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Back in '76

When Herman Abel formed Watermark it was out of a passion for metal finishing – a passion that still remains at the heart of the company today.

Over the years we've learnt to apply Herman's secret formulas to our brassware, employing a melting pot of artisans and craftspeople from across Brooklyn to help us in the creation of our unique statement products.

Our inspiration comes from the architectural details and engineering structures around us – we select elements that are infused into our designs, which are often created in partnership with the architects and designers of our famous borough.

Everything we make is produced in our factory with a care and attention to detail that only hand manufacture can bring – resulting in a quality of product that has seen us selected by some of the most discerning eyes across the world – from Trump Park Avenue, New York to The Ritz Carlton, Shanghai.



Our Story

Our brassware is truly handcrafted with an eye towards precision at all points, from working with the best local suppliers to hand-assembling and testing every piece.

Provenance

Everyday we walk around the corner to our brass supplier and pickup what we need, carrying it back to the factory to be quality controlled before it's fed into the machines for our craftspeople to work their magic.

We use only the highest grade of lead free solid brass to make all of our components, which ensures we can produce a highly durable product with the tightest of tolerances and the cleanest provision of water. We save all of the waste metal for re-use and are proud that the product we produce can be recycled at the end of its lifespan.



Manufacture

Whilst we use advanced computer controlled tooling to help us maintain our high standards, for many of the processes we turn to traditional manufacturing, using machines from way back to produce our products, machines that can only be operated by skilled craftspeople who've been working with them from many years.

A technician wearing a white t-shirt, a light-colored cap, and a white face mask is focused on working with a piece of metal on a lathe. The scene is dimly lit, with a strong light source from the side creating a dramatic silhouette effect. The technician's hands are gloved, and they are carefully adjusting the workpiece. In the background, other industrial equipment and a blue cabinet with a white mask hanging on it are visible, suggesting a professional manufacturing environment.

Finishing

Finishing is at our roots and it's the passion that makes our brassware so exquisite. From the lightest of touches to the steadiest of hands — finishing is a process that can only be learnt through time and dedication. Every component we make goes through a unique combination of hand polishing, plating and spraying that often takes our specialists days to complete before their critical eye is happy.

Often the only way to produce a finish is to look to the past. When we developed the Sense range we searched to find a machine that could create its unique hand beaten texture — our quest ended in the Warner & Swasey No.6 Turret Lathe, dating back to 1938 — we think she's the only one still around and employ a specialist technician to look after her and make sure each run of handles comes out as good as they did when her motors first turned over 75 years ago.



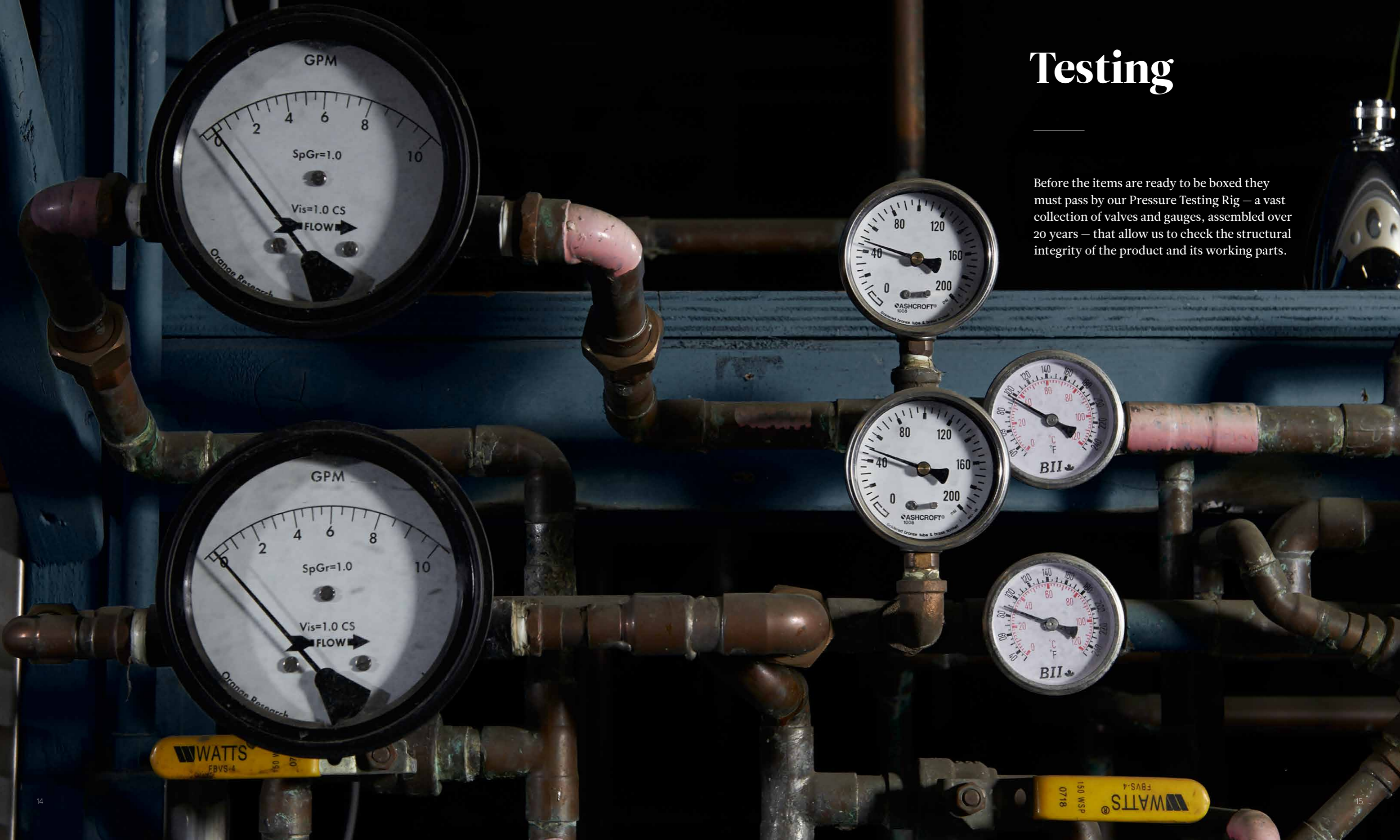
Assembly

Every part is assembled by hand, ensuring a final stage of quality control and perfect alignment of the mechanisms.

Only once it passes these rigorous checks do we sign our name to the testing label attached to each product and approve it for dispatch.

Testing

Before the items are ready to be boxed they must pass by our Pressure Testing Rig – a vast collection of valves and gauges, assembled over 20 years – that allow us to check the structural integrity of the product and its working parts.



The Collection

Eight, versatile and unique ranges
designed and manufactured in
Brooklyn, New York.



