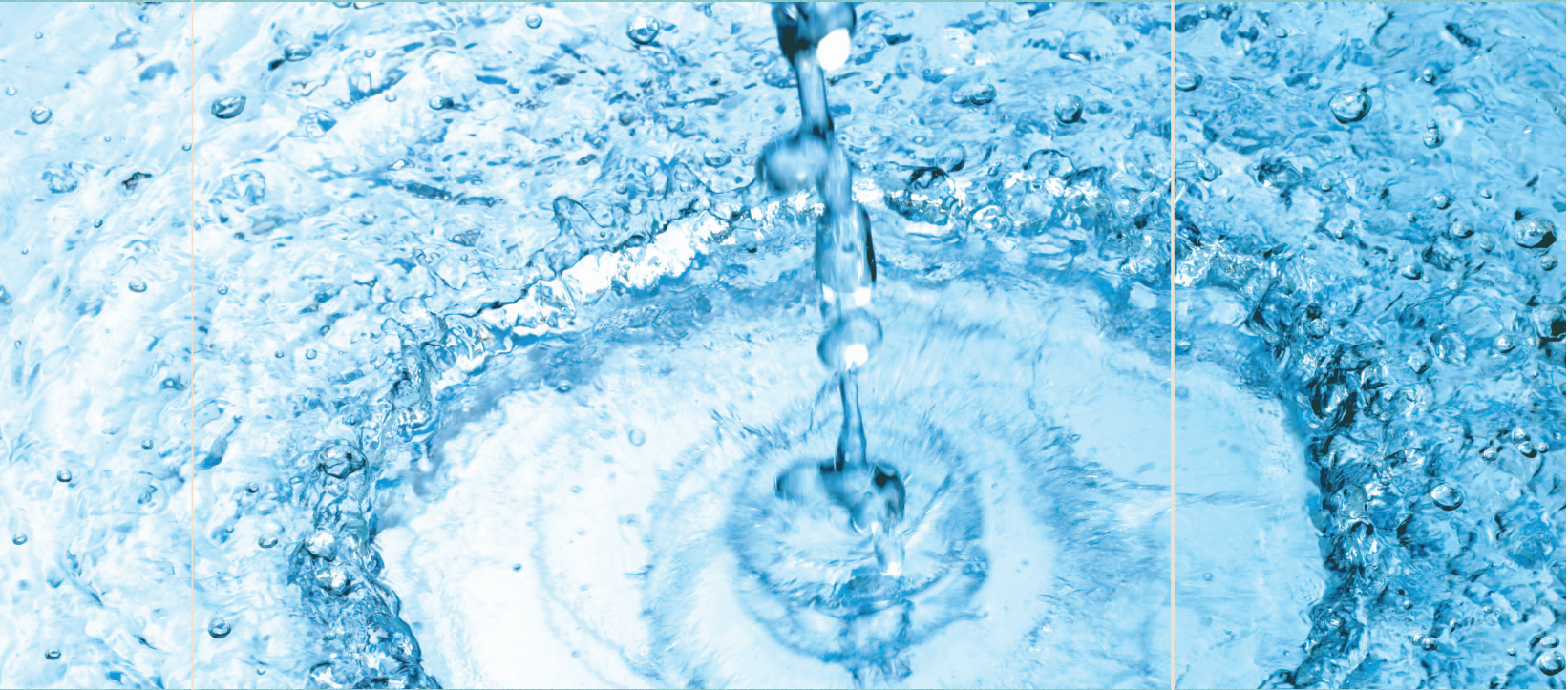




Every drop matters





*Sustainability is the smart thing to do
for business; it's the right thing to do
for the community.*

David Lingafelter, President of Moen Incorporated

A better future. One drop at a time.

Sustainable practices maintain a practical balance. Consider efforts that preserve an equilibrium between development and nature. Or those that strive to replenish the resources we consume. Each seeks to create a balance between achieving advancements without jeopardizing future generations.

Moen Incorporated has embraced the concept of sustainability by designing and manufacturing products that balance the global need to minimize environmental impact with the individual desire to maximize performance. Our focus is to develop innovations that consume less water yet provide a truly satisfying experience. Furthermore, we insist on quality components and materials to extend service life of our products and reduce waste.

