



# MOEN

*Buy it for looks. Buy it for life.®*

## THE MARKET

In recent years, the plumbing industry has become a major player in home design and manufacturers have responded by creating new products to meet the changing needs of consumers. New styles, functions and innovations are leading home owners to replace faucets not because they have worn out, but because something new on the market promises to make their homes more distinctive and more comfortable. In this increasingly diversified and competitive marketplace, Moen is the established Canadian leader in the wholesale and retail markets.

## ACHIEVEMENTS

More Canadians choose Moen faucets for new home construction, renovation, repair and replacement than any other brand. Moen understands that design is a critical element in the home and is trusted by homeowners for producing collections of premium bath and kitchen faucets that combine distinctive style and function with durable craftsmanship and innovation.



Moen's industry partners have also shown appreciation for Moen's style and innovation. The company has earned several Partner of the Year, Prestigious Partner, Award of Merit and Supplier of the Year awards from the likes of The Home Depot, RONA, Canadian Tire and Reno Depot. Moen's ongoing support of local charitable organizations resulted in the company's selection as United Way of Oakville's Corporation of the Year, and the company is a major sponsor of Habitat for



Humanity through the Canadian Institute of Plumbing and Heating. Moen has also earned a number of high profile North American industry awards. Most recently, the Vivid™ powder room faucet from ShowHouse™ by Moen was selected as a top trend for 2006 by the Kitchen/Bath Industry Show, and *Business Week* magazine recognized Moen's Revolution Showerhead with a Design Research Gold Award in the 2005 Industrial Design Excellence Awards.

## HISTORY

In 1937, Al Moen changed the course of plumbing history — literally by accident. One day while trying to wash his hands with a conventional, two-handle faucet, he scalded them under the hot water. This incident led him to invent the world's first single-handle mixing faucet.

Although many plumbing equipment manufacturers appeared uninterested, Al Moen convinced Ravenna Metal Products of Seattle to produce his design. Soon afterward, the first single-handle mixing faucet was sold in San Francisco, retailing for approximately \$12. Production at that time was about 5,000 faucets per year. But with its growing popularity, the single-handle faucet caught the attention of Standard Screw of Chicago, which was looking for a major new product line and which purchased Ravenna Metal products.

The rest of the story is plumbing history, and over the years, the Moen brand has remained synonymous with innovation and design and many other plumbing firsts.

Today, homeowners value Moen's product features that make every day tasks a little easier,

including a patented, one-piece washerless cartridge, LifeShine® finishes, pressure-balancing shower valves, the industry's only fingertip-controlled pause button and several filtering faucet options — ChoiceFlo™, AquaSuite® and Pure-Touch®, the patented Hydrolock™ installation system and M•PACT® common valve architecture.

## THE PRODUCT

Moen offers residential and commercial faucets, and showering products in a wide assortment of styles and finishes. The company also offers coordinating bathroom accessories and plumbing repair parts. All Moen faucets feature a one-piece, washerless cartridge design that has fewer parts than

competitive faucets, which means fewer things can go wrong.

Today's faucets go beyond functionality to be truly distinctive design elements for the home. Moen products provide complete coordination of faucets and accessories in the kitchen and bath. A wide range of faucet styles and finishes allow consumers to coordinate their faucets with their décor, such as dramatic high-arc kitchen faucets in stainless finishes to match appliances. Moen also offers innovative Old World finishes such as oil-rubbed bronze, pewter, antique nickel and wrought iron to create an authentic vintage look.

Moen increased functionality in the kitchen with innovations such as pullout and pull-down faucets. Each Moen faucet brings its own unique design, from traditional Colonnade® to clean,





modern Camerist™. The added convenience of a fingertip-controlled pause button on Moen's high-arc, pull-down Aberdeen™ faucet allows the user to interrupt the flow of water — like a second on-off button in your hand.

In the bathroom, Moen offers coordinating suites of faucets, showering products and accessories. There is a Moen design to suit every homeowner's personal style, ranging from the sleek and sophisticated Eva™ and Icon™ collections, to the classic looks of the Kingsley™ and Castleby™ lines. A wide variety of Moen's bathroom faucets feature M•PACT valve architecture — a ground-breaking common valve design that means changing out a faucet takes just a few stress-free minutes. Simply unscrew the handles and spout, lift them out and replace them with the new style.

In the shower, Moen offers customized options and protection against scalding with Posi-Temp®, Moentrol® and ExactTemp® valves. In particular, the ExactTemp valve features precision thermostatic control that allows consumers to dial up and maintain a consistent shower temperature day after day.