First crafted
2010

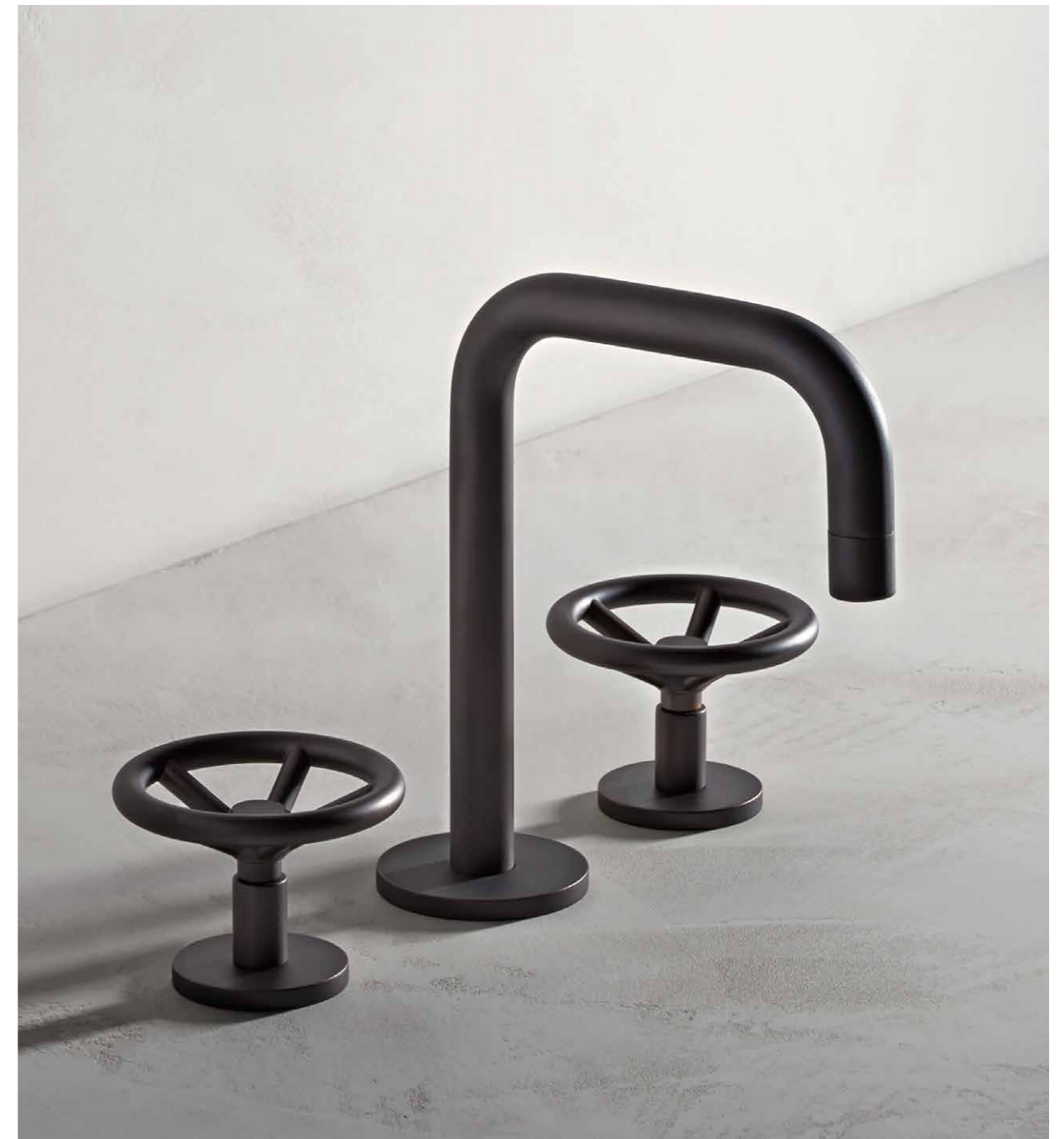
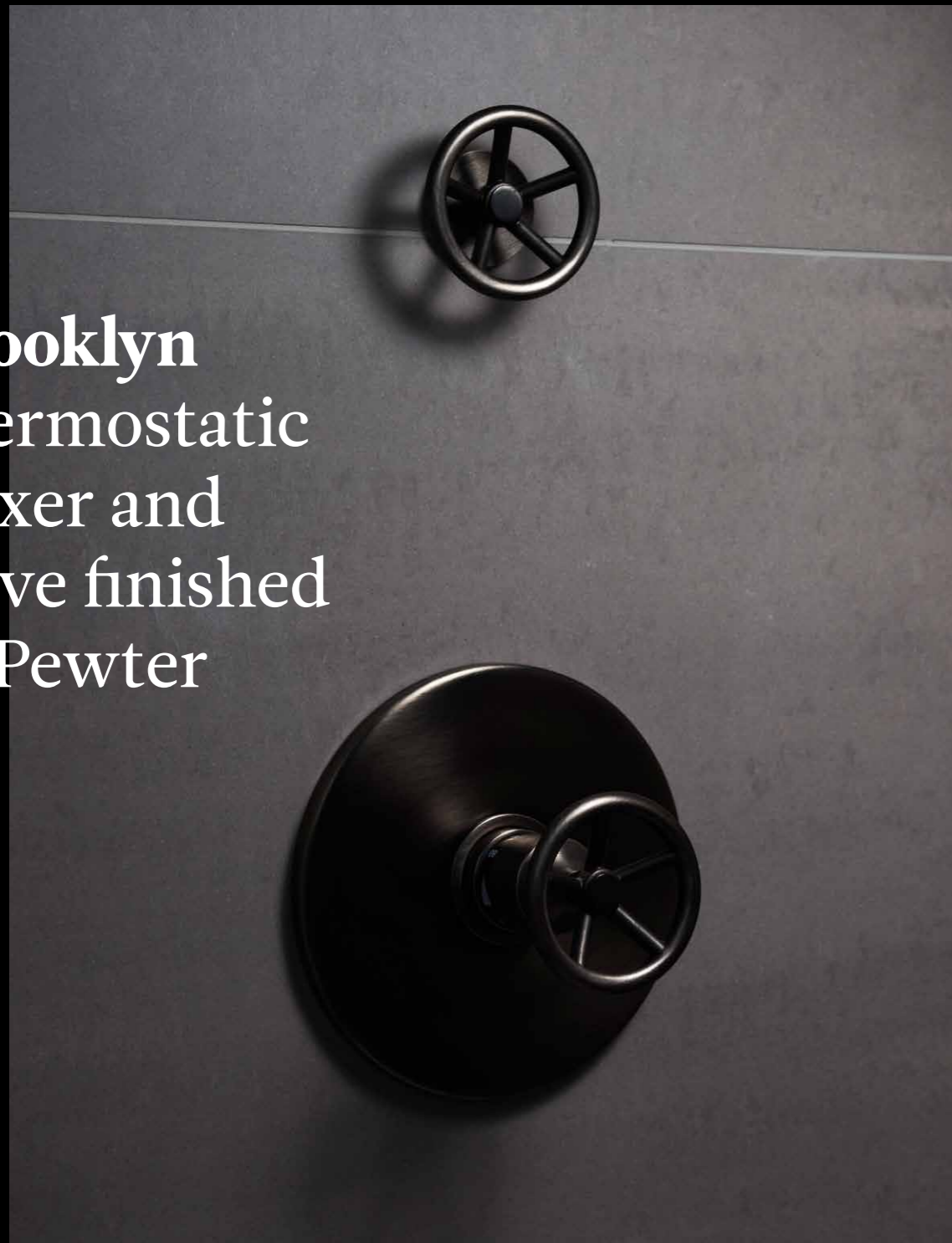
Designer
Incorporated Architecture & Design

Brooklyn

Inspired by gate valves found in the mid-century apartment blocks of Brooklyn, this range presents a style for all urban loyalists combined with the functionality of modern manufacture.

