

2012

# Look Book

A quick snapshot of what makes Moen unique... and what will delight consumers in 2012.



Buy it for looks. Buy it for life.

## What Sets Moen Apart?

Moen takes the time to listen, watch and learn. This gives us the insight we need to innovate with purpose — to deliver a delightful experience for consumers wherever and however they use and enjoy water.



Welcome to the Moen® Media Look Book — a quick snapshot of what makes Moen unique... and what will delight consumers in 2012.

At Moen, our goal is simple: to create easier and better ways to experience water every day. In 2012, we have a full range of thoughtfully designed products for both the kitchen and bath that are unlike any other. Here are a few highlights...



>> 1. In the kitchen...

We're introducing MotionSense™ for hands-free convenience in the kitchen. A simple hand movement near one of two sensors activates the water flow. The faucet is just as easy to turn off when the task is complete.



>> 2. In the bath...

We're proud to launch the new Voss™ bathroom collection of faucets, accessories and showering products. This transitional line blends the best of traditional and modern styling, with the added benefit that all of the faucets within the Voss collection are certified to meet WaterSense® criteria.



>> 3. In the shower...

We're thrilled to share Twist™ — a handheld shower that offers a new way for consumers to easily switch between four unique spray settings for the ideal shower experience.

Throughout this book, refer to these icons to see where our products are available.

- R** Product is available at home improvement retailers and their online sites.
- W** Product is available through wholesale showroom locations.
- E** Product is available through preferred online retailers.\*

Notes

---

---

---

---

---

---

---

---

---

---



\* Preferred online retail partners: build.com, efaucets.com, faucet.com, faucetdepot.com, faucetdirect.com, faucet-warehouse.com, homedepot.com, lowes.com.



### >> 1. MotionSense™

Imagine the convenience of having a kitchen faucet that can sense what you're trying to accomplish and, with a simple wave of the hand, immediately responds to your needs. MotionSense from Moen detects your movement, setting water flow in motion, on command. This hands-free convenience lets you speed through everyday tasks with greater ease and efficiency. Plus, being able to use the faucet without having to touch it helps you prevent the spread of dirt and germs.



**R** **W** **E** Price: \$399 – 692. \*Available Fall, 2012.



### >> 2. ioDIGITAL®

Moen brings the benefits of technology to the bathroom with ioDIGITAL, the revolutionary,

innovative and easy-to-use interface that gives consumers the ability to personalize their shower experience by setting and maintaining water temperature and flow with digital precision. The ioDIGITAL interface is extremely versatile and is available for three applications: vertical spa, shower and Roman tub.

**W** **E** Price: \$1,356 – 3,634.



### >> 3. Destiny®

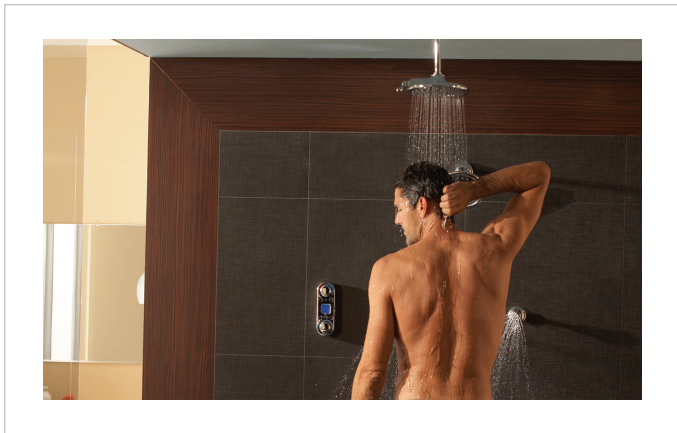
Modern in design, the Destiny hands-free electronic faucet marries a minimalist look with

the benefits of touchless activation. Sensors detect motion to start and stop the flow of water, limiting water waste and aiding in conservation. Its unique design is also ADA compliant, making it the perfect faucet for any household.