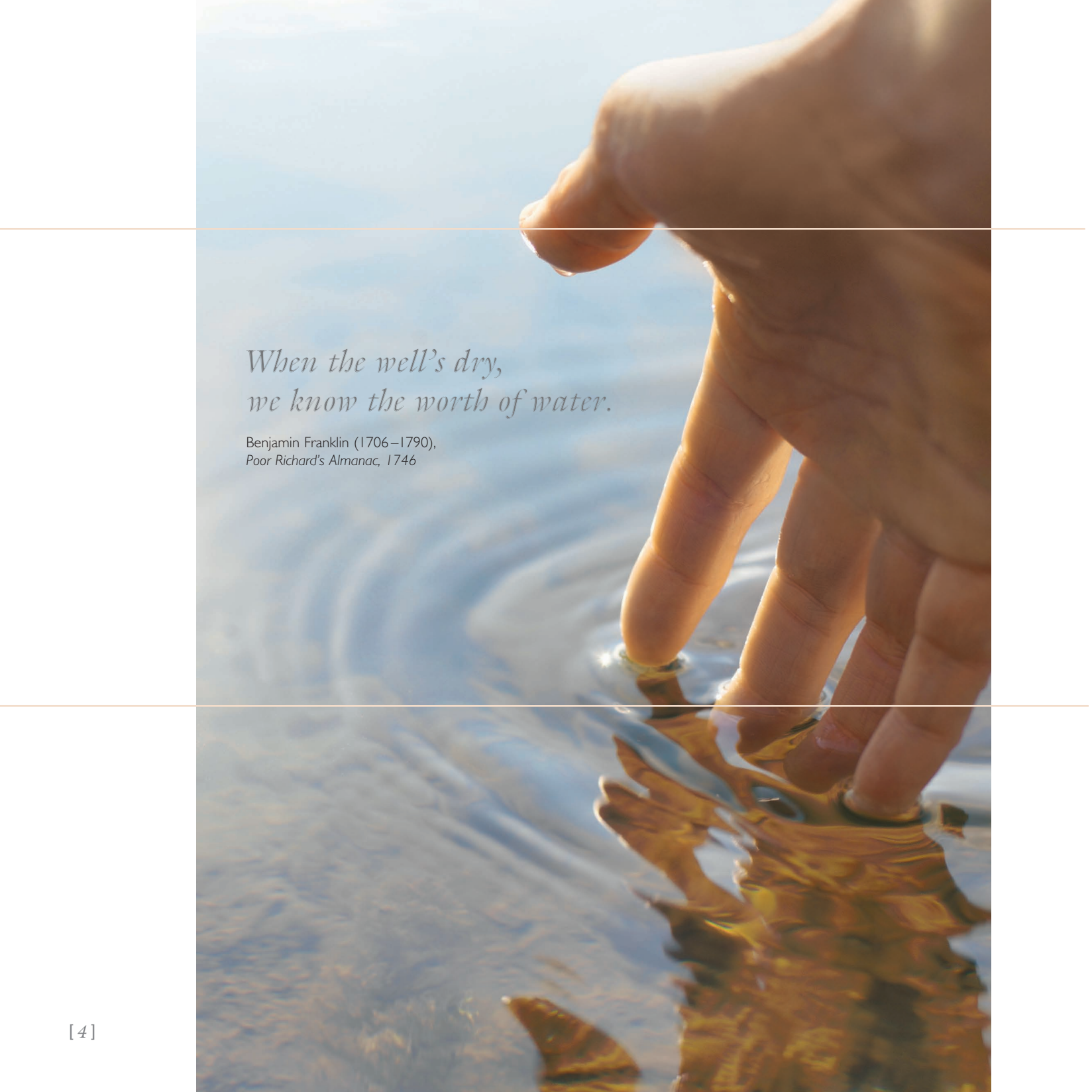
By creating better, smarter designs to achieve efficiency, saving doesn't have to mean sacrificing. In essence, it's the foundation for the Moen Incorporated philosophy that every drop matters.

eco info



Running a faucet for five minutes uses as much energy as leaving a 60-watt light bulb on for 14 hours.

Source: epa.gov

A close-up photograph of a hand reaching towards a body of water. The hand is positioned in the upper right quadrant, with fingers slightly curled. The water is in the lower half, and its surface is rippled. A clear reflection of the hand is visible in the water below. The background is a soft, out-of-focus blue sky. The overall lighting is warm and golden, suggesting a sunrise or sunset. Two thin horizontal lines cross the page, one above and one below the text.

*When the well's dry,
we know the worth of water.*

Benjamin Franklin (1706–1790),
Poor Richard's Almanac, 1746

Expanding our influence.

To enhance, promote and advance sustainability initiatives within our organization and our industry, Moen Incorporated has forged partnerships with many key environmental organizations and building councils including:



UNITED STATES GREEN BUILDING COUNCIL (USGBC)

The USGBC developed the Leadership in Energy and Environmental Design (LEED®) Green Building Rating System™ as a nationally accepted benchmark for measuring and documenting green building practices.



NATIONAL ASSOCIATION OF HOME BUILDERS (NAHB)

In establishing the National Green Building Program,™ the NAHB created a national scoring tool that ensures the authenticity of state and local green building programs.

ENVIRONMENTAL PROTECTION AGENCY (EPA)

To protect future water supplies, the EPA sponsors the WaterSense® partnership program and labeling system that helps consumers identify products that meet water-efficiency and performance criteria.



