



FOR IMMEDIATE RELEASE

GRAFF® Introduces New Musa Collection

Minimalist bathtub and sink collection added to the manufacturer's celebrated product portfolio

NEW YORK, NY — April 2018 — GRAFF®, manufacturer of contemporary precision-engineered kitchen and bath products, has woven its material expertise into a new line for the bath: the Musa Collection. Consisting of a stunning sculptural bathtub and two complimentary sink offerings, the Musa Collection provides minimalist style for today's bathroom.

Ziggy Kulig, President and CEO of GRAFF, comments, "Musa pulls upon the idea of creating a cohesive bathroom suite, from faucets and fixtures to bathtubs and washbasins. With this concept, customers are able to visualize their dream bathroom from top to bottom."

Named for the nine Greek goddesses, Muses, who were thought to inspire countless artists and poets, the Musa Collection lends a refined design to both modern and transitional spaces. The design is meant as a celebration of the sources of inspiration.

Inherently elegant, and dressed with a fluid silhouette, the Musa freestanding bathtub is an emblem of sophistication. Crafted from Sleek-Stone® and molded into a generously-proportioned basin, Musa instantly elevates bathroom suites. Available in gloss or matte white finishes, the latest addition to GRAFF's portfolio of bath furnishings delivers a refined option that can be paired with the brand's floor-mounted tub fillers, especially the Sento Collection, for a cohesive design scheme.

Finding the proper balance between form and function, the Musa Collection's vessel sinks are available in both countertop and freestanding applications. Mirroring the same smooth, rounded edges of the collection's bathtub, both variations add a sophisticated touch to the bath and can be completed with either wall-mount or vessel sink faucets from GRAFF's extensive product library. Available in gloss or matte white finishes, the Musa sinks come equipped with a decorative drain covering matching the finish of the basin for a seamless look

The Musa bathtub and sink pieces feature GRAFF's exclusive Sleek-Stone® material, which combines 75% natural dolomitic minerals with a unique resin for a naturally durable surface that is both scratch and stain resistant. The fundamental elements used to create Sleek-Stone®, dolomitic minerals, can be found in the Dolomite mountain range in Northeastern Italy and within the greater Italian Alps region. Dating back over 500 million years, the minerals have long been celebrated for their material capabilities and continue to do so in the form of GRAFF's Musa Collection.

For additional information on the Musa Collection, as well as GRAFF's other bath offerings, please visit 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
UpSpring PR
cody@upspringpr.com
646-722-8146 x 110

Samantha Kanter
Account Executive
UpSpring PR
samantha@upspringpr.com
646-722-8146 x 115