



For Immediate Release

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White Good Named Agency of Record for GRAFF

Global manufacturer of cutting edge decorative faucets, free standing tubs, basins and accessories raises the bar

LANCASTER, PA (October 23, 2019) – [White Good](http://whitegood.com), a full-service MARCOM agency specializing in the residential and commercial design and construction industry, has been named as Agency of Record for [GRAFF](http://graaff.com). Since the early 1920s, the GRAFF parent company, Meridian International Group, has been producing faucets, valves, shower components and other highly specialized machined components for the decorative plumbing industry.

GRAFF is best known for its cutting edge products with an artistic flair which are designed by a prestigious group of European and North American industrial designers and architects. Collections have been created by the likes of Davide Oppizzi, Angeletti Ruzza Design, Nespoli e Novara and G+Design Studio.

With global offices in Europe and the United States, the GRAFF product portfolio is presented in showrooms all over the world. The USA flagship showroom at LuxeHome in the Merchandise Mart, Chicago was designed by Swiss designer Davide Oppizzi in collaboration with DCube Design.

“It is an honor to be named public relations agency for GRAFF,” said Sherry Qualls, president, White Good. “GRAFF has an impressive collection of luxury European faucets, free standing tubs, basins and accessories that will be a joy to celebrate. We look forward to the opportunity to put a spotlight on the brand and design team.”

“We are so pleased to be working with an agency that understands our channels, products and programs,” said Ziggy Kulig, GRAFF President and CEO. “As we continue to grow and evolve our brand, I look forward to having an agency partner that will drive us to a new level of awareness and presence with residential and boutique hospitality architects, designers, custom builders and showrooms. Our cutting-edge designs deserve broad recognition.”

White Good will drive strategic ideation, content strategy plans and execution to support product launch, event and trade show programs – all designed to build awareness and engagement with influencers, showroom consultants and affluent consumers.

About White Good

A member of the American Association of Advertising Agencies, White Good is a fully integrated marketing communication agency dedicated solely to building the brands of manufacturers and marketers of furnishings, decorative finishes and building products for the residential and commercial market segments. For more information, visit www.whitegood.com.

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About GRAFF

Headquartered in Milwaukee, Wisconsin, USA, with locations throughout Europe, GRAFF is globally recognized for its trend-setting products and unique vision. Supported since 1922 by extensive plumbing and hardware manufacturing experience, GRAFF has positioned itself at the forefront of design creating designer-based collections for the luxury market. GRAFF employs over 1000 dedicated professionals and has complete control over the full production process, making it a truly vertically-integrated manufacturer. The GRAFF parent company, Meridian International Group, is ISO 9001 and ISO 14001 certified.

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