NSF INTERNATIONAL

Through product testing and certification, the nonprofit NSF has been protecting health, safety and the environment for more than 60 years.



All new Moen and Cleveland Faucet Group (CFG) bathroom faucets are certified to meet WaterSense criteria, meet NAHB green home standards and contribute to maximizing LEED points. In addition, Moen Incorporated is one of the first faucet manufacturers to achieve certification from NSF International for compliance with new lead-reduction regulations. All this while still delivering exceptional performance for consumers.

Changing the way we use water.

Moen Incorporated offers a host of quality products and innovative features that maintain a high level of performance yet reduce water consumption.

BATH FAUCETS

All Moen bathroom faucets feature a flow-optimized aerator that uses up to 32% less water without sacrificing performance, making each one certified to meet WaterSense criteria.



Rothbury™



90°™



Banbury®

ECO-PERFORMANCE SHOWERHEADS

By modifying spray formers to increase the velocity of the water stream, flow-optimized showerheads use up to 30% less water than the industry standard while still offering invigorating, full-body coverage to envelop the user:



Nurture™ Three-Function
Wallmount Showerhead



Envi™ Multi-Function
Rainshower



Envi™ Three-Function
Handheld Showerhead

*We're not running out of water.
We're running out of
fresh water.*

Dr. Kerstin Leitner,
World Health Organization



ECO-PERFORMANCE KITCHEN FAUCETS

Eco-Performance kitchen faucets feature three unique water-flow settings. For everyday tasks, users can choose from an eco-stream or eco-spray setting that both use up to 32% less water. For faster pot or pitcher filling, simply press a button to return to standard 2.2 gpm/8.3 lpm flow.

FILTRATION

Earth-conscious consumers can minimize the cost, impact and use of plastic water bottles by installing a Moen AquaSuite® filtering faucet as a quick source for filtered water at the sink.



In 2008 alone, faucets certified to meet WaterSense criteria, including the Kingsley™ wallmount shown here, saved 7.19 billion gallons of water.

Source: epa.gov

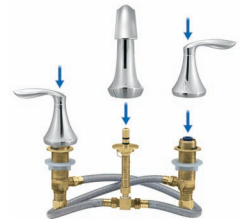


FLOW-OPTIMIZED AERATORS

Faucet aerators force air into the water stream, providing consistent flow while maintaining water pressure. Flow-optimized aerators use 1.5 gpm/ 5.7 lpm versus standard 2.2 gpm/ 8.3 lpm – up to a 32% water savings.

M•PACT®

Remodel with less waste. Moen's patented M•PACT common valve system lets consumers update trim style and finish without having to replace the valve. Available on widespread bath faucets, wallmount lavs, Roman tub faucets and tub/shower sets.





M•POWER™ **SENSOR-OPERATED FAUCETS**

Activated by infrared sensors, hands-free faucets control water flow to prevent water waste, maximize energy savings and promote a hygienic environment – which make Moen Commercial M•POWER electronic faucets a great option for hospitals, locker rooms or public bathrooms.



M•POWER™ **SENSOR FLUSH VALVES**

M•POWER electronic flush valves for toilets and urinals control water use while maintaining a sanitary environment. The high-efficiency line of water-saving toilet models now offers a dual flush mode that automatically selects the most efficient flush for liquid or solid waste.

M•DURA™ **HEAVY-DUTY FAUCETS** **WITH ULTRA-LOW FLOW** **AERATORS**

Moen Commercial offers a line of heavy-duty faucets with an ultra-low flow 0.5 gpm/1.9 lpm aerator solution to minimize water waste in public applications.



M•PRESS™ **METERING FAUCETS**

Metering faucets limit the operation time of the faucets to prevent users from leaving the faucets running. An effective way to control water use.



AWARD-WINNING FINISHES

Abrasion- and corrosion-resistant LifeShine® finishes are applied using a Physical Vapor Deposition (PVD) technique, which reduces hazardous manufacturing by-products.

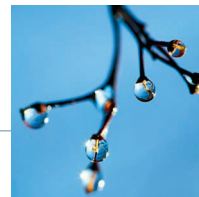
Your online resource.

Moen Incorporated has hundreds of environmentally friendly products. And the list keeps growing. Learn more about our expanding product offering and get up-to-date information on all of our sustainable efforts online.

Visit moen.com/eco-performance to:

- View a video about our commitment to the environment
- Download this brochure to send to a friend electronically
- Get SKUs and model numbers for water-efficient products
- Read complete product descriptions and water flow specifications
- Learn more about other smart innovations from Moen
- Link to our industry partners
- Find where you can purchase Moen products

eco info



Households turn on faucets an average of 70 times daily.

Source: freshwater.org

*If there is magic on this planet,
it is contained in water.*

Loren C. Eiseley, *The Immense Journey*, 1957



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