

RESERVE SELECTION

Gain a competitive edge by choosing Reserve Selection, the program only available to qualified traditional distribution partners. Sell premium, exclusive Elkay® residential sinks online and in-store.



EFRUFFA33179RW Sink
LKAV7051FMB Faucet

Crosstown® Farmhouse Workstation

- Unique sizes now offered, all with a 9" farmhouse apron front
- Streamline tasks by sliding included accessories along the built-in ledge: acacia wood cutting board, matching wood-handled colander and drying rack, roll-up drying rack, bottom grid and drain
- 4 models



ELXRU13322SM0 Sink
LKEC2031AS Faucet

Quartz Luxe®

- Includes our 10" tall apron farmhouse workstation sink with built-in ledge and custom-sized wood cutting board to maximize workspace; includes protective bottom grid(s) and drain(s)
- Available in trendy Jubilee and seven other vibrant colors
- 15 models



ELUHH2115TPD Sink
LKAV4032LS Faucet

Lustertone Iconix®

- Includes an expanded collection of 16-gauge sinks with Perfect Drain®, offering greater variety
- Features 18-gauge stainless style sinks with standard drain to accommodate multiple application needs
- 20 models



CS45CWK Sink
LKAV1061BKCR Faucet

Circuit Chef®

- Single-bowl workstation sink with two tiers of workspace available in three different sizes
- Tasks simplified with included accessories: choice of black polymer, white polymer or cherry cutting boards, protective bottom grids, and small, large and low-profile colanders
- 3 models, 3 cutting board options



SWUF13020CBWH Sink

Fireclay Workstation Kits

- Choice of single bowl sink kit or double bowl sink kit with Aqua Divide™
- Each sink kit includes a custom-sized walnut cutting board, bottom grid and drain
- 4 models

Elkay's journey of more than 100 years continues, and we're honored to work alongside you. Using feedback from our valued partners and to remain competitive, we've expanded the Reserve Selection program. Gain access to beautiful, functional sinks, as well as the support of our world-class marketing materials. There's never been a better time to join Elkay's Reserve Selection program.

Our Reserve Selection offerings are MAP protected. See reverse for complete details.

Contact your local Zurn Elkay Sales Representative for additional information.

Company Name _____

Showroom Name _____

Showroom Manager/
Company Representative _____

E-Commerce URL _____

Email _____

Phone _____

Address _____

City _____ State _____ ZIP Code _____

Social Media Accounts***Business-related social media accounts only.*

Instagram _____ Facebook _____

Twitter _____ Other _____

Showroom Manager/Company
Representative Signature _____ Date _____Zurn Elkay
Representative Signature _____ Date _____**PARTICIPATION RULES**

By signing this E-tailer Agreement, the Partner Showroom agrees to the following rules and stipulations:

1. Distributor must have a brick and mortar showroom with set business hours.
2. Distributor will display a minimum of five Elkay Reserve Selection sinks in their brick and mortar showroom. A minimum of one of each material type shall be displayed.
3. To be an authorized Elkay e-tailer, you must purchase a minimum of \$75,000.00 in Elkay residential sinks and support Crosstown®, Lustertone Iconix® and Circuit Chef® stainless steel, Elkay Quartz Luxe® and Elkay fireclay materials.
4. Showroom Associates must complete yearly product training.
5. Distributor must register their e-commerce website name and URL address with Elkay.
6. Reserve Selection product cannot be sold on or to a third party or third-party website for sole purpose of selling online.
7. Elkay-provided content and data must be used for online initiatives. Online inaccuracies identified by Elkay must be corrected within 24 hours.
8. Distributor will provide point-of-sale data quarterly.
9. Program will be reviewed every three months, and Elkay at its sole discretion may remove a distributor from authorized e-tailer status.
10. Elkay, at any time, reserves the right to discontinue selling Reserve Selection products to anyone.
11. To be included on Elkay's "Where to Buy" page, submit your logo with this form.

SUBMIT