Moen research identified consumers' desire for luxury bath options, which led to the creation of the vertical spa experience. This customizable showering system offers the choice of valving, body sprays, showerheads, hand showers and tub spouts. Unlike other systems on the market, Moen's vertical spa features both half-inch and three-quarter-inch piping that allows homeowners to create the ultimate custom shower experience.

Durability is of utmost importance for homeowners. In the past, chrome was the only finish

dispenser, which provides an under-counter filter with a designer spout that installs next to the existing faucet in the kitchen or bath.

#### RECENT DEVELOPMENTS

For homeowners with discriminating tastes, Moen launched the ShowHouse by Moen brand offering high-end, luxury faucets and accessories for the kitchen, bath and powder room. Available in plumbing boutiques and showrooms across Canada, ShowHouse products blend cutting-edge designs and finishes with Moen quality and durability.

ShowHouse kitchen designs range from the clean, modern lines of Woodmere™, Felicity™ and Savvy™ to the more traditional Waterhill™ bridge faucet. Each collection offers select additional conveniences such as pause buttons, single-hole mounts, reversible taps, matching bar faucets and a wide selection of popular finishes.

In the bath and powder room, ShowHouse offers several distinct collections. Designs include the nature-inspired look of Bamboo™ and Organic™, the old Hollywood glamour of Très Chic™ and the rustic country style of Mannerly™, among others. Each collection features coordinating accessories. For the bath, a variety of showering, vertical spa and Roman Tub options are also available.

Moen's patented Immersion™ Rainshower Technology reinvented today's most popular style of showerhead to create a truly powerful, rain-drenched showering experience. Unlike other models currently available, Moen's design features self-pressurizing technology and precisely engineered, individual spray channels. These channels, when combined with the specific number and size of the spray nozzles, provide increased force, superior flow and optimized coverage. An added benefit of the self-pressurizing design is that it relies on its own internal pressure and is less susceptible to low home water pressure.

Moen's expertise in filtering faucets spilled over into the new ChoiceFlo™ filtration system that supplies both filtered and non-filtered water from individual channels on a single spout. Available on popular Moen kitchen faucet styles, ChoiceFlo's under-the-sink carbon filter combines contaminant reduction, superior flow rate and filter life to offer homeowners improved filtration value in the kitchen.

In 2006, Moen introduced the industry's first-ever hot-cold outdoor sill faucet, eliminating the need to go indoors to fetch hot water to fill the kids' wading pool, wash up after gardening or give the family dog a bath.

#### PROMOTION

Not only is Moen the number one brand of faucets sold in Canada, Moen also ranks first in consumer unaided awareness and intent to purchase. A combination of national television and magazine advertising targeted to the home enthusiast and DIY supports and promotes the strong image. Moen



also provides informative product packaging and point-of-sale displays, as well as an aggressive public relations campaign to keep its products and brand foremost in the minds of consumers.

Moen's Web site, [www.moen.ca](http://www.moen.ca), provides visitors with helpful product and design trends information, a virtual design centre, a virtual showering experience and a convenient local retailer/wholesaler locator.

#### BRAND VALUES

"Buy it for looks . . . Buy it for life" says it all. Moen's tagline is the epitome of what consumers want — and expect — when they choose faucets, sinks, showering products and bath accessories. People know that Moen is synonymous with great looking and long lasting plumbing products. Moen's lifetime warranty guarantees that the company will replace any part for the life of the product.

that could truly be called long lasting, but Moen's LifeShine technology protects a wide selection of other finishes — including copper, stainless, brushed nickel and others — from tarnishing, flaking and corrosion.

Moen's product innovations also extend to water filtration. Responding to consumer concerns regarding the quality of drinking water, Moen introduced the first filtering faucet, the PureTouch, to provide better tasting water with reduced lead, chlorine and harmful cysts. The PureTouch line includes the pullout and fixed-spout faucets and the PureTouch AquaSuite® filtered water

#### THINGS YOU DIDN'T KNOW ABOUT MOEN

- Before he retired in January 1982, Al Moen had acquired more than 75 patents, some of them in fields totally unrelated to plumbing.
- The Moen single-handle faucet was chosen by the world's leading designers as one of the 100 best designed, mass produced products, ranking above Henry Ford's Model T and Ben Franklin's stove.
- Al Moen only wanted the title "Inventor" on his business cards.
- Moen's M•PACT valve system was one of the first in the industry to offer the ability to change out the trim from above the sink and in front of the shower wall.