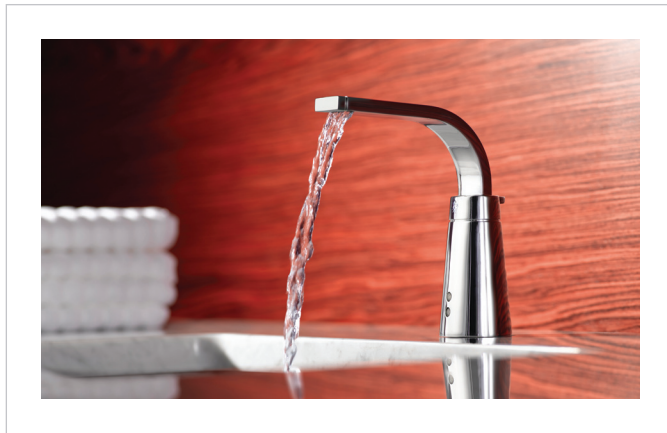
**W** **E** Price: \$1,150.



*Delightfully digital*



>> 2



>> 3

## Notes

---



---



---



---



---



---



---



---



---



---



---



---

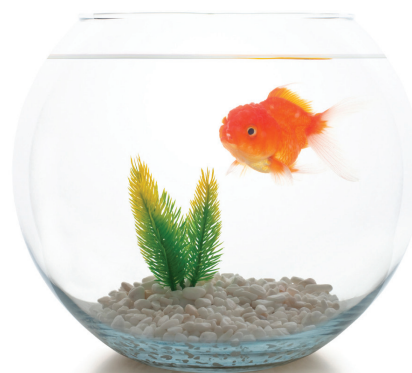
### DID YOU KNOW

that in the United States\*...

Seventy-six percent of Vertical Spa owners' top reason for using body sprays is for relieving stress/relaxation.

Fifty-two percent of homeowners consider turning their kitchen faucet on and off without touching it as something that would delight them.

One quarter of faucet buyers learned about faucets by searching online.



\* Moen proprietary research



*Convenience in the kitchen*

## >> 1. MotionSense™

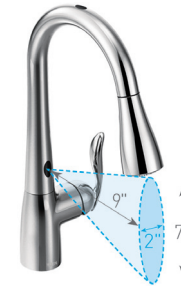
Imagine the convenience of having a kitchen faucet that can sense what you're trying to accomplish and respond to what you need, the moment you need it. MotionSense does.

THREE WAYS MOTIONSENSE RESPONDS TO YOU:



1. Wave Sensor

1. Pass your hand over the Wave Sensor at the top of the faucet spout. MotionSense will turn your faucet on and run water until you turn it off. It's great for filling large pots and washing dishes.



2. Ready Sensor

2. The Ready Sensor detects when you place your hands, or an object, below the spout and supplies water only until you exit the sensor zone. That means you'll use water more wisely when you need to wash your hands or rinse a plate.

3. Use the handle at any time to turn on the faucet or adjust flow and temperature.

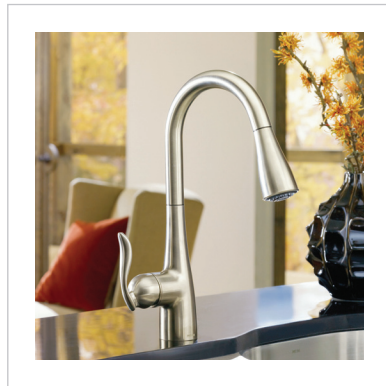
**R W E** \$399-692. Available Fall, 2012.



>> 2



>> 3



>> 4



reflex

### >> 2. Reflex®

Moen has adapted its best, most user-friendly pulldown kitchen faucet system — Reflex — to now work with pullout faucets. The Moen Reflex system naturally responds to the user,

delivering a great pulldown or pullout kitchen faucet experience, with a comprehensive system of design enhancements focused on improving movement, reach and operation. **R W E** Price: \$139 – 794.



