

Rep Catches RPC Ball and Runs with It

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Martini and clamshell shaped sinks are only the tip of the iceberg. How about a football-shaped sink for luxury suites in a new stadium or the den of a die-hard fan, or a logo sink for a company promoting its brand? The potential is endless for the Elkay Rapid Production Center (RPC), part of the Plumbing Products Division (PPD) new Elkay Technology Center in Broadview, Illinois.

New tooling makes it feasible and affordable to produce relatively short runs of specialty sinks. And creative PPD Sales Reps like **Pete Mayer** are having fun working on new accounts.

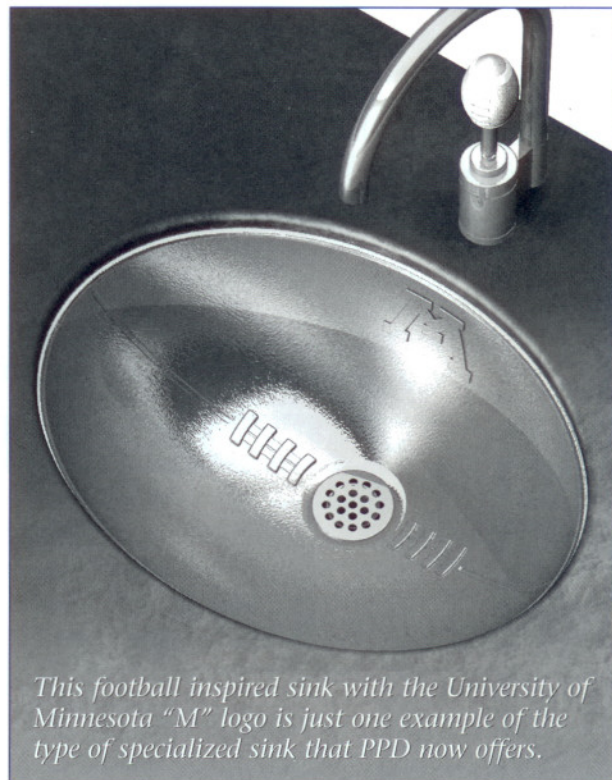
"We're lucky to have two high-profile stadiums under construction in the Twin Cities right now," says Pete, Rep with the Bongard Corporation in Minneapolis-St. Paul. Pete has sold the architect of the Minnesota Twins stadium on a baseball-shaped sink.

He's also proposed to the University of Minnesota a football-shaped sink with laces by the drain and the Golden Gophers team logo across the back of the bowl for its new stadium. First shown in a hammered copper material to resemble pig skin, Elkay has found a less expensive stainless alternative. "They were amazed we could provide

good, better, best versions on a custom application," Pete says.

The stadiums were already planning to install Elkay sinks, Pete explains. "We took it to the next level by showing them drawings of proposed sinks. The effect was awesome."

Admitting that he's not an artist, Pete enlisted the creativity of local Interior Designer Rachel Julkowski to create designs. "The key is matching a company that is focusing on brand recognition with the capabilities of the RPC," Pete says. "Elkay is responding enthusiastically by getting us the tools and support we need to get sink ideas in front of the right people and moving the sales forward."



This football inspired sink with the University of Minnesota "M" logo is just one example of the type of specialized sink that PPD now offers.

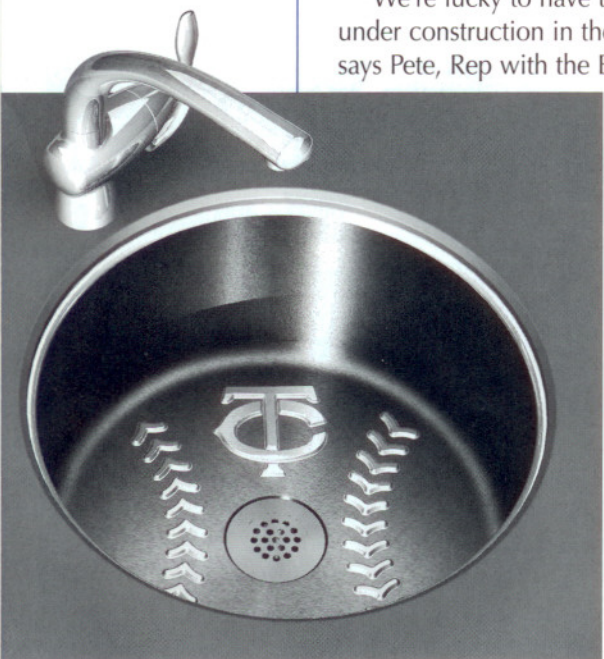
An important aspect of the sale, Pete says, has been that the customers are able to take ownership of the final design, tweaking the shape, material and design. "This is where Elkay service really shines."

"It's fun being at the forefront of this, working with **Mark Whittington** and **Steve Embree** in Marketing. **Jonathan Chong** (Engineer) has bent over backwards in working with the designer and architects to perfect the design and show prototypes in variations of material and finish. No other sink manufacturer can come close to Elkay in this capability. It separates us from Kohler and other big names."

In addition to the sinks, Pete is promoting the RPC capabilities to place logos on water fountains for the stadiums and within retail locations to promote brands.

