



June 16, 2020

Dear Elkay Partner,

We are thrilled to announce the launch of Elkay's Reserve Selection, an exclusive assortment of sinks only available through Elkay® traditional wholesale distribution partners and their showrooms. Elkay takes great pride in our rich history of crafting and manufacturing residential sinks for more than a century. From stainless steel to quartz, innovation is at the heart of everything we do. For designers, builders and homeowners who are looking for something special — a sink that goes above and beyond everyday looks and functionality — Elkay has created the Reserve Selection. You won't find this collection online or at a local home center.

Reserve Selection consists of:

- Lustertone Iconix® Stainless Steel Sinks and Sink Kits
- Quartz Luxe® Sinks with Perfect Drain®
- Fireclay Workstation Sink Kits

Enclosed in this packet are helpful Reserve Selection sales tools created just for you.

- Program Summary
- Price Guide
- Brochure

Thank you, once again, for your continued support of Elkay. This exclusive assortment represents our commitment to you, and our belief is that it will strengthen your business and relationships with your customers as you offer high-quality products they can only purchase through you.

Best regards,

A handwritten signature in black ink that reads "Molly Pajauskas".

Molly Pajauskas
Senior Director, Marketing

A handwritten signature in black ink that reads "Scott Kirkendall".

Scott Kirkendall
Vice President of Sales, Plumbing