



At RCKsinks Inc., our 30+ years of kitchen design and construction has shown us that it's always critically important to factor the realities of day-to-day living into whatever overall design scheme is ultimately recommended.

We see these realities are generally centered around three basic areas:

1. Adaptability
2. Practicality
3. Quality

1. Adaptability:

One of the main hallmarks of a well-designed kitchen space is its ability to be a great 'center' to the home no matter what stage of life the family is moving through.

This is why good designers tend to stress simplicity and clean lines throughout the kitchen space. It is one of the few areas in the house where form is dictated by function, simply because this kitchen is used so much and constantly so, through the years.

The Reality Sink is designed with very clean lines that will blend effortlessly with a wide range of counter spaces, surfaces, faucets and overall designs. It is a compact sink that does not feel that way.

The design possibilities the Reality Sink creates are both interesting and potentially innovative. But at the end of the day, this is a product that is grounded in adapting to the reality of day to day living, and built to be a constant through the transitions that every family makes from newlyweds to empty nesters and every stage in between.

2. Practicality: Where's The Rack?

While it's true that kitchen design can reflect any number of different styles and preferences, the one thing they all have in common is the need to be practical.

And one of the key part of the practicality of kitchen design comes from an understanding of:

1. The sink area and where it should be located to optimize all its purposes,
2. The kind of sink that will be most appropriate for the overall design

In the daily world of most people, certain things go in the dishwasher and certain things don't. A favorite mug, a bread or paring knife or other utensils that are used every day. Families with children are constantly re-using bottles and cups and favorite bowls and plates. For others, it's delicate wine glasses or antique tea and coffee cups. And the list goes on.

What this means is that the 'dish rack' is also a key part of the landscape of the sink area, and as such, it begs a solution that is both elegant and in keeping with the kitchen's overall design scheme.

The Reality Sink's sunken rack is exactly that kind of solution. Elegant, and unobtrusive, it allows the sink area to maintain an uncluttered feel This feature alone makes the Reality Sink well-suited to both smaller counter areas and peninsulas or island designs.

The Reality Sink is not designed to be a replacement for the automatic dishwasher, but as a practical and well thought-out alternative for all the items a family will not always just toss in the dishwasher.

3. Quality: Family Businesses Working Together To Build A High Quality Product

One of the advantages of our years of kitchen building experience is that we have seen the consequences that low quality products can create for designers. This is why we have spent the last two years finding the best suppliers we could to help us create our finished product.

We're very proud of the fact that every company participating in the creation and manufacturing of the Reality Sink series, from RCKSinks Inc, to the various companies who are producing the components, are all privately owned and family operated businesses.

There is a real pride of ownership factor with this group of companies and family owned and operated businesses in general, and it shows strongly in the quality of the product.

The Reality Sink isn't just an interesting idea....it's a high quality, world class product that you can depend on 100%.