATERMARK

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Watermark Designs Continues to Expand Successful Expressions Program

Quick-ship program adds Stratford Collection to increase offering to customers.

Brooklyn, New York – Watermark Designs – Six months since its inception, the quick-ship Expressions Program is on a roll for Watermark Designs, a renowned decorative fixture, bathroom accessories and hardware manufacturer. Introduced in July 2009, the program allows Watermark Designs to guarantee shipping within three business days on nine of its top selling collections. From traditional to contemporary styling, products available within the quick-ship Expressions Program include deck and wall mounted lavatory faucets, Roman tub sets, bidet sets, 2-valve, 3-valve, pressure balanced, and thermostatic valve shower systems. These are available in several popular finishes including, polished chrome, nickel, satin nickel and rustica brass. To complete the offering, bathroom accessories in matching decorative trim are also available within the program.

“We have noticed the market change and our customers are expecting product a lot more quickly” said Watermark Designs General Manager and President, Avi Abel. “This is most likely attributed to new construction being down and renovations being up. With the Expressions Program, we have erased the perception that a custom faucet takes a long time to produce then ship, and this has proved to be very valuable to our customers.”

Beginning February 2010, Watermark Designs will add its tenth line to the Expressions Program with the inclusion of the Stratford Collection. Featuring an assortment of lavatory faucets, shower systems and matching bathroom accessories with unique touches and options like solid brass levers, porcelain or crystal levels, and cross-handles that evoke an old world traditional feel; the Stratford Collection is a natural addition to the Expressions Program. This addition broadens the range of products available to Watermark Designs’ dealers and their consumers within the quick-ship program.



Stratford Lavatory Faucet

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Watermark Designs has been a leading manufacturer of decorative fixtures, bathroom accessories, and elegant hardware for over 30 years. Based in the independent design hub of Brooklyn and made in the USA, Watermark Designs' products are a reflection of the creative melting-pot they hail from. With a product development team that has commissioned some of the finest architects, designers and developers from around the world, Watermark Designs is committed to a creative process that echoes through their range of cutting-edge products. Tailored to the most exquisite tastes, Watermark Designs has evolved during the last decade into one of the industry's most recognized manufacturers of unique faucets, shower systems, bath accessories, cabinet pulls, grab bars, and lighting; of unprecedented quality, technology and functionality. Watermark Designs' elite collections have been incorporated into some of the world's most exclusive hotels and high-rises including the Ritz Carlton, Shanghai; Trump Parc, Stamford, CT; and One Hawthorne, San Francisco's exclusive residential project. In addition to having passion for their work, Watermark Designs is firm in their commitment to the environment, and is aggressively investing-in and developing new products with water-saving features. Watermark Designs brings the finest craftsmen and specialists together to create innovative products for the world they live in and those they design for. Visit Watermark Designs on the web at www.watermark-designs.com. For additional information contact DRS & Associates at 818.981.8210 or www.drsandassociates.com.

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