

ELKAY®

RESERVE SELECTION

An Exclusive Elkay Partner Program



Reach More Customers

Gain a competitive edge by offering your customers our Reserve Selection portfolio of premium sinks. These sinks deliver elevated beauty and functionality that goes beyond the everyday, for customers who are looking for something special. They are only offered through authorized Elkay® traditional wholesale distribution partners.



Exclusive Sinks, Added Advantages

Captivate customers with Reserve Selection sinks whether they're shopping online or in-store. This collection is not available at home centers. You'll also gain access to distinctive marketing materials.



Increase Availability and Sales

Customer journeys often begin online. The exclusivity of Reserve Selection sinks attracts new and repeat customers, and you can close the sales by sharing your expertise to help clients find the perfect sink.



THE COLLECTIONS



Crosstown® Farmhouse Workstation

Tight corners give Crosstown a modern shape. The 10" tall apron provides a traditional farmhouse look that makes an impression.

Quartz Luxe®

Designed for tough tasks, select models are crafted from approximately 99% natural, renewable or recycled raw materials.



Lustertone Iconix®

The durable finish offers scratch forgiveness for everyday use. Deep scratches are repairable with an Elkay stainless restoration kit.

Circuit Chef®

The two-tier design houses custom accessories that make it effortless to go from washing and cutting to sorting and straining.



Fireclay Workstation Kits

These beautiful sinks feature a reversible design and can be installed with a traditional flat front or with a decorative band.

Reserve Selection includes sinks and sink kits. Accessories are sold separately. Reserve Selection offerings are MAP protected.

Scan or click to see complete program details and the Reserve Selection E-tailer Agreement. Visit elkaydd.com/rsp.php to learn more.



ELKAY

1333 Butterfield Road, Suite 200 | Downers Grove, IL 60515
630.574.8484 | elkay.com | ©2024 Elkay Manufacturing Company

(5/24) 330-047