

LIVING FOR CHANGE

Going Green - Watermark makes all the right moves!

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(Spring Creek, New York - October 1, 2007) The latest in a series of well-planned strategies, Watermark is making a commitment to the green movement. The company is aggressively investing in and developing new products with water-saving features. From high-end homes to luxury hotels and high rises, these small devices will have a big impact. Watermark is firm in its commitment to positive environmental change with products that reflect the needs of today's discerning consumer.

Watermark lives up to its motto "Living for Change". With exposure in showrooms across the country, the company is changing consumer attitudes about using green products. "We have a deep respect for the world as a whole and a commitment to be socially responsible," said newly appointed president Al Rykus. "Our society is changing, and for some, changes can be uncomfortable. But we need to embrace them and make them part of our new standards of living. You can buy a faucet from any manufacturer, so why Watermark? Because it's more than a product - it's a reflection of who you are, a responsible choice and one that will change your quality of life."

With Rykus at the helm, other exciting changes are in store as well. Based in Brooklyn, a colorful melting pot of cultures and the hottest spot for high-end manufacturing, Rykus believes that Watermark has a distinct advantage. "There's tremendous potential for growth in the global market. We are headquartered in New York City, one of the design centers of the world. We work with talent from all over the world - the finest architects, designers and developers - in designing and fabricating customized bath fittings and accessories, yet our products are made right here in Brooklyn," Rykus said.



Watermark is currently building a larger New York factory which will house its international workforce of master craftsmen who hand-polish and sculpt Watermark's signature collection of decorative hardware. The company manufactures faucets, shower systems, bath accessories, cabinet pulls, grab bars, lighting and more. Watermark is unique, able to do custom plating, polishing and machining to create products per a client's exact specification in addition to offering more than 50 product lines. Watermark is European craftsmanship and American refinement - timeless craft and 21st century innovation fused into one.

The company retains noted designers and architects to create one-of-a-kind bathroom suites. Items such as vanities, mirrors and lighting fixtures are coordinated to plumbing fixtures and accessories to provide a complete architectural bathroom. "Our philosophy, which is to offer design concepts for the entire bathroom, relies on the enthusiasm of every single person involved," stated Avi Abel, General Manager of Watermark. "This enthusiasm guarantees that the majority of the work, from the designing and planning to the introduction of a new line, can be carried out in our facilities. It also guarantees the utmost attention to every detail of each process."

From the simply elegant to the dramatically exotic, Watermark offers a full line of everything anyone could possibly need to create a beautiful, yet environmentally conscious bathroom design. With Watermark, it's all about an evolving style and the ability to change our thinking for the betterment of the country as a whole. For more information Watermark Designs, call 1-800-842-7277 or visit www.watermark-designs.com.

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