### >> 3. Sinks with SoundSHIELD™

For a quieter experience while working at the kitchen sink, Moen offers stainless steel sinks

with its exclusive SoundSHIELD noise-protection undercoating. The new Caldwell™ stainless steel sink and Neva™ Sink-to-Go kit both offer 20-gauge, double-bowl stainless steel sinks that can be installed as a drop-in or an undermount configuration. **R W E** Price: \$229 – 329.



SPOT RESIST

### >> 4. Spot Resist™ Stainless Finish

Spot Resist Stainless finish from Moen does just what it says — resists fingerprints and water spots. This innovative finish maintains the brilliance of the faucet, and when it comes time for periodic cleaning, Spot Resist easily wipes clean.

**R W E** Price: \$98 – 391.



DID YOU KNOW  
that in the United States\*...

On average, homeowners prepare  
**697 meals** every year.

Fifty-five percent of homeowners  
want a faucet that doesn't  
show water spots.

\* Moen proprietary research

## Notes

---

---

---

---

---

---

---

---

---

---

## DID YOU KNOW

that in the United States\*...

More than **forty percent** of bathroom faucets sold in a wholesale plumbing showroom are **widespread** models; **single-hole faucet** configurations consist of more than **twenty percent**.

The **number one** finish for widespread faucets is **Brushed Nickel** – more than double that of Chrome.

\* Moen proprietary research

## Notes



### >> 1. Voss™

The new Voss collection provides a timeless look to any bath. As an added benefit, each lavatory faucet is certified to meet WaterSense® criteria, offering water savings of up to 32 percent over traditional faucets.

**W E** Price: \$200 – 435.



### >> 2. Boardwalk™

Featuring a blend of vintage design and classic lines, the new Boardwalk suite offers homeowners a beautiful selection of faucets to create a stunning look in the bath. The faucets have a distinct look with low-arc spouts, square, linear edges and elegantly styled lever handles. **R** Price: \$84 – 169.



### >> 3. Weymouth® in Polished Nickel

One of Moen's most popular traditional faucets is now available in a rich Polished Nickel finish. The Weymouth collection offers signature style features, such as faucets with refined top finials and a generously sized spout with distinctive curves, plus porcelain inlays with decorative "Hot" and "Cold" script in English or French on the handles. **W E** Price: \$698 – 732.



### >> 4. Telford™

The two-handle Telford bathroom faucet features a classic style with lever handles and a high-arc spout to make everyday tasks easy, such as washing your face or hands easy. Additionally, the Telford lavatory faucet has been certified to meet WaterSense criteria and allows water to flow at 1.5 gallons per minute (gpm), versus traditional aerators that flow at 2.2 gpm. This provides consumers the sensational water experience they are accustomed to, while reducing water usage.

**R** Price: \$88.



### >> 5. Wallmount Valve

Wallmount faucets and vessel sinks continue to gain in popularity, however installing them can be challenging. Moen has introduced a new wallmount valve that allows for easier installation with up to one and a half inches of adjustability to account for wall thickness variances. The valve is one of the easiest wallmount valves to install. **W E** Price: \$143.



*Effortless style and functionality in the bath*



>> 1



>> 2



>> 3



>> 4



>> 5



## Accessories with a purpose



### >> 1. Retractable Towel Ring

Tired of finding towels in the sink or on the counter, rather than hanging on the towel ring? Put this pet peeve in the past with the new Retractable Towel Ring. This thoughtfully designed new accessory offers the benefit of a towel ring with a retractable cord to allow the towel to be used — yet stay neatly in place. It works simply and effortlessly: just pull the towel toward you, dry hands and release. It extends 11 inches from the base and is ideal throughout the home — in the bath, kitchen or laundry room — to keep your towels remaining neatly on the towel ring. **R W E** Price: \$24.



### >> 2. Voss™

Enduring, thoughtful and classic. Those are just a few words that describe the new Voss bathroom collection from Moen. The attention to detail is seen in each of the bath accessories to keep your bathroom organized, while establishing a fully coordinated design. **W E** Price: \$28 – 86.



