

Press Release

BLANCO NORTH AMERICA NAMES ZAPWATER COMMUNICATIONS AGENCY OF RECORD

TORONTO, ON, August 2021 — BLANCO North America has retained Chicago-based agency, Zapwater Communications Inc., as its agency of record for North America. BLANCO tapped Zapwater for their results-driven, award-winning approach to public relations and integrated communications campaigns.

Serving the North American market for more than 30 years, BLANCO is proud of its award-winning German engineering and heritage. Zapwater will be instrumental in further increasing the European brand's presence and awareness within the United States and Canada, showcasing how the BLANCO Unit and SILGRANIT® kitchen sinks (which are made in North America and Germany) serve as a central kitchen hub and make life easier with their design and functionality.

"We are thrilled to work with Zapwater to boost awareness of the BLANCO brand and product portfolio throughout North America," states Edyta Drutis, Director of Brand & Communications at BLANCO North America. "We value the agency's integrated communications strategy and feel their approach will help further propel and differentiate our brand."

Zapwater Communications scope of work for BLANCO includes media relations, influencer marketing, strategic partnerships, brand activation events and media planning, as well as digital and social media support for North America.

"Our team is honoured to be working with the team at BLANCO," says David Zapata, CEO and founder of Zapwater. "BLANCO not only delivers award-winning products, but the brand's commitment to quality, innovation, and sustainability embodies many of the core values that are important to our agency, as well as consumers."

For more information about BLANCO, please visit www.blanco.com.

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About BLANCO

BLANCO is all about residential kitchen water hub systems that are meticulously designed down to the finest detail. The brand has won over consumers worldwide with its modern design, ergonomic handling and reliable product quality. All components, from the kitchen faucet to the sink and accessories, are perfectly integrated with one another. BLANCO systems make a significant contribution towards sustainably upgrading kitchens around the globe with everyday convenience when it comes to preparing food, drinking and cleaning.

Founded over 95 years ago, the company is now a leading manufacturer worldwide. With subsidiaries in Europe, North America and Asia, plus its trading partners, BLANCO has a presence in approximately 100 countries and offers its customers a portfolio that is tailored to consumer needs. The company headquarters and key production sites in support of North American demand are in Southwest Germany and Canada.

Established in 1925 by Heinrich Blanc, BLANCO is part of Blanc & Fischer Family Holding. BLANCO Canada has been proudly serving the Canadian market for over 30 years. For more information, visit blanco.com.



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About Zapwater Communications Inc.

Zapwater Communications is an integrated communications agency with offices in Chicago, Los Angeles, and Miami. The agency's expertise centers around five primary lifestyle categories: Consumer Services and Products, Design and Real Estate, Fashion, Beauty and Retail, Hospitality, and Travel. Zapwater specializes in media relations, influencer marketing, social media and digital services, strategic partnerships, events and marketing communications. To date, Zapwater Communications has won 200+ industry awards. For more information, visit www.zapwater.com.