Brooklyn, BRO05
Wall mounted two hole
basin set finished in
Vintage Brass

Brooklyn
Thermostatic
mixer and
valve finished
in Pewter



Brooklyn, BRO04
Deck mounted three hole basin
set, finished in Charcoal

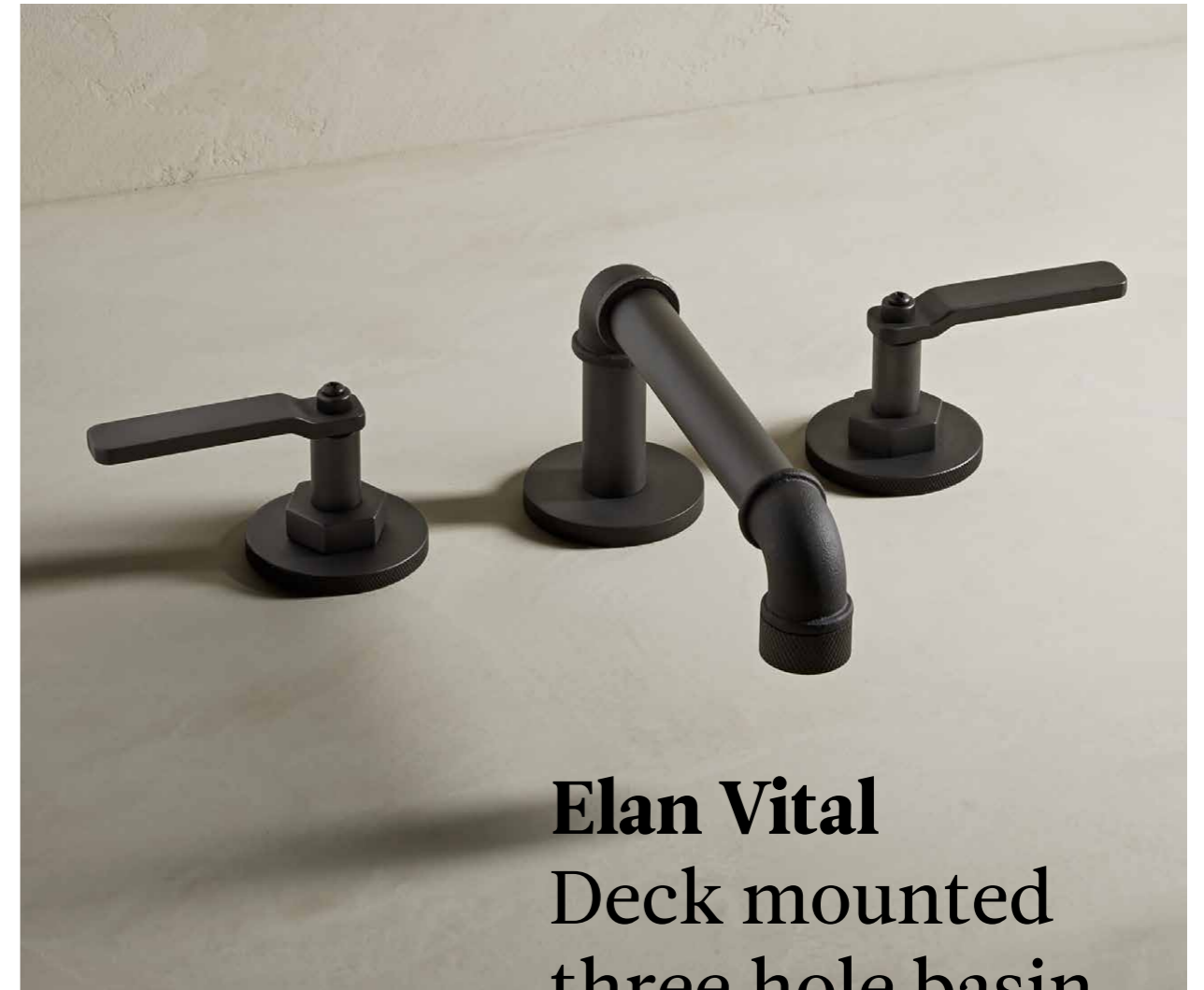
Elan Vital

This award winning range presents the ultimate in stripped down aesthetic. Using parts reminiscent of commercial ball valves and plumbing unions this range offers a unique visual combined with the advantages of modern valves and aeration.

Elan Vital, ELV02
Wall mounted two hole
basin set, finished in
Aged Brass



Elan Vital, ELV30
Exposed thermostatic
bath filler and shower set,
finished in Gun Metal



