

**Media Contact:** David Schlocker/Jocelyn Hutt  
DRS and Associates  
818.981.8210  
davidrs@drsandassociates.com  
jocelyn@drsandassociates.com

# WATERMARK

MADE IN BROOKLYN, NEW YORK

**FOR IMMEDIATE RELEASE**  
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**Watermark Designs Introduces Ergonomic Kitchen Faucet Collection**  
*Linear Valve Handles and Diamond Knurl Design Differentiate Newest From Innovative Brand*

**BROOKLYN, NY** – Watermark Designs never rests on its laurels, and the brand’s newest kitchen collection is another example of Watermark’s engineering prowess and willingness to re-invent and re-think faucet design. TOD is a kitchen faucet that incorporates linear valve technology into the handles to provide what is really the perfect solution for those home chefs and cooks working in kitchens.

“For a long time we have been thinking about how we could re-imagine the kitchen faucet,” said Avi Abel, president of Watermark Designs. “Traditionally, kitchen faucets are practical as far design, but not really decorative and we wanted to change that. So we designed the collection to have a slight industrial look and feel, and we completely re-imagined how the handles should function. Being able to turn the water off and on with the flick of your closed hand, rather than grasping handles makes it that much more of a professional-grade faucet, as well as being ADA compliant. That’s why linear valve technology is key.”



**TOD**

Along with the linear valve technology, TOD is designed with a number of extremely precise details:

- Diamond Knurling on the base of each piece – and they line up exactly
- Low profile/eschuteon but ‘beefy’ 1 1/4 diameter — making it a focal point
- Diamond Knurling is incorporated into the accessories (paper towel holder, etc)
- 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 type of handles – single lever (joystick) and widespread

For more information on TOD, or other Watermark Designs products, please contact Jocelyn Hutt at [jocelyn@drsandassociates.com](mailto:jocelyn@drsandassociates.com) 818-981-8210.

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PRELIMINARY RELEASE

### **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](http://www.watermark-designs.com).

For additional information, contact DRS and Associates at 818.981.8210 or [www.drsandassociates.com](http://www.drsandassociates.com).

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