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THE PROFI SINK FROM KWC AMERICA IS A CUSTOMIZABLE WORKSTATION FOR THE HOME CHEF

NORCROSS, Ga. (May 2007) - Endless options and flexible combinations for food preparation and storage are now available with the KWC PROFI sink. Ideal for home chefs truly inspired by professional design and quality, the KWC PROFI is the latest in a series of KWC professional grade sinks for residential use.

"Crafted with Swiss precision and technology, the KWC PROFI is a multifunctional workstation that answers the demand for versatility and originality within the industry," says Jeff Boardman, regional sales manager of Hansa and KWC AMERICA.

The KWC PROFI allows home chefs to grate, chop, drain, cool, and store food in a single location. It measures 20 inches x 15 ¾-inches x 8 inches and the sink, made from the highest quality 18/10 chromium/nickel stainless steel, has two inner levels that provide innumerable options for the preparation of food, cleaning and even entertaining. This innovative design feature can even help save water by filling only the lower level to rinse or wash during food preparation and clean up.

Accessories for the KWC PROFI include stainless steel trays, with and without holes, a white acrylic preparation board, a stainless steel wire drip tray designed for food prep, storing and drying accessories, a stainless steel wire preparation basket, stainless steel potato grater and a stainless steel grater and grater adaptor. The drip tray can be wall-mounted or set up directly on the kitchen works surface. In addition to adding to the sink's functional options, these versatile accessories are designed to take up very little storage space in the kitchen.

For more information about the KWC PROFI or other KWC AMERICA products, call 678.334.2121 or visit www.kwcamerica.com.

ABOUT KWC AMERICA

KWC AMERICA is part of the Hansa Group and is currently a leading supplier of luxury kitchen and bath faucets, sinks, shower systems and accessories in North America. For more than 130 years, KWC has defined Swiss excellence and is proud to be the first faucet manufacturer in Switzerland to receive the ISO 9001 Quality Assurance Certificate.

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