ELV01

Elan Vital
Deck mounted
three hole basin
set finished in Oil
Rubbed Bronze

First crafted
2012

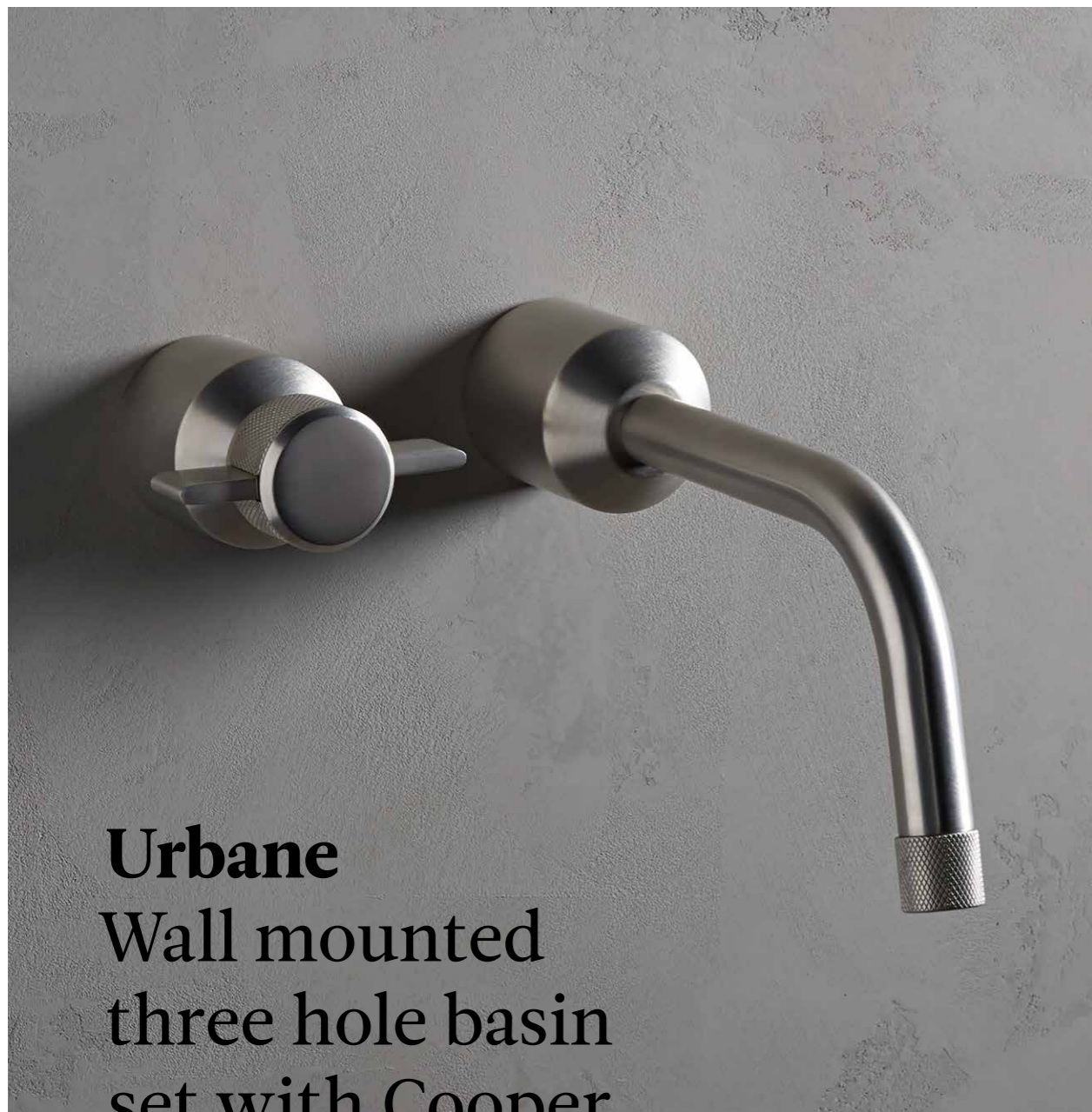
Designer
Gwathmey Siegel

Urbane

Employing knurling details within two spout and handle options, Urbane, offers a distinctly unique industrial visual for the discerning eye.

Urbane
Cooper handle detail,
finished in Brushed Nickel





Urbane
Wall mounted
three hole basin
set with Cooper
handle, finished
in Brushed Nickel

URC05



Urbane, URA03
Deck mounted three hole
basin set with Angled spout
and Astor handles, finished in
Gun Metal

Sense

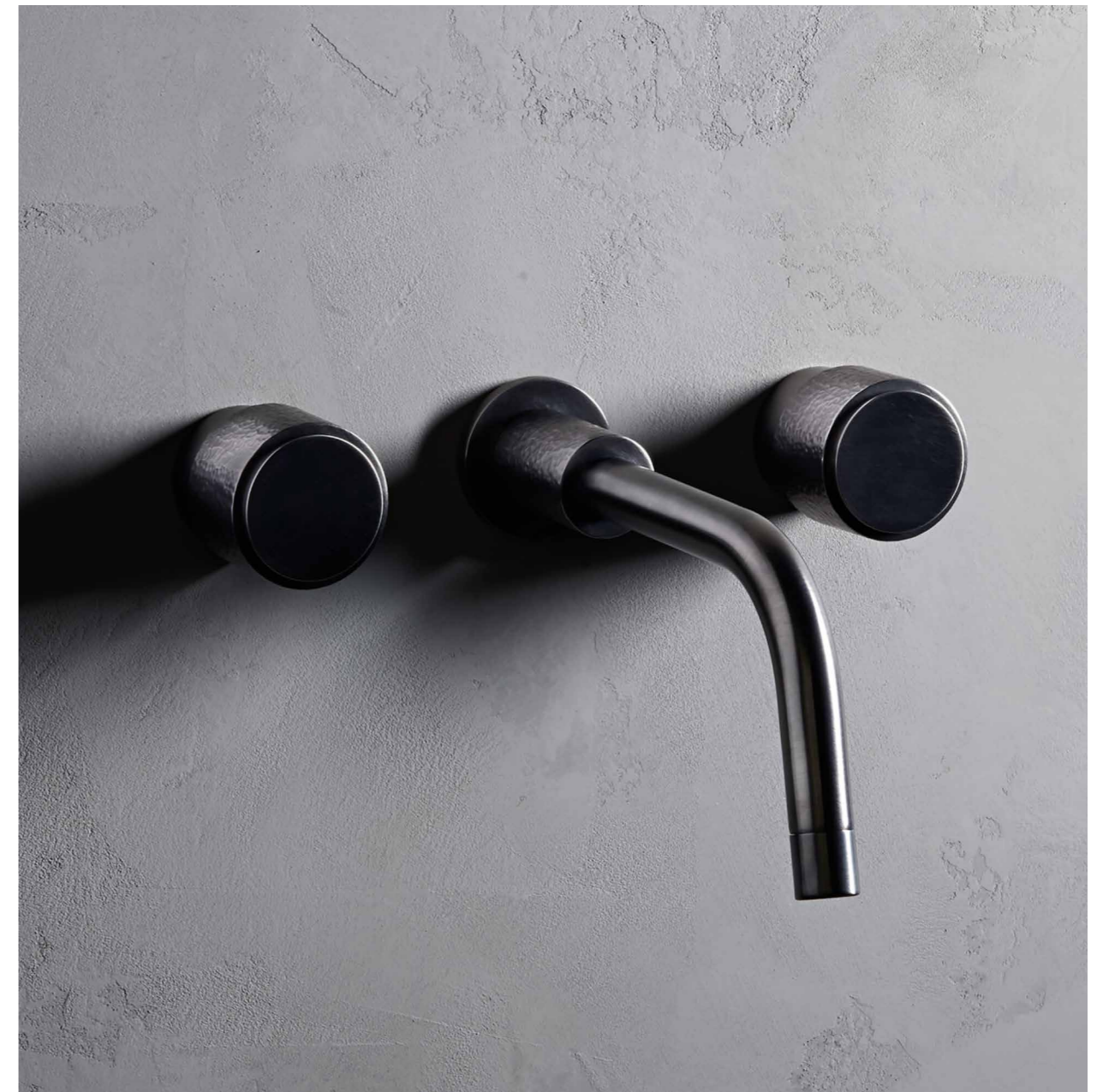
Taking inspiration from the neo Georgian facades of some of Manhattan's famous buildings, Sense's handle provides an elegant and functional form that is truly unique.

Sense, SED04
Deck mounted three hole
basin set with Dial handle,
finished in Aged Brass





Sense
Dial, Lever and
Cross handle
options finished
in Vintage Brass



Sense, SED06
Wall mounted three hole
basin set with Dial handle,
finished in Pewter

Edge

Presenting a unique handle cut out detail and form, Edge is a tight lined range that makes use of an optional cascade spout to present an imposing geometric collection.



