



## FOR IMMEDIATE RELEASE

### **GRAFF® to Unveil New Finish at ICFE 2017**

*Luxurious Brushed Gold will now be available with 8 Collections*

**NEW YORK | USA** - GRAFF®, manufacturer of contemporary precision-engineered kitchen and bath products, has expanded the brand's range of finish offerings with the addition of an 18K Brushed Gold. The luxurious finish joins a roster of 11 other signature finishes, all developed to enhance both the traditional and contemporary silhouettes of GRAFF's fixture collections.

President and CEO of GRAFF, Ziggy Kulig, comments, "Currently, styles that evoke warmth and opulence are making a significant comeback, with gold-hued details at the forefront of the trend. The addition of 18K Brushed Gold is not only indicative of shifts in design preferences, but of GRAFF's pulse on marketplace trends."

Taking note of growing trends, the finish, a twist on standard gold offerings, provides a brushed texture with a subdued, yet sophisticated luster that plays to both minimalist and maximalist tastes. 18K Brushed Gold acts as a complement to eight of GRAFF's star collections, including the Edwardian-inspired Camden Collection and modern M.E. 25 Collection for the bath. Additional collections available with the stunning finish include: Finezza, M.E., Sade, Sento, Targa and Topaz.

The Brushed Gold finish accentuates the gracious, curvilinear lines and ornate details that come together with GRAFF's extensive range of refined fixtures; a fusion of traditional and modern style, the finish helps to illustrate the larger design motifs at work.

Providing more than sophisticated style, 18K Brushed Gold grants bath fixtures heightened levels of durability made available through GRAFF's technological expertise.

18K Brushed Gold will be showcased at this year's International Contemporary Furniture Fair, ICFE from May 21st-24th at the Jacob K Javits Center. To see the opulent new finish, please visit GRAFF's booth, #309.

Associated Project Credit: Mark Newman of Newman Zeiglmeier.

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

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