



FOR IMMEDIATE RELEASE

GRAFF® NEW VINTAGE COLLECTION EMBRACES INDUSTRIAL STYLE

New collection melds contemporary styling with vintage aesthetics

NEW YORK, NY — 2019 — GRAFF®, manufacturer of contemporary precision-engineered kitchen and bath products, has revealed the design of its latest collection, Vintage. The collection emulates the best of the industrial design paradigm, perfectly suited to outfit metropolitan environments known for their loft style.

The Vintage Collection draws inspiration from the design of classic fire hose nozzles, pairing a modern spout with bold handles. Each element, from the rounded brim at the spout's top to the undulating handles complete with carefully designed cut outs, resembles the traditional forms of the fire house featured in the historic Chicago Fire Department logo.

The design acts in tribute to the brave members of the Chicago Fire Department and Illinois Fire Safety Alliance, who have recognized the product. "We are thankful for GRAFF's support and homage to Chicago," comments Philip Zaleski of the Illinois Fire Safety Alliance.

The Vintage Collection enriches bathroom suites through its elevated design. GRAFF's G+Design Studio honed-in on the collection's handle design to create a beautiful, practical, and ergonomic solution that facilitates easy use. The collection offers a choice of circular or linear lever handles (with a knurled accent for added allure) for deck-mounted, wall-mounted or freestanding installations. The two-hole and single-lever faucets feature an internal progressive cartridge that makes it possible to regulate water temperature while maintaining constant pressure. This system reduces hot water waste as a result.

Designed as a full suite, the collection additionally includes a freestanding bathtub filler, which stands out with authentic style. Each shower element is compatible with the M-series, a modular system by GRAFF, offering new solutions for the shower while facilitating seamless installation.

The Vintage Collection is offered in fourteen contemporary finishes: Polished Chrome, Polished Nickel, Brushed Nickel, Unfinished Brass, Unfinished Brushed Brass, Architectural White, Architectural Black, Olive Bronze, Vintage Brushed Brass, Gunmetal, Gunmetal Distressed, 24K Gold and 24K Brushed Gold. For this new series, the handles are available with a two-tone finish crafted with black accents: Chrome with Black, Polished Nickel with Black and the striking combination featuring Brushed Gold with Black.

About GRAFF:

Headquartered in Milwaukee, Wis., and with locations throughout Europe, GRAFF is recognized globally for its trend-setting products and unique vision. Supported since 1922 by extensive plumbing and hardware manufacturing experience, GRAFF offers a wide range of contemporary, transitional and traditional styling. GRAFF's commitment to creating cutting-edge, premium-quality fixtures is evident in each and every product. GRAFF employs more than 1,000 dedicated professionals and has control over the full production process, making it truly a vertically integrated manufacturer.

For more information about GRAFF, visit www.graff-designs.com or www.facebook.com/grafffaucets

Media Contacts:

Samantha Kanter

Associate Communications Director

UpSpring PR

samantha@upspringpr.com

646-722-8146 x 105