Edge
Handle detail, finished
in Brushed Brass



Edge, EDG06
Deck mounted three hole basin set, with Waterfall spout, finished in Brushed Nickel

Edge

Wall mounted two hole basin set, finished in Brushed Brass



EDG08

Loft

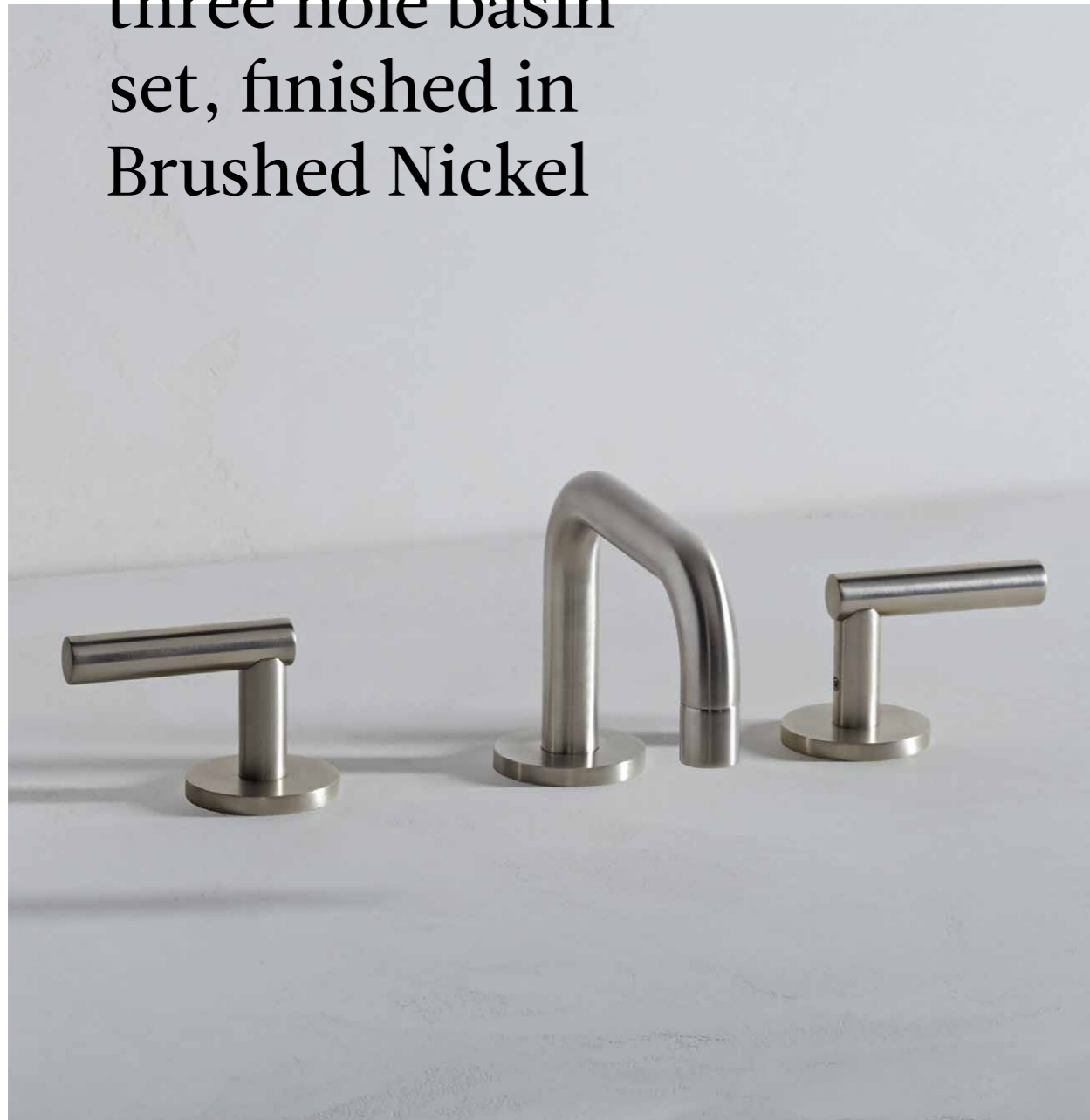
Loft provides an optimised range with unique elements and a universal form that still maintains a quality of construction and finish that is the hallmark of all our ranges.



Loft, LOF04
Wall mounted three-hole basin set, finished in Oil Rubbed Bronze

Loft

Deck mounted
three hole basin
set, finished in
Brushed Nickel



LOF03



Loft
Thermostatic shower
mixer with wall outlet
valve, finished in Oil
Rubbed Bronze

London

An elegant collection available with two handle types, London tweaks at classical elements whilst incorporating clean lines that make it ideal for modern interiors looking to add a hint of heritage.



London, LOC07
Wall-mounted
three hole basin set with
Cross handle, finished in
Polished Brass



London
Deck mounted
three hole basin
set with Lever
handle, finished in
Polished Chrome

LOL04

Zen

Featuring our patent pending magnetic handles, Zen offers a uniquely pure form free of the traditional fixings and rosettes. Handles are available in four stones or a metal option.

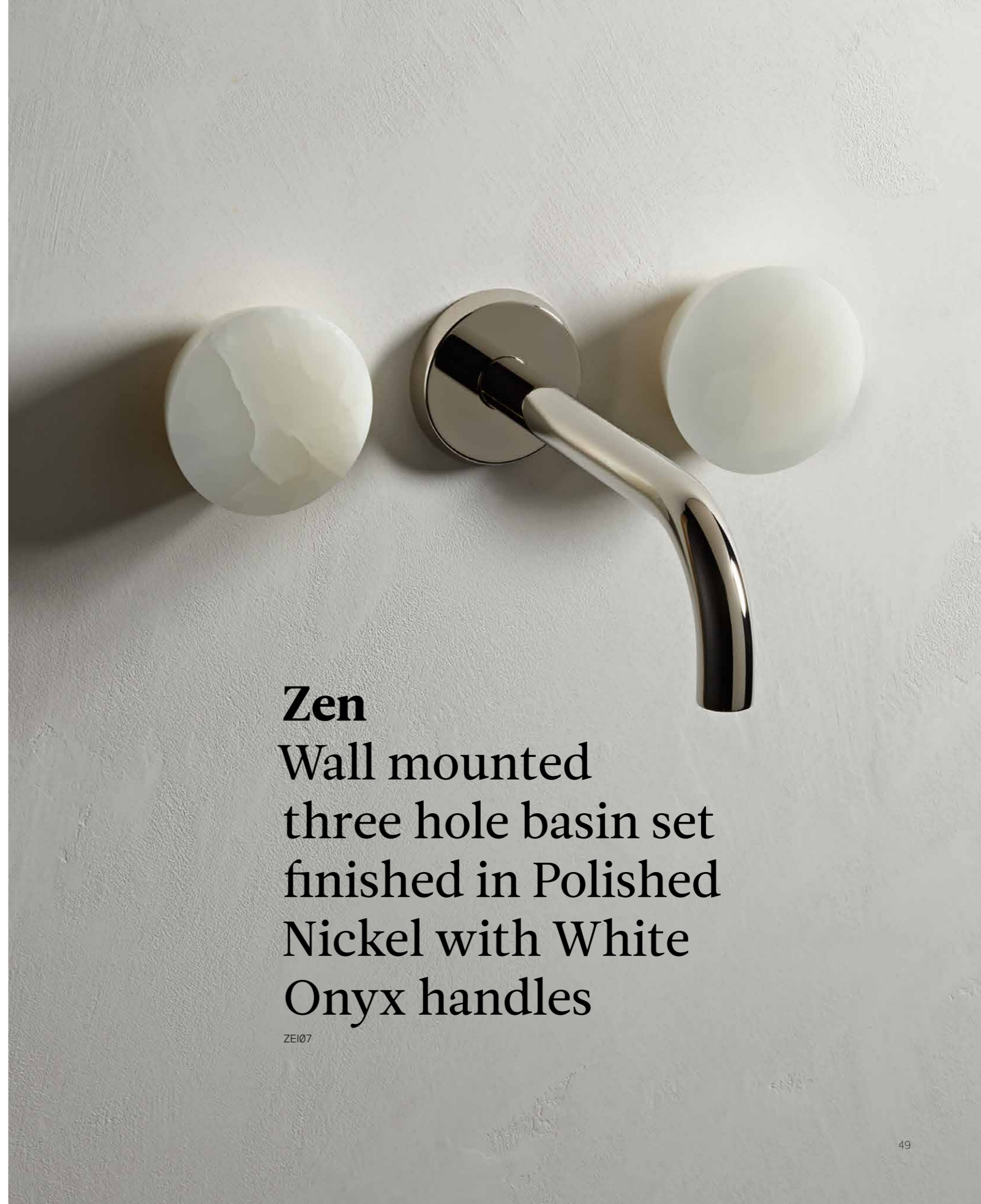
Zen, ZEC04

Deck mounted three hole basin set with Swan spout in Polished Copper, and Bianco Carrara handles





