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GRAFF® Debuts Refreshed Website Design

The relaunched website offers more product details and images, and a deeper view of the cutting-edge bathroom and kitchen manufacturer

MILWAUKEE—September 25, 2015—GRAFF®, manufacturer of contemporary, precision-engineered bath and kitchen products, introduces its restyled website that offers new features for improved navigation and functionality. The new design of GRAFF's website fulfills the needs of professionals and consumers alike, providing a convenient and interactive experience with the brand.

GRAFF's website underwent a complete overhaul where the layout was replaced by one donning a clean and modern aesthetic. From upcoming events and the best media spotlights, to the latest projects around the world and the launch of new collections, the new website offers a complete overview on all GRAFF innovations. Wanting to create a website that would be an extension of the brand's personality with a focus on the customer service experience, GRAFF incorporated a new profile feature that allows designers, architects and residential consumers to create and manage virtual project portfolios to keep their favorite products on-hand. This new area allows users to download the latest technical information for their saved projects and gives them access to GRAFF signature catalogs.

In addition, GRAFF has added a convenient new search tool. All visitors have the option to search for products organized by category (bathroom, kitchen, shower and furniture), model, installation or finish.

On the GRAFF website, users can view top projects from around the world, featuring GRAFF products. From New York City to Paris, GRAFF continues to be where art and design thrive.

Furthermore, the new website allows users to share products they like across social channels like Facebook, Twitter, Google+ and Pinterest.

"This website redesign will provide visitors with a more personalized and interactive experience that offers the opportunity to connect with our company and learn about the world of GRAFF®," explains company President and CEO, Ziggy Kulig.

To view the redesigned website and learn about all of GRAFF's new product offerings and happenings, please visit: www.graff-faucets.com.



About GRAFF

Headquartered in Milwaukee, Wisconsin, USA, and 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 offers a wide range of contemporary, transitional and traditional styling. Utilizing the latest manufacturing technology and thanks to a tradition old-world craftsmanship, GRAFF's commitment to creating cutting-edge, premium-quality fixtures is evident in each and every product.

GRAFF employs over 1000 dedicated professionals and has control over the full production process, making it a truly vertically-integrated manufacturer. GRAFF's parent company, Meridian International Group, is an ISO 9000 certified company, comprised of several business units. Meridian strategically combines a strong European OEM faucet and valve production history with over 30 years of American excellence in OEM machined parts. Meridian's prestigious customer portfolio includes many global plumbing companies as well as the number one American manufacturer of motorcycles.

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