



**FOR IMMEDIATE RELEASE**

**GRAFF® Introduces the Incanto Collection**

*New Collection Challenges Traditional Form and Proportion with Contemporary Lines*

**NEW YORK, NY — September 2018** — GRAFF®, manufacturer of contemporary precision-engineered kitchen and bath products, is delighted to unveil the new Incanto Collection. Incanto, available in deck-mounted, wall-mounted, and free-standing variations, offers a design at the forefront of innovation, providing both versatility in its appearance and application. The collection features a streamlined shape inspired by classic geometries and modern minimalism, offering a sophisticated style for luxurious bathroom suites that can be adjusted to match the needs of users.

Ziggy Kulig, President and CEO of GRAFF, comments, “Our goal is to not only design-based, but to create products that are cutting-edge in every sense of the phrase. The Incanto Collection does just that, pushing boundaries in aesthetics, as well practicality. With countless coordinated design options, each space has the power to stand in its own original composition.”

The Incanto Collection is thoughtful in its design, sculpted from a modern block core juxtaposed with geometric elements. Challenging traditions in form and proportion, the Incanto Collection offers a sleek geometric shape to modernize bathroom design in both residential and hospitality spaces. Within the collection’s portfolio, single-lever and three-hole options are available to create a cohesive style.

The collection’s single-hole faucet emerges from a square base and seamlessly flows into a rectangular frame. Projecting a distinctly modern aesthetic, furthered by the faucet’s precise 90-degree angle, the faucet’s base and spout are connected without a break in material. The spout takes on a slimmer format, creating an elegant contrast between elements. Consistently, the faucet’s lever is designed with an angular divot and a slender, flat rectangular top applied for easy maneuvering. The backside of the lever is designed to promote movement with a clever diagonal cut, engineered to ensure flexibility and control of water temperature and pressure.

The collection’s three-hole option is designed with the same concept in mind, with the water source melded into the same seamless rectangular shape and complemented handles installed to the right and left of center. Mirroring the lever design of the one-hole option, the three-hole levers share an angled silhouette based on a 90-degree cut out and capped with a rectangular block; square bases serve to accentuate the lever’s geometric design.

The wall-mounted edition exhibits a fresh form and contemporary style with its two-part arrangement. The spout delivers water through an elongated rectangular jet and is controlled by an adjacent singular lever. This downward facing lever allows for installation on either the right or left of spout and is designed in line with the collection’s faucets, demonstrating both geometry and flexibility.

Incanto’s range also includes a Roman bathtub set with a deck-mounted handshower for a spa-like experience for its users. Both the deck-mounted handshower and the floor-mounted bathtub filler follow

the styling of the collection's bases, with a rectangular block base serving as the collection's central focal point.

Matching shower components for the Incanto collection are also available, and include the M-Series Shower System, Full Pressure Balancing Shower System, and a full line of coordinating accessories like a Soap Dish or Towel Bar. Each piece was designed to seamlessly integrate with the larger collection, maintaining the air of sophistication and versatility for which GRAFF is best known.

The collection is an engineering masterpiece - imbuing slimness yet sturdiness, weightlessness yet constancy. Minimalism is mastered with the parallel and opposing lines of the Incanto faucets, as each piece blends seamlessly with any sink or bathtub counterpart. To maximize options, Incanto is available in fourteen finishes including the new OR'osa PVD, Onyx PVD, Gunmetal and 24K Brushed Gold.

**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](http://www.graff-designs.com) or [www.facebook.com/grafffaucets](http://www.facebook.com/grafffaucets)

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