Zen, ZEH04
Deck mounted three hole
basin set with Swan spout
in Brushed Gold, and
Honey Onyx handle

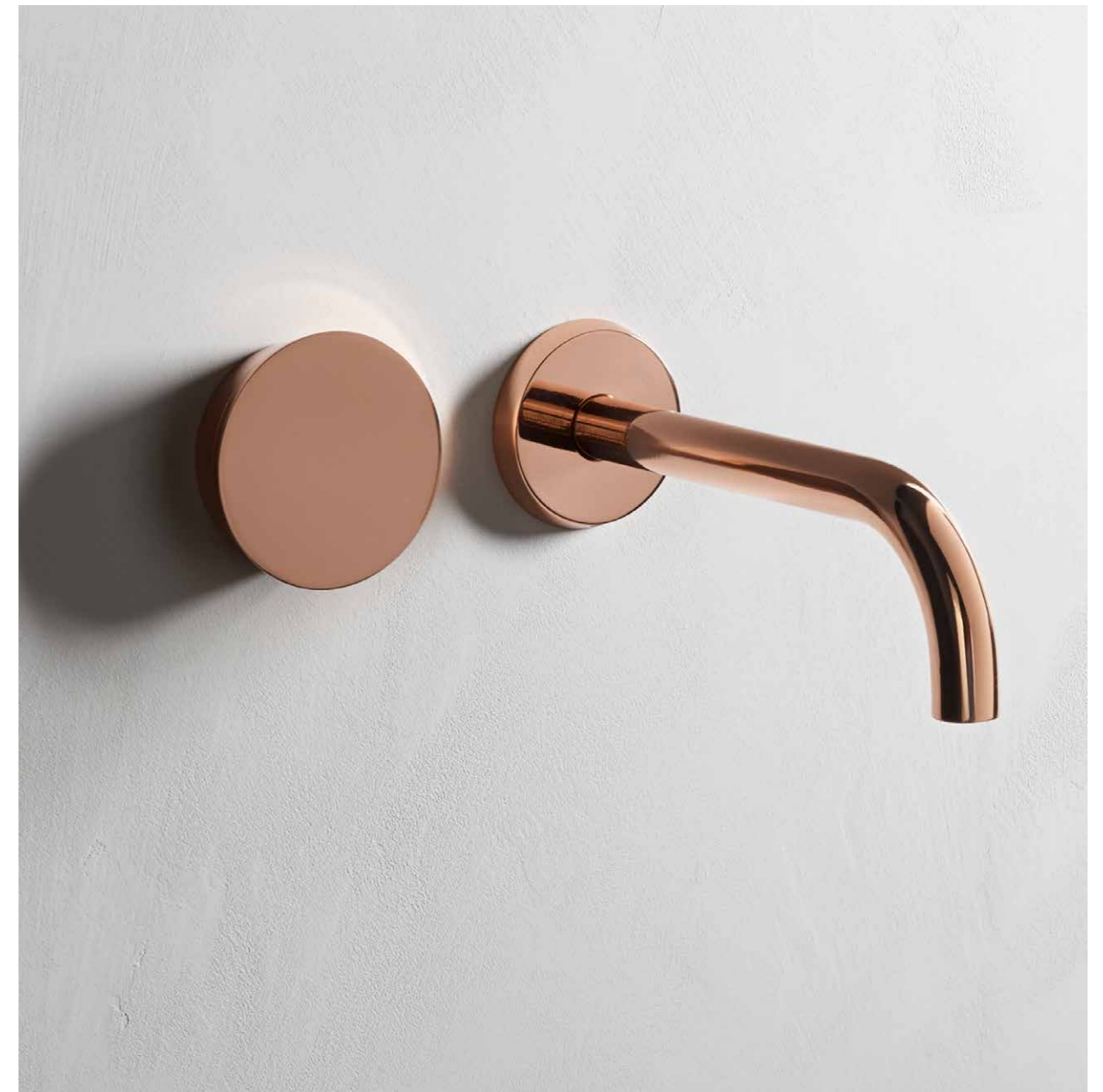


Zen
Wall mounted
three hole basin set
finished in Polished
Nickel with White
Onyx handles

ZEI07

Zen, ZEM02

Deck mounted three hole basin set with Square spout, finished in Brushed Nickel with Nero Marquina handles



Zen, ZEF05

Wall mounted two hole basin set with Finished Metal handle, in Polished Copper



The Finishes

Fifteen carefully selected finishes including industrial Brushed Nickel, raw Aged Brass and deep Charcoal.



Polished Chrome

An ever popular finish, we use only the finest chrome to ensure a bright colour and beautiful flow across the components that really demonstrates that not all chromes are alike.



Polished Nickel*

This classic brassware finish, used before the application of chrome, provides a hint of champagne to this delicate silver finish, guaranteed to add a heritage element to your scheme



Brushed Nickel*

By carefully satinising the components before applying a unique nickel plate this finish brings with it an industrial, stainless steel inspired, aesthetic.



Oil Rubbed Bronze

A classic US finish re-invoked with a secret satin plating process to meet the requirements of the contemporary interior seeking a sophisticated deep black finish.



Pewter

A heritage look not often seen on brassware. This finish provides an endless deep and aged lustre ensuring a unique character in your scheme.



Charcoal

Charcoal uses a specialist lacquering process that results in an endlessly deep lustre inspired by our love of dark chocolate. This most intensive of finishes can take us two days to complete — proof that the best things are worth waiting for.