And he's already thought of other offshoots for these two jobs. "The two stadiums provide great national visibility. I envision fans who want the team logo sink for a home wet bar. And because the designs are classy yet simple, I can foresee working out licensing agreements with other organizations to adapt the designs for other teams and entire leagues. This idea could be embraced around the country and around the world."

An additional bonus is other partnerships Pete is building. "A relationship with an engineered stone manufacturer made a few years ago helped get me in

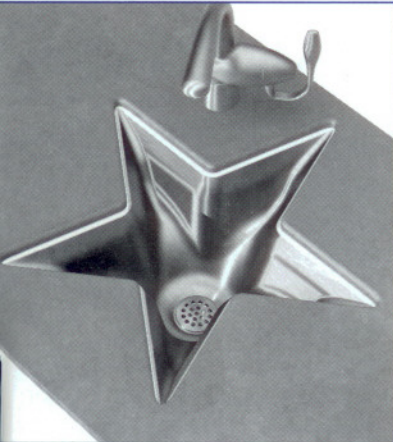
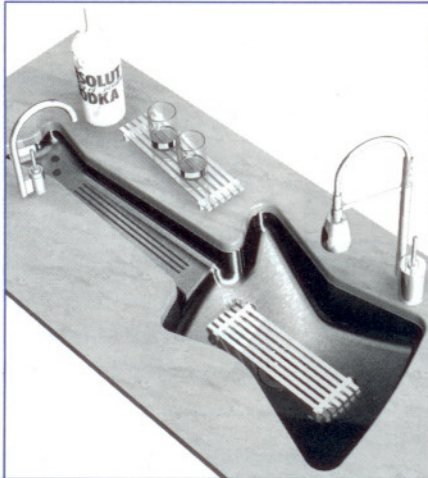


Avid fans can have a baseball-shaped sink imprinted with their favorite team's logo, thanks to the capabilities of the Rapid Production Center in the Elkay Technology Center.

the door with the stadium architect. I'm now working with the manufacturer to make a logo sink for its showrooms, reinforcing its brand and maybe leading to additional sink sales with their customers. And because the engineered stone manufacturer is working on the renovation of a restaurant chain, we have a foot in the door for that project as well.

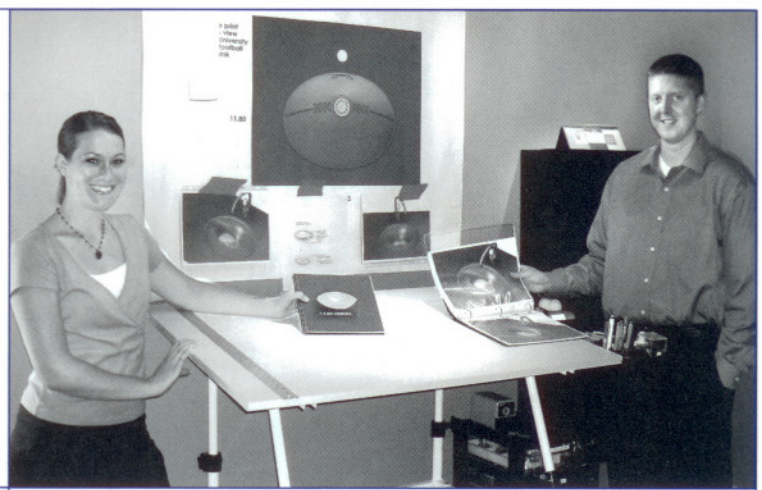
"When I showed the president of the stone manufacturer business a sink in the shape of his company logo, his jaw dropped to the ground," Pete recalls. "These are exciting products to sell."

Mark Whittington, Senior Vice President of Sales & Marketing, agrees wholeheartedly. "Pete and the Bongard team have embraced the challenge set forth by (CEO) **Tim Jahnke** to drive the opportunities we have in front of us with the RPC. It's not about the martini or the baseball sinks, but the amazing capabilities Elkay has to break into new



segments and markets with a product that clearly differentiates Elkay as a design leader. These opportunities exist all over the U.S. and we have to make contacts outside our current customer base to realize the potential. As other Reps submit their ideas and we land more opportunities, there's no limit to where we can take this." ■

Possibilities are endless for the creative mind. Other sample sinks designed as examples of what the Rapid Production Center can do include this guitar sink (Elkay sinks Rock!), one shaped like a star and a customization of an existing sink – this buffalo image has been sandblasted onto an existing round hospitality sink. Designs also can be embossed or stamped.



Designer Rachel Julkowski and Sales Rep Pete Mayer are the creative minds behind sinks specifically designed for the Minnesota Twins' stadium and the University of Minnesota football stadium. They are shown here with sales tools provided by Mark Whittington and Jonathon Chong that "Wow!-ed" potential customers.

ELKAY WEST ACCEPTS 21ST CENTURY INNOVATION AWARD

The Ogden-Weber Applied Technology College in Utah honored the Plumbing Products Division's Ogden plant recently with its first 21st Century Innovation Award. The Elkay West plant in Ogden, Utah, is the first ever recipient of this award, which recognizes demonstrated vision and leadership in implementing advanced technology and training in the workplace. Elkay West was honored for "the successful operation of a world-class, high-tech facility with employees who are willing to take every opportunity to learn and grow with the Company." The honor was presented in front of 500 community leaders. Ogden Plant Manager **Lincoln Hirayama** is shown here holding the award. ■

