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**FOR IMMEDIATE RELEASE**

**GRAFF® Promotes Chris Kulig to Director, Business Strategy and Development**

**MILWAUKEE— March 2017—** GRAFF®, manufacturer of contemporary precision-engineered kitchen and bath products, is excited to announce the promotion of Chris Kulig to Director, Business Strategy and Development. Previously holding the title of National Sales Manager, Kulig has over a decade of experience managing sales initiatives across North America and promoting new business developments for GRAFF.

“Chris is a highly respected member of the GRAFF team and we look forward to his continued success as the Director of Business Strategy and Development,” says Ziggy Kulig, President and CEO of GRAFF. “His business acumen, strong leadership and problem-solving skills are invaluable to the company.”

In his new role, Kulig will be focusing on product development and identifying new business strategies and opportunities worldwide. He will continue to work closely with numerous GRAFF departments to set corporate and business-unit strategies, develop cross-functional operational plans, identify critical success metrics for the business and lay the groundwork for their implementation. As Director, Business Strategy and Development, Kulig will oversee Engineering, Technical Support, Inside Sales, Outside Sales and Merchandising at GRAFF.

“I am excited to begin my new position at GRAFF and lead the company to further growth,” says Chris Kulig. “During my tenure at GRAFF, I’ve seen tremendous successes in innovation. I plan to work with the team to maintain this upward momentum and continue to exceed standards in the kitchen and bath industry.”

With the launch of GRAFF’s latest collection, Finezza, the brand is looking forward to another successful year and plans to release additional product offerings that continue to push the boundaries in kitchen and bathroom design.

For additional information on corporate news and GRAFF products, please visit [graff-faucets.com](http://graff-faucets.com).



*Chris Kulig, Director, Business Strategy and Development*

### **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 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-faucets.com](http://www.graff-faucets.com) or [www.facebook.com/grafffaucets](https://www.facebook.com/grafffaucets)