

# WATERMARK

MADE IN BROOKLYN, NEW YORK

# be ORIGINAL™

Member

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**FOR IMMEDIATE RELEASE**

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## **Watermark Designs Becomes a Member of Be Original Americas Trade Organization**

*Organization's Mission is to Ensure Original Designs and Manufacturers Are Valued*

**BROOKLYN, NY** — Watermark Designs, the creators and manufacturers of original plumbing fixtures for residential and hospitality markets, is pleased to announce that it has become a member of the organization known as Be Original Americas. Members are approved by a membership committee that reviews each applicant's product designs and manufacturing history.

Be Original Americas is a non-profit organization committed to informing, educating and influencing manufacturers, design professionals and individuals on the economic, ethical and environmental value of authentic design while preserving and investing in its future.

The value of authenticity cannot be underestimated or taken for granted in the marketplace. Through an extensive program of lectures, workshops and round tables, the organization encourages consumers, the architecture/design community, producers, dealers and media partners to fully support creativity and credibility in order to invest in the future of design, incentivize innovation and give back to the industry and the people it serves.

"As a smaller manufacturer, it's challenging and frustrating to see our designs 'reworked' and produced by larger manufacturers, so aligning ourselves with an organization like Be Original Americas is important. It's tremendously helpful to have them helping educate people about the value of authentic design, no matter the industry or product type," said Avi Abel, president of Watermark Designs. "I am also looking forward to our being able to utilize a lot of the educational tools that Be Original Americas offers its members."



**From left to right: Brooklyn, Elan Vital Kitchen Faucet with Telescopic Spout and Elements.**

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Watermark Designs has been manufacturing plumbing fixtures from its own factory in Brooklyn for almost 40 years and along with their award-winning designs, they have a patent on the telescopic technology used in one of their faucet designs. Along with Watermark's own designs, the company has been fortunate to collaborate with architects and designers on custom fixtures. Avi Abel considers these collaborations to be excellent examples of how his Brooklyn factory and team are able to help articulate the visions that many of these creative people bring. Over the years, Watermark Designs has worked with renowned names such as Clodagh on a collection named Sense27, INC Architecture & Design on the Brooklyn collection, Susan Fredman Designs on Elan Vital and Mark Zeff on Watermark's H-Line collection.

In the last two years, Watermark Designs has introduced additions to the Elan Vital collection, and this past spring they introduced a completely new collection called Elements.

Watermark Designs' Elan Vital collection was designed to do the impossible: make custom standard. The galvanized pipe and industrial design made of solid brass construction allows for endless customization. With Elan Vital, you literally specify how many elbows you want or need and in which of Watermark Designs' 36 finishes you want the finished product. If you prefer a different handle, you can choose from one of Watermark's 130 designs. A complete collection, Elan Vital is available as a widespread, elevated widespread, single-handle wall mounted, widespread wall mount, two-handle wall mount, bridge wall mount, wall mount, deck mount, floor mount with hand shower and thermostatic shower. Elan Vital's kitchen faucet has a patented telescopic spout, extending or retracting as needed. It's this kind of ingenuity that defines Watermark Designs.

Not content to stop there, this past March Watermark Designs introduced Elements. Elements is a collection that offers the ability to play with color, form and texture, to create a unique design statement. The Elements collection is the first self-designed faucet collection that redefines custom design by giving the consumer an endless possibility of faucet choice combinations. Elements is comprised of 14 handle styles called Covers. Every Cover has a base with 24 finish options and two options for Inserts. The decorative Inserts are offered in two styles: Bridge style and Scallop style. Both the Insert and base are available in Watermark Designs' 24 finishes.

### **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 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 harks 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, and in 2016 their Elan Vital faucet with telescopic spout won Interior Design Magazine's Best of Year award. 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).