

Affluence[™] Seamless Sink To Debut at Kitchen/Bath Industry Show in Atlanta

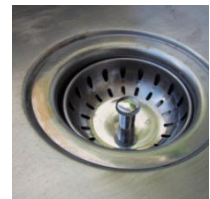
Affluence unveils new Kitchen Sink Product Line at the Kitchen/Bath Industry Show in Atlanta in May 2009

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March 2009 – CINCINNATI OH – Cincinnati area designer, Dan Sullivan, designed his ingenious line of kitchen sinks with a seamless and sanitary sink bottom. A beautiful and stunning effect is created with his new design by eliminating the customary seams and flanges normally found around the drain. This revolutionary vision for sinks reduces installation time, increases space, and provides a more sanitary environment for food preparation.

Innovation continues with the treatment of the strainer basket and sink stopper. The strainer basket is solid stainless steel with matching finish for a very uniform (seamless) look. Throw away the black plastic plug because the strainer also plugs the disposer side and drain side of the sink.

The principle motivating factors for creating the Affluence[™] Seamless Sink line was the realization that “kitchen sink drains are currently unsanitary, unsightly and more complicated than they need to be”, inventor, Dan Sullivan says. “Our patent pending disposer/drain mounting system saves 20 to 60 minutes of uncomfortable work installing disposers and drains under the sink. It also creates a more secure drain and disposer seal with no need for messy plumber’s putty”. He says the response from homeowners, suppliers and plumbers has been very enthusiastic and encourages everyone to watch the video showing the sink being installed in 90 seconds. You can find the sinks and video at www.SeamlessSink.com.



No more unsightly, unsanitary flanges and seams

With a traditional sink, drain kits are purchased separately. A quality drain kit for both sides of the sink can easily cost up to \$100. The Affluence[™] Seamless Sink is an integrated design that includes the stainless steel strainer baskets and drain/disposer under-mount hardware for significant cost savings. The strainer baskets are made of the same 304 stainless steel and finish as the sink giving the entire assembly an integrated and coordinated appearance. “We have taken the sink, strainer baskets, under-mount fittings and disposer splash



The ‘D’ series sink with matching stainless steel strainers. Clean seamless appearance.

guard and intelligently brought them together for the first time", Sullivan says. "It's a significant and appealing design improvement for the kitchen and heart of the home."

The seamless sink concept is creating a fundamental shift in the sink industry, according to Sullivan, principal of Create Good, LLC the holding company under which he fashioned the Affluence™ Seamless Sink. He says, "Our sinks are here to stay. They contain a powerful series of common sense concepts that will outlast a trend or fad. The sinks have been vigorously tested and UPC certified, which means they meet building code standards across the USA and Canada. They can be installed with confidence."

Developing this seamless concept took years of intense focus. Experts aided the inventor in perfecting the stamping tools, sink molds, materials and manufacturing process. OEM sink manufacturers were concerned the seamless stamping method would split the steel, that the steel could not take the stress. But a second generation stainless steel stamping expert, Mark Melson, was able to develop the sophisticated tooling and further refinements to the manufacturing process that made the downturned sink drain possible.

To stay in front of the industry the 2010 sinks are already under development and Sullivan promises another wave of sophisticated innovation. We see lots of opportunities to simplify, integrate, create efficiencies, and increase functionality". He says toilets are also a very tempting target. "We intend to do for toilets what we have just done for the sink." When asked to elaborate he replies, "Make them simple; make them smart."

The Affluence™ Seamless Sink line is being offered as a design selection in the condominiums at 2801 Erie, under way in Cincinnati, OH. The four-story contemporary condominium development is being designed by renowned architect Jose Garcia www.josegarciadesign.com and developed by Bloomfield Schon & Partners. Garcia says, "The Affluence Sink is a watershed product. The seamless bowl will define sinks for years."

Sullivan and company designers will promote Affluence at:

Kitchen/Bath Industry Show (KBIS)

Georgia Congress Center / Atlanta, Georgia

May 1-3, 2009

Booth B4801

The Kitchen/Bath Industry Show displays the best in kitchen and bath products from over 900 manufacturers worldwide. Show information is available at www.kbis.com.

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About Affluence

Headquartered in Cincinnati, Ohio, Affluence is creating a fundamental shift in the sink industry by reducing installation time, increasing space, and providing a more sanitary environment. To see the Affluence™ Seamless Sink product line, visit www.seamlessink.com.

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