

Press Release: [www.stainlesssteel-sinks.com](http://www.stainlesssteel-sinks.com) launch

Title: Web site launched with focus on everything you need to keep your Stainless steel sink looking brand new.

Summary: A new web site has been launched with the purpose of making available to the general consumer the information and resources that they will need to solve the 'big problems' everyone struggles with if they have a Stainless steel sink. The site includes information on general cleaning and maintenance as well as techniques for removing scratches, chemical stains and even rust, which common Stainless steel cleaners are unable to cope with.

Barry Fienman, inventor, founder and CEO of Restore It Yourself, Inc., announced the launch of a new website at <http://www.stainlesssteel-sinks.com>.

Stainless steel is beautiful and is now found in a high percentage of homes. "According to manufacturers recently surveyed by KBDN, stainless steel remains the hottest style trend in sinks," writes Kitchen & Bath Design News. Also, "Style in major appliances can be defined in three words: 'gleaming stainless steel.' There's no letup in demand for the metallic finish, even after half a dozen years. Like many demanded features, it began as a premium hallmark and soon gravitated down to mid-price points and even value brands," wrote Gerry Beatty in the The Weekly Newspaper for the Home Furnishing Network.

While durable and beautiful, Stainless steel sinks are also more difficult to maintain, unless you know the secrets to keeping them looking like new.

This new website has been carefully designed to provide information and answers to Stainless steel problems that most people don't know there are answers for. The website is focused on tips and tricks for cleaning Stainless steel sinks, as well as any other Stainless steel kitchen appliance, and the proper maintenance that will keep them in top shape year after year.

"Your Stainless steel sink takes a beating from normal usage and usually ends up with many scratches and scuffs that traditional Stainless steel cleaners and polishes can't resolve," says Doug Gore, VP of Sales and Marketing for Restore It Yourself, Inc. "This new web site offers the best advice available about the care, cleaning and restoration of your Stainless steel investment."

The goal of the website is to help consumers keep their Stainless steel sinks and appliances looking like new and to enjoy them year after year by employing the secrets the RIY team has learned in the field, as well as the exciting new technologies they have developed and are making available today to restore and refinish damaged Stainless steel surfaces.

"Many people believe that scratches, chemical stains, burns and scorches cannot be effectively removed from brushed Stainless steel - but they are wrong! " reports Ron Ford, VP of E commerce and Business Development. "This website shows you how you can remove these problems and restore your Stainless steel sinks to like-new condition quickly and easily. You'll find before and after photos, video demonstrations, and complete instructions on how to clean and maintain your Stainless steel sinks, and other kitchen appliances, as well as links to other online resources."

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About Restore It Yourself Inc.: The privately owned company was founded by inventor Barry Feinman. Restore It Yourself, Inc. is based in Carlsbad, CA USA. The company has developed and proven cleaning and restoration technologies in the field and is now bringing them to the consumer, do-it-yourself market in the United States, Canada, UK, Europe, Australia and New Zealand. Extensive distributor and dealer networks are developing for global distribution of RIY products.

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