



# RESERVE SELECTION

AN EXCLUSIVE ELKAY® PARTNER PROGRAM

**WELCOME TO RESERVE SELECTION,**  
an exclusive program for our trusted partners.  
Discover our expanded portfolio of premium sink  
models, harness the power of online and  
in-store availability, and get access to world-class  
marketing materials and support.



## WHY RESERVE SELECTION?

Gain a competitive advantage as an Elkay traditional  
wholesale distribution partner by selling unique sink  
models not offered at a local home center.

Captivate customers with beautiful sink options,  
whether they're shopping online or in-store.

Utilize Elkay's world-class marketing materials,  
including product literature, videos and more.



## EXCLUSIVE SINKS, EXPANDED BENEFITS

Elkay Reserve Selection sinks deliver elevated  
beauty and functionality to those who are looking  
for something special.

Unique Lustertone Iconix®, fireclay workstation and  
Quartz Luxe® sinks are available to sell as part of Reserve  
Selection. The Quartz Luxe line features nine color  
choices, offering 100s of options.

Expand your reach through online and  
in-store availability.



## IMPROVE VISIBILITY, INCREASE SALES

The modern customer journey begins with online  
research. Be front and center from the start.

Reserve Selection premium sink models attract new  
and return customers; close the sale by sharing your  
expertise and helping clients find their perfect sink.

\*Program details specified in Reserve Selection e-tailer agreement; contact your  
Elkay Sales Representative or visit <http://elkaydd.com/rsp.php> to learn more.



**QUARTZ LUXE®**



PERFECT DRAIN®  
(On select models)



RICH, BOLD  
COLORS



DEEP BOWLS



HYGIENE  
PROTECTION

Bold pops of color designed to handle tough tasks. This sink collection, constructed from natural quartz and high performance, UV-stable acrylic resins, features a silky smooth surface that resists dirt, food, stains and scratches.



**LUSTERTONE ICONIX®**



PERFECT DRAIN®  
(On select models)



FORGIVING  
FINISH

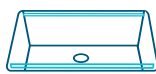


ENGINEERED  
FOR STYLE

This modern stainless steel sink collection combines sophistication with a forgiving finish, making it ideal for any kitchen. Tight corners and a flat bottom create more useable space inside for everyday tasks.



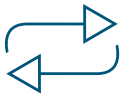
**FIRECLAY WORKSTATION SINK KITS**



WORKSTATION  
SINK



DURABILITY



REVERSIBLE  
DESIGN

Beauty and durability come together with this scratch- and stain-resistant sink collection. Featuring a versatile, reversible farmhouse design and attractive porcelain glaze finish, fireclay is a timeless choice.

