



FOR IMMEDIATE RELEASE

GRAFF® Expands U.S. Sales Team

Bryce Vincent to join GRAFF as National Retail Sales Manager; Jeffrey Tankel will serve as Regional Sales Manager

MILWAUKEE – December 2017 —GRAFF®, manufacturer of luxury designer kitchen and bath products, is excited to announce the addition of Bryce Vincent as National Retail Sales Manager and Jeffrey Tankel as Regional Sales Manager. The hiring of Vincent and Tankel fits within GRAFF's multi-faceted strategy aimed at continued brand expansion and sales growth across North American markets

"We are thrilled to welcome Bryce and Jeffrey to GRAFF's sales team," comments Chris Kulig, GRAFF's Director, Business Strategy and Development. "They come to us with extensive experience and industry insight that will help to inform our sales strategies in the coming year. We look forward to seeing their contribution to GRAFF's continued success, bringing forth a fresh approach and perspective to the brand."

Vincent brings over 20 years of experience in the kitchen and bath industry, touting roles that have fostered his skills in executive sales management, strategic planning, manufacturing and new product development. Utilizing GRAFF's impressive product portfolio, Vincent will continue GRAFF's focus on strategic growth through expanding key business relationships, structuring North American sales teams, driving brand exposure and ensuring industry support and service to retail showrooms and customers. These efforts will be supported by GRAFF's sales leadership team, including Celine Marcotte (Business Development Manager) and Justin Berkowsky (Regional Sales Manager U.S. Central), who have positioned the brand for success in recent quarters.

"I feel very fortunate to work in an environment that echoes the importance of craftsmanship and architect and designer partnerships as a distinguishing factor in brand building and awareness," says Vincent. "I look forward to amplifying the GRAFF brand while working closely with our customers and delivering the industry-leading service and support GRAFF is known to consistently deliver."

Jeffrey Tankel joins GRAFF as Regional Sales Manager, covering the eastern region of the United States. With previous experience working across all aspects of the showroom—including sales and operations as well as representing manufacturers' while calling on showrooms, architects and developers, Tankel will work together with Vincent, Berkowsky and Marcotte to educate key accounts and customers about GRAFF's extensive product line and brand capabilities. Tankel will continue to shape and foster relationships at the brand's showrooms and guide GRAFF's eastern region of sales representatives, overseeing sales strategies and development.

With an expanding team and new collections set to launch in 2018, GRAFF continues to underscore their position as the premier option for luxury kitchen and bath products in North America and abroad. For additional information, visit GRAFF online at graff-designs.com.

About GRAFF

Headquartered in Milwaukee, Wis., and with locations throughout Europe, GRAFF is recognized globally for its trend-setting products and unique vision. Supported since 1922 by extensive plumbing and hardware manufacturing experience, GRAFF offers a wide range of contemporary, transitional and traditional styling. GRAFF's commitment to creating cutting-edge, premium-quality fixtures is evident in each and every product. GRAFF employs more than 1,000 dedicated professionals and has control over the full production process, making it truly a vertically integrated manufacturer.

For more information about GRAFF, visit www.graff-designs.com or www.facebook.com/grafffaucets

Media Contacts:

Cody Suher

Communications Director

cody@upspringpr.com

646-722-8146 x 110

Samantha Kanter

Account Executive

samantha@upspringpr.com

646-722-8146 x 115