Media Contact: David Schlocker/Jocelyn Hutt

DRS and Associates 818.981.8210

davidrs@drsandassociates.com jocelyn@drsandassociates.com



FOR IMMEDIATE RELEASE May 14, 2016

Watermark Designs Introduces New Collections at ICFF 2016

Patented Telescopic Elan Vital Kitchen Faucet, Two New Bath Faucet Collections and Shower Door Pulls to Be Introduced At International Contemporary Furniture Fair

BROOKLYN, NY – Every year at ICFF, Watermark Designs raises the level of what a trade show booth should be. The brand has mastered the art of engagement; attendees have built faucets, experienced a bit of the High Line inside the Javits, and learned what 'Made in Brooklyn' means as it relates to plumbing fixtures. This year, Watermark Designs intends to continue its trend for showcasing hands-on manufacturing by introducing a number of new collections which again illustrate its strength as the most unique designer and manufacturerS of plumbing products.

In fact, their Elan Vital kitchen faucet with telescopic spout is so unique that it's been awarded a patent. Watermark will be showcasing this faucet in their booth along with the other pieces of the Elan Vital collection. They will also be introducing a new collection named Sutton, which as with many of their collections, began as a collaboration with the New York firm Incorporated Architecture & Design as a custom collection for a project in New York City. The prototype and resulting product was such a hit with the clients that Watermark Designs put Sutton into production. Sutton is designed using intricate linear knurling on the spout and handles; this is the type of detail that Watermark Designs is known for.

More about Elan Vital's Patented Telescopic Faucet and the Elan Vital Collection:

Taking industrial design one step further, Watermark Designs' Elan Vital collection combines the utilitarian aesthetic of Industrial Design with the ability to completely customize faucets. Reminiscent of industrial steam pipes, Elan Vital may look as though it was plucked from an 18th century factory, but it has all the modern touches. Elan's 1/4 turn washerless ceramic disk vaulted lever handles are reminiscent of commercial ball valves, with the words "Hot" and "Cold" engraved into the brass.

The newly introduced Elan Vital kitchen faucet has a patented telescopic spout, extending or retracting as needed. The deck mounted lever controls the volume and temperature using a hydro-progressive valve. The brass wire basket is optional, as is an independent side spray. Available in any of Watermark Designs' 40 finishes.



From left to right: Elan Vital, Sutton and TOD.

Sutton:

Designed in collaboration with Incorporated Architecture & Design, the inspiration for Sutton came from the handle of an antique Cappuccino machine. This elegant collection has more of what Watermark is known for: detailing like no other in the form of linear knurls. This detail can be seen throughout the collection and is not only visually appealing but tactically appealing as well.

Watermark's TOD Collection

Watermark Designs never rests on its laurels, and the brand's newest kitchen collection is another example of their engineering prowess and willingness to reinvent and rethink faucet design. TOD is a kitchen faucet that incorporates linear valve technology into the handles to provide the perfect solution for home chefs and cooks working in kitchens. The faucet levers are easily turned on/off with just the flick of your hand or wrist; move it forward to turn it on and back to turn it off. Along with the linear valve technology, TOD is designed with a number of extremely precise details, including diamond knurling on the base of each piece which lines up exactly. (The diamond knurling is also incorporated into the accessories, the paper towel holder and soap dispenser.) TOD has a low-profile escutcheon, which gives it a clean look on the counter, but its relatively "beefy" 1-1/4" diameter makes it a focal point. TOD is available with two spout options, the "classic" spout which is available in all 40 finishes, and a pull-out spout available in 13 finishes. Two types of handles are available: single lever (joystick) and widespread.



From left to right: New Shower Door Pulls and Flush Plate Actuator.

Watermark's New Shower Door Pulls

Watermark Designs' new collection of shower door pulls provides beauty and confidence because they are such well-made products. The pulls are constructed of solid brass and are available in four standard lengths and four configurations: 6", 12", 18" 24", one sided pull, back to back pulls, one sided pull with hook, and back to back hooks. They will coordinate with any existing collections and are available in any of Watermark's 40 finishes.

Watermark's Flush Plate Actuators

Leaving no detail to chance, Watermark Designs now designs and produces brass actuators that fit Geberit wall mount carriers. Available in two styles, the brass can be finished in any of Watermark Designs' 40 finishes, matching existing faucets seamlessly. And it's not just the look; it's the feel of pushing brass instead of plastic that provides users with a sense of this well-designed product.

Booth #2220 (L1)

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 truemanufacturer, 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 hearkens 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.

###