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WATERMARK

MADE IN BROOKLYN, NEW YORK

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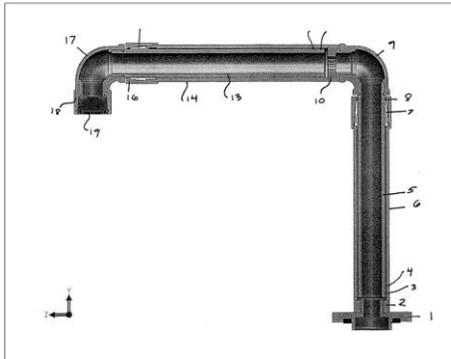
Watermark Designs Awarded Patent for Adjustable Telescopic Faucet Spout
Elan Vital Kitchen Faucet is First in Industry to Utilize Telescopic Technology

BROOKLYN, NY – Watermark Designs has just been awarded a U.S. Patent and Trademark for a technological and mechanical invention called ‘telescopic and swivelable non-leaking plumbing fixture’. While the patent was granted for their first application, the Elan Vital kitchen faucet, the invention is applicable to various types of plumbing fixtures including pot fillers and shower fixtures.

The engineers at Watermark Designs collaborated for months; experimenting with different mechanisms until after numerous iterations they designed the one that performed perfectly. The telescopic spout moves seamlessly without scratching the finish and is easily secured and balanced so no matter the length, the faucet is steady.

“Since we designed the Elan Vital collection of fully customizable faucets, we’ve continued to explore what custom means,” said Avi Abel, president of Watermark Designs. “Devising a way to lengthen or shorten spouts without scratching the finish took some doing but our engineers are second-to-none, and once we were confident that we had engineered it properly, we realized that we were the only manufacturer doing this so the natural next step was to apply for a patent.”

To view a video about the new patented telescopic for the Elan Vital Kitchen faucet and to see it in action, click here: <https://www.youtube.com/watch?v=u7fPC5bDNBY&feature=youtu.be>



Elan Vital Kitchen Faucet with Patented Adjustable Telescopic Faucet Spout.

Conventional plumbing fixtures typically do not allow the user to adjust the size of the fixture. However, Watermark Designs’ Elan Vital kitchen faucet with its telescopic spout extends or retracts as needed. The deck mounted lever controls volume and temperature using a hydro-progressive valve. The brass wire basket is optional, as is the independent side spray (which has an intricate knurled base and also uses a hydro-progressive valve). Available in any of Watermark Designs’ 40 finishes.

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About Watermark Designs

For more than 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 and more recently Mark Zeff Studio on their H-Line collection. 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, hotels and high-rises including the Ritz-Carlton, Shanghai; Trump Park Avenue, New York, NY, The Sutton in New York and The Eden Roc Hotel, Miami Beach, FL. Their Brooklyn collection, which was designed in collaboration with INC New York even made its way to the South Street Seaport Museum, where it stood as a timeless piece of Brooklyn-inspired art. 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. In 2014, they unveiled a collection called Elan Vital; a completely customizable collection that harkens back to New York's industrial days combined with the best current technology. In 2015, Watermark won the Brooklyn-Made Award presented by the Brooklyn Chamber Of Commerce for manufacturing outstanding, high-quality products to consumers. Visit Watermark Designs at www.watermark-designs.com.

For additional information, contact DRS and Associates at 818.981.8210 or www.drsandassociates.com.

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