

WATERMARK

MADE IN BROOKLYN, NEW YORK

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Watermark Designs Brings Custom Faucets to ICFE

Elements is the Most Customizable Faucet on the Market

NEW YORK — Watermark Designs, the Brooklyn-based designers and manufacturers of original plumbing fixtures and faucets, continues to redefine what custom faucetry means. If customization has become the hallmark of great design, Watermark Designs wants the industry to know that they've been making custom offerings standard for almost as long as they've been manufacturing in their factory in Brooklyn, New York.

Watermark's new Elements collection is ratcheting up how faucet choices are determined – not by the manufacturer, but instead by the consumer. With innumerable combinations and a website/configurator designed to help visualize the multiple combinations, Watermark introduces Elements.

Elements can be custom-designed into more than 380,000 variations. The collection offers architects and designers the ability to play with color, form and texture in the creation of their own unique design statement. Elements is comprised of 14 handle styles, called Covers which are grouped into four material categories: Raw, Rock, Lumber and Forged. 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. The Inserts are snapped into place and held using Watermark's patent pending rare earth magnets.

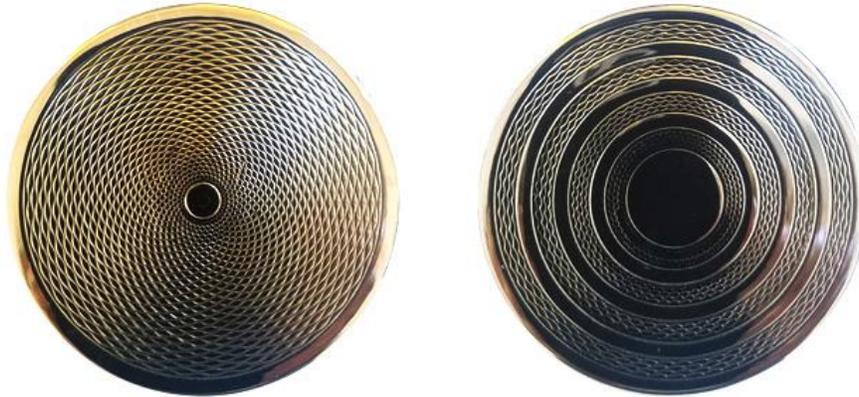


Elements in a variety of different handles and finishes

New for ICFE are additional handle options designed using the process of Guilloche; a decorative technique in which a very precise, intricate and repetitive pattern is mechanically engraved into an underlying material via engine turning, which uses a machine of the same name, also called a rose engine lathe.

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With the many options available for Elements, the design team – a collaboration with Watermark Designs' UK partner, The Watermark-Collection, and Watermark Designs – developed a website exclusively for Elements. The site will act as a tool to help people design their individual Element collection. Once designed, they can purchase their unique design from a local showroom.



Guilloché Handles

You can experience the website here: www.watermark-designs.com/configurator

See Watermark Designs at ICFE in Booth #2363

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 MARKZEFF 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. In 2016, Watermark introduced Sutton, a collection designed again in collaboration with INC New York. This year, Watermark Designs raised the bar on custom design by introducing Elements, the first self-designed faucet and became a member of the Be Original Americas Trade Organization. For the second year in a row, Watermark also won Interior Design Magazine's Best of Year award for their Elements collection. Visit Watermark Designs at www.watermark-designs.com