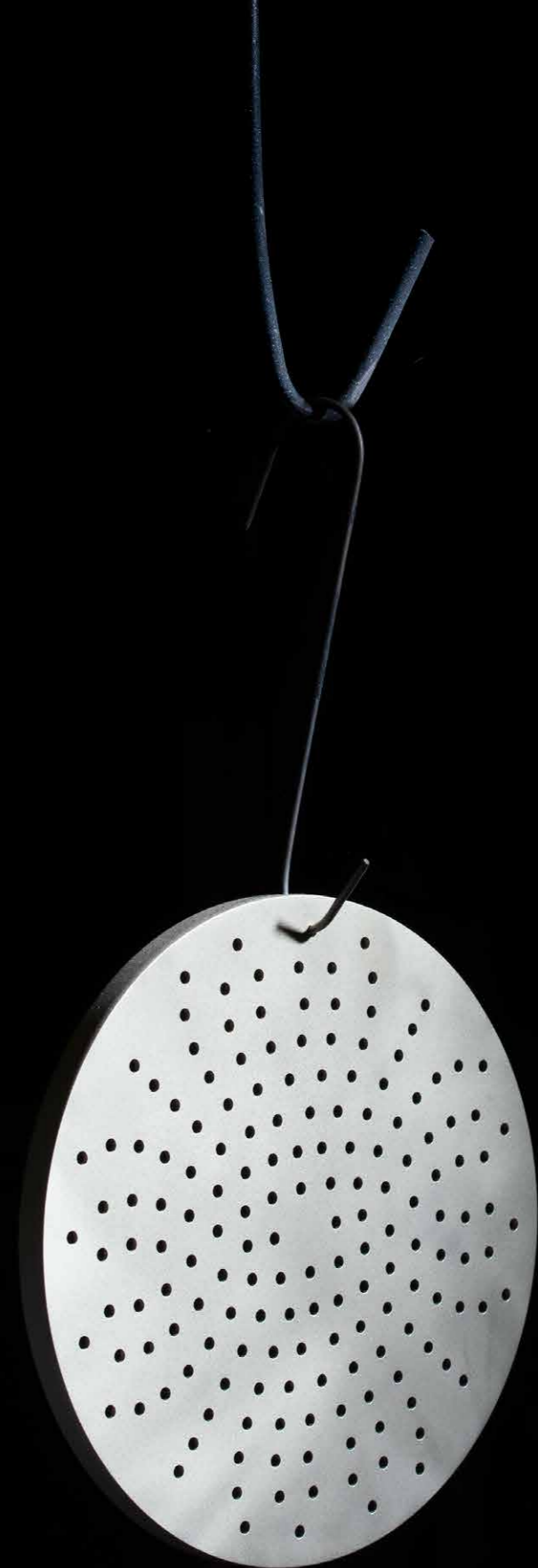


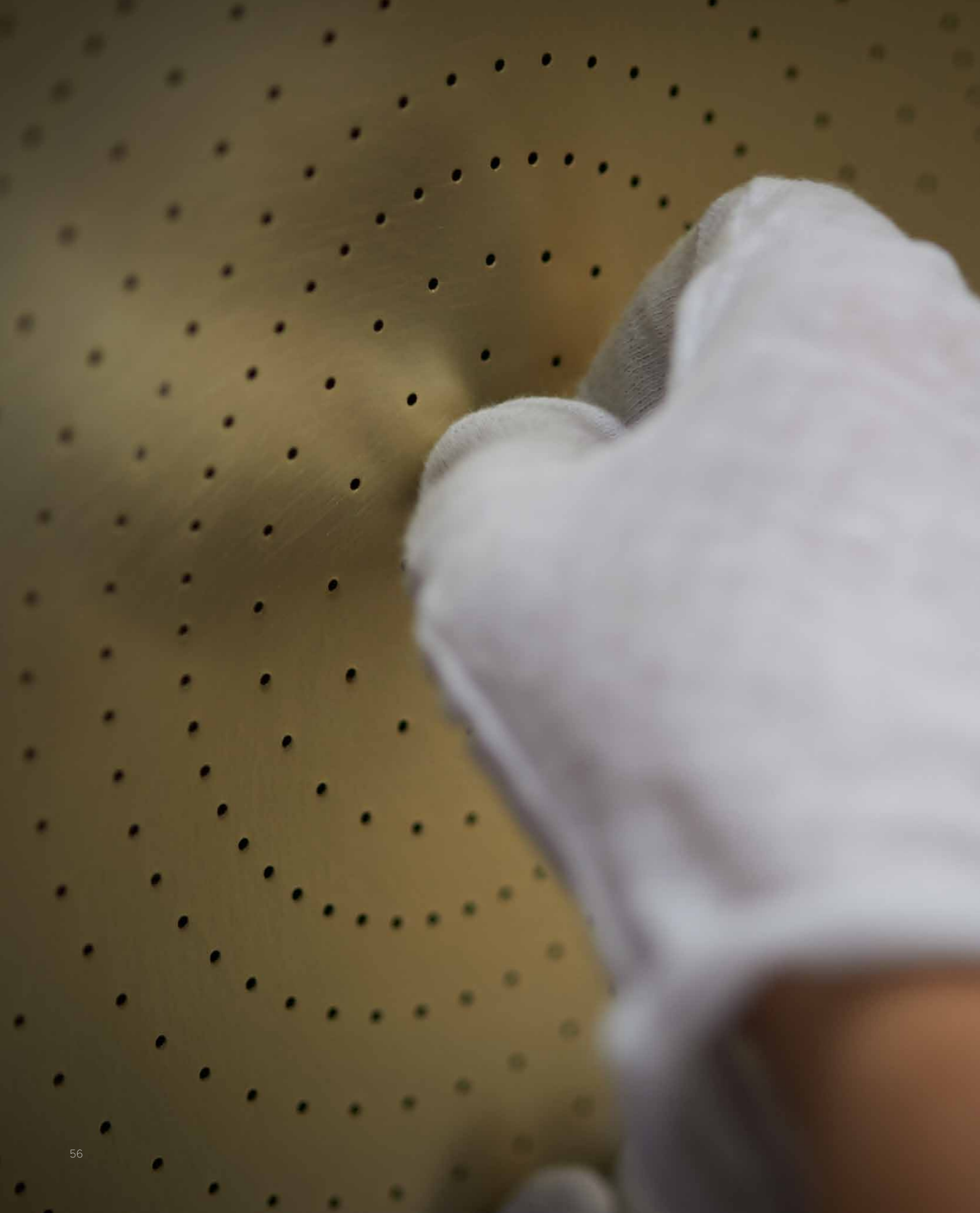
Gun Metal

A smooth and wonderfully tactile finish. This one of kind rifling technique looks beautiful against stone surfaces and is treated to ensure its colour will be maintained for all time.

*** Live finish**

Polished Nickel and Brushed Nickel are live finishes and, as such, they will tarnish in time to take on the character of use.





Polished Brass

We employ a five stage plating process to produce the graceful polished brass finish that is treated to ensure tarnishing won't occur over its lifetime.



Vintage Brass

Careful burnishing of a secret plating formula provides this finish with a unique cast bronze look that is sealed to ensure the colour never fades.



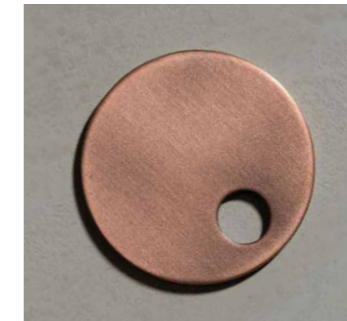
Aged Brass*

A burnishing technique developed by our craftsmen leaves this aged brass finish with a smooth satin feel that is ideally suited for the contemporary/heritage look.



Polished Copper

A rich copper, polished to bring out the essence of the material and lacquered to ensure the purity of finish is maintained throughout its lifetime.



