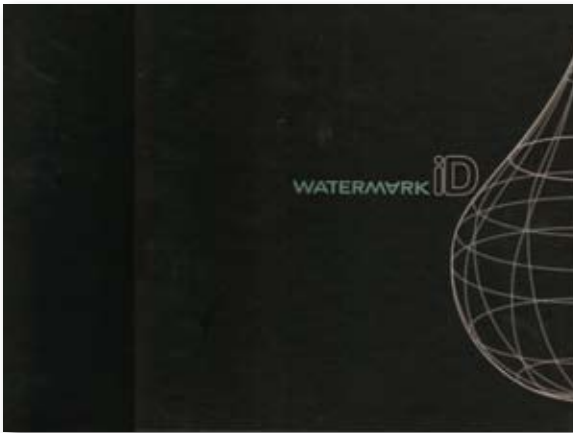


## WATERMARK DEBUTS ARTFUL ID BOOK

*A Collaborative Process For Those Who  
Endeavor To Be Different!*



*Watermark ID Book - making visions a reality*

(Brooklyn, New York — February 5, 2008) Watermark's Custom Design Division unveils a new guide book that unfolds the creative design process at Watermark. The book, appropriately titled, "Watermark iD" describes the multi-stage collaborative process that starts with a client's vision.

A favorite of architects and designers alike, Watermark is one of very few companies that will create from an original concept or tailor an existing product line. It's working hand-in-hand with their clients that enables them to create truly original faucets, shower systems, bath accessories cabinet pulls, grab bars, light and much more.

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Using real life case studies and citing an impressive list of collaborating developers and architects, "Watermark iD" showcases the mastery that goes into each and every design. Digitized drawings, computer aided design and rapid prototyping are concisely described with prose that is sheer poetry. Full-page detailed photographs and inspiring quotes lend an artful excitement, rendering the gorgeous and enlightening book coffee-table quality.

"Watermark has created a unique venue where architects, designers and engineers come together to create exceptional bath products. The results are electrifying and an inspiration to us all. And we're delighted to showcase the process in our new ID Book," states Avi Abel, General Manager of Watermark Designs.

Based in Brooklyn, a colorful melting pot of cultures and the hottest spot for high-end manufacturing, Watermark works alongside architects, designers and developers in designing and fabricating customized bath fittings and accessories. Their products are incorporated into some of the nation's most noted hotels and high rise residential projects. The company recently relocated to a larger New York factory which houses its international workforce of master craftsmen who hand-polish and sculpt Watermark's signature collection of bathroom hardware.



With origins rooted in the timeless craft of custom plating and enhanced by 21st century innovation, Watermark has evolved into a truly unique company. Being a true manufacturer has enabled them to offer designers and architects the means to create unique faucets, shower systems, bath accessories, cabinet pulls, grab bars, lighting and more. However, its their enthusiasm that guarantees each client's satisfaction and the utmost attention to each process.

"We are privileged to have collaborated with some of the finest architects, designers and engineers to create highly individualistic designs," Watermark President Al Rykus explained. "Creating the ID Book was a great way to document our custom design capabilities and a celebration of how we can work together to make visions a reality."

From classic designs to exotic lines, Watermark is a true custom manufacturer that brings nearly unlimited possibilities to bathroom design. Select a faucet style, finish and handle design to suit your own personal style. Coordinate with matching accessories to create a complete one-of-a-kind bathroom that is uniquely your own. With their new larger headquarters in New York City, Watermark brings together skilled craftsmen from around the world who use time-honored techniques enhanced by today's technology. The result of their talent and labor is a stellar American-made product line that also respects the environment with eco-friendly water-saving features.

For more information on Watermark Designs or to request a copy of the book, call 1-800-842-7277 or visit [www.watermark-designs.com](http://www.watermark-designs.com).

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In whatever way you choose to convey your idea, here is an opportunity,  
an encouragement to create, a dare to be different.  
Let us make it a reality.

