

# Re-think your sink.

It can help increase the value of your home.

**T**here are several simple-but-effective things you can do to increase the value of your home. For example, it's a well-known fact that updating your kitchen can substantially increase your home's selling price, usually at a solid margin above and beyond what you spent on the upgrade. Even if you're not planning on selling your home soon, a new look for the kitchen will give your home a whole new feel. Why not start with the busiest center of activity in your kitchen, the sink?

With many homeowners opting for high-end solid surface, concrete or natural stone materials for countertops, the sink decision becomes more important than ever, as replacing it later may prove both costly and difficult. Consider how you use the sink. Do you need a large sink for washing dishes or a second sink for food prep or entertainment? The kitchen sink is the hub of activity in the home. That's why your kitchen sink should be a reflection of your design tastes and lifestyle.

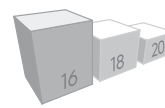
When sink shopping, functionality and quality are both important factors to keep in mind. Elkay makes an entire line of industrial-strength, durable, ultra-thick 16, 18 or 20 gauge sinks, which have a soft satin finish that will maintain its luster over many years of use. Elkay sinks are also designed with extra-deep bowls, straight sidewalls and flat bottoms. These features allow larger pots and pans to fit easily into the bowl, and glasses to sit flat reducing the chance for breaking. A quality sink should also have sound-deadening pads and fully undercoated bowls. For example, Elkay sinks use an exclusive Sound Guard® protection to reduce noise from garbage disposals or dropped utensils and to protect the cabinet beneath from condensation or water damage.

Combining quality and functionality, Elkay offers more than 1,000 sink styles to help homeowners find the right sink to fit their needs. It's clear why Elkay is known as the professional's choice.



## What to look for in a sink:

**Gauge:** the thicker the gauge of stainless steel the more resistant the sink will be to cracking, chipping and denting



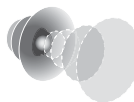
**Finish:** a satin finish with a soft shine will keep its beautiful luster over many years of use



**Flat Bottom/Straight Sides:** deep sinks with straight sides not only allow larger pots and pans to sit flat for easier filling and cleaning but also allows even more capacity in the same amount of space for more dishes and glasses



**Sound Insulation:** combining fully undercoated bowls and sound-deadening pads helps absorb sound, reduce condensation and maintain sink water temperature



Elkay professional Avado™ sink with integrated drainboard.




To learn more about increasing the value of your home with Elkay kitchen sinks + faucets, visit [elkayusa.com](http://elkayusa.com).

Discover the professional's choice.™



sinks + faucets

MARKETING  SUPPORT INC.	Job #: ELKA 115555	Revision: 03	Updates: kjf092106, es092206	<b>Printout Size</b> <b>100%</b> This printout is for indicating color breaks only. Do not use for color matching. Do not measure for accuracy.
File Name: 115555_Why_Elky_Advtrrl.ai	Time: 230p			
Printing & Finishing: 4/cProc-Offset	Size: 00 x 00			
Colors: <b>CMYK DIE</b>				