

**Press Release**

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**BLANCO IKON® – New 33” 1-3/4 Farmhouse Sink with Low Divide****BLANCO IKON® - apron front masterpiece defined**

LUMBERTON, NJ, February 2020 – BLANCO is elevating kitchen ergonomics with its new **IKON® 33” Apron 1-3/4 Bowl with Low Divide sink**. Designed to make prepping, cooking and cleaning a more seamless and comfortable experience for all users, IKON® is the world’s first apron front sink made of SILGRANIT®, BLANCO’s patented granite composite material available in eight trending colors.

“When you break it down, the sink is the most used area in the kitchen by everyone in the household,” notes Tim Maicher, Director/Head of Product Management for BLANCO North America. “By offering optional accessories with design details that include the low divide and apron front, we created a system that not only accommodates all users but enhances the workflow.”

The new IKON sink’s convenient low divide that sits just 5-1/2” from the sink bottom, makes it easier to handle large pots and baking sheets while still dividing the sink into cleaning and prepping bowls. Because apron front designs are installed further forward and eliminate the countertop, they minimize the need to lean over as much and help to reduce strain.

Optional accessories include a Floating Grid that provides an extra level within the sink. The extra level created by the Floating Grid eases the strain of placing a heavy pot into the sink while also creating another space to place a bowl of prepped ingredients. It can also be used as trivet on the countertop for placing hot cookware. A Floating Cutting Board that fits right on top of the sink instantly creates another workspace beyond the countertop while also making it easy to scrape chopped ingredients into a bowl placed below it. Additional accessories for the IKON 33” Apron 1-3/4 Low Divide include Small and Large Grids, a 3-in-1 Basket Strainer and a 3-in-1 Disposal Flange.

“Not only do these sinks enhance comfort, productivity and efficiency with their ergonomic design features, they are also beautiful statement pieces available in a range of on-trend colors constructed with our extraordinarily durable and easy to clean SILGRANIT® material,” says Maicher.

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In addition to the 1-3/4 Low Divide, the IKON® series includes 30" and 33" apron single bowls along with a 27" farmhouse option for smaller spaces. Available color options include Anthracite, Biscuit, Café Brown, Cinder, Metallic Gray, Truffle, White and Concrete Gray.

### **BLANCO IKON® 33" Apron 1-3/4 with Low Divide**

33" x 19", 9 1/4" deep, outside cabinet: 36"; Accessories: Small Grid, Large Grid, Floating Grid, Floating Cutting Board, 3-in-1 Basket Strainer, 3-in-1 Disposal Flange; MSRP: \$1,649

To download full press release and images, click [here](#).



**Left:** IKON 33 1-3/4 Low Divide in White SILGRANIT, BLANCO EMPRESSA™ Bridge Faucet in Polished Chrome  
**Center:** IKON 33 1-3/4 Low Divide in White SILGRANIT, BLANCO EMPRESSA™ Bridge Faucet in Polished Chrome  
**Right:** IKON 33 1-3/4 Low Divide in Concrete Gray SILGRANIT, BLANCO EMPRESSA™ Semi-Professional Faucet in Polished Chrome

### **About BLANCO**

BLANCO is a leading global manufacturer that meticulously designs systems that enhance kitchen water hubs in residential homes. BLANCO water hub solutions integrate components above and below the sink – from the kitchen faucet all the way through to the base cabinet configuration – to create a self-contained unit. As such, BLANCO systems make a significant contribution towards sustainably upgrading high-quality kitchens around the world with everyday convenience and benefits when it comes to preparing food, accessing drinking water and cleaning. The brand has won over consumers worldwide with its modern design, ergonomic handling and reliable product quality.

Founded 95 years ago in Germany by Heinrich Blanc, today BLANCO is part of Blanc & Fischer Family Holding. With company headquarters and key production sites in southwestern Germany, subsidiaries in Europe, North America and Asia, plus its trading partners, BLANCO has a presence in nearly 100 countries around the world and offers its customers a vast portfolio that is perfectly tailored to consumer needs. BLANCO America has been proudly serving the U.S. market and consumers for over 30 years. As a recognized leader in superior craftsmanship and innovation, BLANCO products reflect human evolution that connects function, expression and technology.

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