Vintage Copper

This time worn finish blends burnt copper tones with the most complex of plating and polishing techniques in the creation of our latest finish.



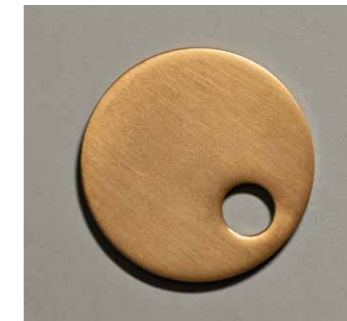
Brushed Brass

A sophisticated finish offering a twist on its polished sister — it provides a beautiful counterbalance to rough and glossy surfaces.



Polished Gold

A subtle four stage 14k Gold plating process that provides a lush sophistication to this traditionally extravagant finish.



Brushed Gold

Providing a deeper, richer colour than our Brushed Brass, this 24k Gold finish provides for a luxurious look that works wonderfully in more feminine spaces.

*** Live finish**

Aged Brass is a live finish and, as such, will tarnish in time to take on the character of use.

Product Care

Product Care Guide

All of our finishes are produced by hand, resulting in our unique products. However owners should be mindful of the delicate nature of our finishes and that careful attention is required both in regular cleaning and diligence of use to ensure the product is maintained.

Unless indicated otherwise all of our finishes are “fixed” and are sealed to ensure, with correct cleaning, that they will maintain this consistent finish throughout their lifespan. Occasionally however we will offer a “live” finish which is unsealed and will see the product darken and tarnish with time and according to use. We take great care to highlight to customers when a finish is “live” and in these cases buyers should be aware that these characteristics are a part of the product and in no way can be considered a fault. Likewise some of our finishes incorporate a level of hand polishing and brushing along surfaces and joints of the product. These effects are part of the intended character of the finish and whilst the overall aesthetic will be harmonious customers should be aware that 2 sub components, when placed together, might not demonstrate identical characteristics. This should be considered part of our products handmade quality and should not be considered as a defect.

Cleaning

Soap and water are all that are required to maintain our products — the secret is to clean regularly and to wipe down the products after use.

To help maintain a high quality finish use warm water and a soft damp cloth. Do not use cleaners that contain abrasives, harsh chemicals, alcohol or solvents. Scouring pads should not be used and green sponges should be avoided as they often contain microscopic mineral particles that can scratch a finished surface.

To avoid stains and limescale build up users should seek to wipe the product dry after use. However if stains do appear they can be removed with a 50/50 solution of white vinegar and warm water, or undiluted washing up liquid, provided that you subsequently rinse the area with large amounts of water to remove the cleaning solution.

To preserve the lustre of polished finishes, occasionally apply a high quality, non-abrasive wax (such as car bodywork polish) to the surface before buffing away thoroughly to a sheen.

Maintenance

On most of our products you will find a plastic aerator mounted in the spout outlet designed to inject air into the water stream and regulate flow. In time these aerators will collect limescale and to avoid a build-up of this owners should adopt a regular routine of cleaning the aerator. Cleaning can be achieved by first removing the aerator. This can be done by either gently unscrewing the end cap on the spout, or, when no end cap is present, by using the plastic key provided with the product to turn and release the aerator. Once released place the aerator in a small vessel, cover in white vinegar and soak overnight before removing, rubbing off any residue with a soft cloth, washing off with clean water and replacing into the spout. Where a rubber seal is present care should be taken to refit this in the same location as originally positioned before removal to ensure correct operation of the product.

All of our showerheads are fitted with rub-clean silicone nozzles. These are designed to capture limescale and prevent it from building up on the surface of the head and showerhead internals. In time you will find these nozzles appear to block as a result of this process. To clear them run the shower and whilst running reach up and apply a gentle rubbing action to the nozzle. This will break the limescale build up allowing it to be washed away. Users might find that agitating the nozzle results in a thin stream of water, or that the stream fires out at an angle. In these cases not all the limescale has been removed and further agitation or even plucking with a finger nail will allow the remaining blockage to be released.

The cartridges of our thermostatic mixing systems are protected by filters housed in their concealed bodies. Should shower performance be compromised users should employ a qualified professional installer to remove the face plate of the mixer, isolate the feeds and extract these filters for cleaning using the same method as described for our aerators.

Guarantee

Product Guarantee

All products must be installed by a qualified professional installer in a domestic application for our guarantee to be valid. The guarantee period begins from the date of delivery from our warehouse and is non-transferable. During this guarantee period we will replace any part which proves to be defective in material and/or workmanship under normal installation, use and service. The guarantee will be considered void for any damages due to misuse, abuse, accidents, improper installation, incorrect finish care or use with any replacement parts other than parts supplied by us. When submitting a claim, proof of purchase will be required.

Our products are designed to operate under pressures of 1.5bar or greater. Installation into systems delivering pressures lower than this will result in poor and unpredictable product performance.

Finishes

With the following exceptions all of our finishes are guaranteed for 7 years.

Copper & Gold: These finishes come with a 5 year guarantee

“Live” Finishes: These finishes are intended to change over time and are therefore excluded from the guarantee. Their use in marine and coastal environments should be avoided as these un-protected finishes can be damaged by salt in the air.

Working Parts

A 10 year guarantee is offered on all working parts to be free from malfunction due to defects in material and workmanship. An identical guarantee is extended to all thermostatic shower components for a period of 2 years.

Valve & Thermostatic Ceramic Cartridges are guaranteed for 2 years.

For these guarantees to be valid owners must ensure their installer thoroughly flushes all lines before installation of our products, thereby avoiding blockage and/or scouring of moving parts by brick dust and debris gathered in the lines during installation. It is also strongly recommended that clients install inline filters or softened water to our products to protect them from similar occurrences during the lifetime of the product.

Cancellation Policy

If you wish to cancel on any part of your order you are able to do up to 2 working days after the date of receipt of payment. Whilst we are able to cancel concealed parts with no charge, order amendments or cancellations on trim parts after this point are subject to a minimum charge of 25% of their recommended retail price.

We regret that we are unable to accept any cancelled or amendments to special or bespoke products after the 2 working day notice period.

Returns Policy

If you wish to return a product please consult your original point of purchase as we are unable to accept returns from third parties. Your supplier can then advise you on whether the product meets our returns criteria and arrange return if applicable.

Goods will only be considered for return with 28 days of our delivery date. Concealed parts will be subject to a fee of 20% of their recommended retail price and trim parts will be subject to a fee of 35% of their recommended retail price. If the goods and/or packaging are not in perfect condition we reserve the right not to issue a credit or to charge a restocking fee of up to 100% of the value of the product. Products must be packaged in either their original packaging or suitably protected so that they cannot be damaged in transit. We will not consider for return any product that has not been shipped with adequate packaging.

We will not contribute towards any shipping charges incurred to return the goods to us.

We regret that we are unable to accept the return of special or bespoke products.

Claims for visible damage, for example caused in transit, must be received within 2 working days of receipt of delivery.

For hygiene reasons we regret that we cannot accept back used toilet brush sets under any circumstances.

Contact Us

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Visit the website

www.thewatermarkcollection.eu

Pinterest

www.pinterest.com/handmadefaucets

Instagram

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With thanks to: All of our craftspeople in Brooklyn for their skill and dedication.
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