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Monday, June 7, 2010

Watermark Designs Names Reznitech International, Inc. as International Mfg Rep for Hospitality Industry

Innovative Solutions and Consulting Corporation Hired by Brooklyn-Based Manufacturer

Brooklyn, New York – Watermark Designs, the leading manufacturer of decorative plumbing fixtures, bathroom accessories, lighting and elegant hardware, announces that Reznitech International, Inc. is now the manufacturer's representative for the company's products and services in the hospitality industry throughout the world, excluding the New England market. Reznitech will now coordinate Watermark's marketing and project development with major hospitality corporations as well as architectural and design firms in the luxury hospitality industry.

Facing an increasing demand for their products and services in the market, Watermark Designs reached out to Reznitech International, Inc. to continue placing their existing products in new hospitality projects and develop new products specifically for the hospitality industry. With an on-site engineering and production facility, the Watermark ID division is known for its customized and personal product designs. From a one-off creation to multi-room hospitality projects, Watermark ID can take a new design from concept to prototype within four short weeks – and then into production within another 10 weeks. Along with this customization experience, Watermark is also sought after because of their proximity technology which features ultra-modern capacitive sensing capabilities that gives single-lever and widespread faucets convenient hands-free control that enhances water-saving.

"We are very excited to have Stefan, Florence and the whole Reznitech team helping Watermark gain more headway into the hospitality market," said President and General Manager of Watermark Designs, Avi Abel. "Our quick turnaround on custom products makes us uniquely qualified for this market and Reznitech's collective experience is exactly what we need to continue our success in the industry."

Reznitech International, Inc. seeks: to consistently provide innovative, cost-effective products and solutions to the hospitality, residential, commercial, architecture, and design industries; to help their customers improve guest satisfaction, efficiency, and business profitability with the implementation of Reznitech products; to provide design and project management where clients needs may be; to provide leadership, problem solving, creativity, passion, accountability, resourcefulness, partnership, commitment, energy and inventive solutions to customer brands; to continually communicate with and learn from their customers in order to improve our solutions and services; to maintain the latest and greatest technology, so that clients always have the best tools available to them.

As a true-manufacturer, Watermark Designs combines a state-of-the-art manufacturing and electroplating facility with a research and development lab, all under one roof in their Brooklyn facility. From this unique environment, Watermark Designs has produced a rich offering of over 50 product lines. To create these original collections, Watermark Designs utilize skilled industry craftsmen and specialists, as well as collaborations with some of the finest architects, designers and artists around the world. Watermark Designs engineers and designs fixtures that use the most up to date water delivery innovations such as proximity (automatic) faucets, user operated water-reduction aerators and low consumption-high performance shower systems. Their manufacturing plant employs environmentally safe practices, including a closed-loop plating system and degreasing station that exceeds EPA and DEP standards, a closed water reclamation and recycle-for-use system, chemical and water maintenance, and a recycled brass program. Watermark is a member of the USGBC, a WaterSense partner, and their products are AB 1953 certified, CSA tested, and MA code approved.

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For over three decades, Watermark Designs has been a leading manufacturer of decorative plumbing fixtures, bathroom accessories, lighting and elegant hardware for the luxury commercial and residential markets. Based in the independent design hub of Brooklyn and made in the USA, Watermark's designs are a reflection of the creative melting-pot from which they hail. As a true-manufacturer, their distinctive product quality is achieved using a combination of hands-on design and development combined with state-of-the-industry equipment. Combining sustainable product design with an eye towards architectural detail, Watermark has worked with some of the world's finest architects and designers, including the renowned Clodagh Design Studio. The ability to customize and create original product collections to meet client's exact specifications has made the Watermark ID program one of the industry's most successful. Watermark Designs' elite collections have been incorporated into some of the world's most exclusive residences including the Ritz-Carlton, Shanghai; Trump Park Avenue, New York, NY; and The Eden Roc Hotel, Miami Beach, FL. With their strong commitment to the environment, Watermark Designs aggressively invests in and develops new products with water-saving features while implementing environmentally-safe manufacturing practices. Visit Watermark Designs on the web at www.watermark-designs.com. For additional information contact DRS and Associates at 818.981.8210 or www.drsandassociates.com.

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