### >> 3. Whitley™

Homeowners looking to create a warm and inviting feel in their bathroom have a stylish new option, with the new Whitley collection. Available in a Mediterranean bronze finish, the suite offers a rich, dark brown, old-world finish with striking light and dark accents. **R** Price: \$14 – 28.

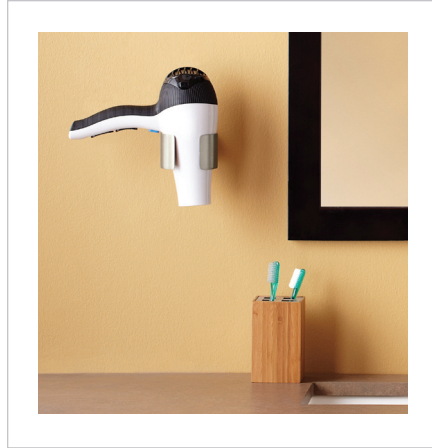


## >> 4. Designer Grab Bars with Accessories

The line of Moen® Home Care®

Designer Grab Bars with Accessories combines the safety benefits of a grab bar with common bath essentials — a towel bar, a paper holder, shelf and new corner shelf — to make each bath functional and stylish. New in 2012, the products are available in Chrome and Old World Bronze finishes.

**R** **W** **E** Price: \$60.



>> 2



>> 3



## >> 5. Suction Accessories

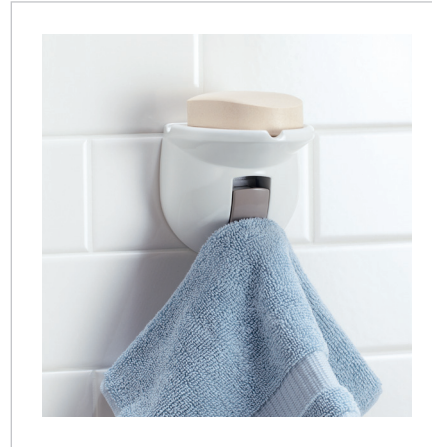
New Suction Bath Accessories from Moen Home Care add safety and

storage in the shower. The Suction Cup Shower Holder allows for safe, convenient placement of most handheld showers — anywhere on the shower/tub wall; while the Suction Cup Soap Dish with Hook is perfect for keeping bath necessities, such as soap and loofahs, within arms' reach. The products attach directly to the shower surround or tile, and are available in a white finish to complement any bath décor.

**R** **W** **E** Price: \$10 – 15.



>> 4



>> 5

# Notes

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---



# Notes

---

---

---

---

---

---

---

---

---

---

## DID YOU KNOW that in the United States\*...

Americans take an average of  
**6.5 showers** per week.



\* Moen proprietary research



### >> 1. Twist™

Offering consumers style, quality, full-coverage, great water pressure and a variety of spray options, the

new Twist handheld shower from Moen adds a revitalizing “twist” to their daily showering routine. Users can easily switch between the handheld shower’s four spray patterns with one thumb — the showerhead simply swivels around the handle with the push of a Soft Grip™ (a non-slip, comfortable surface) thumb pad to easily change settings.

Four high-performance sprays include:

1. Immerse — an invigorating, full coverage spray
2. Soothe — a relaxing, heavy mist spray
3. Drench — a soft, yet heavy rinse perfect for bathing kids and pets
4. Shine — a strong, focused spray ideal for cleaning your bathtub and shower

Finishes include: Chrome, Life Shine® Brushed Nickel, Spot Resist™ Brushed Nickel and Oil Rubbed Bronze. Twist is also available with — or without — a 30-inch vertical sidebar.

**R W E** Price: \$49.99 – 632.



### >> 2. Refresh™ Combination Shower

Invigorating rainshower – or – functional handheld shower? Now consumers don’t have to choose.

The Refresh Three-Way Shower Combination features both a multi-setting handheld showerhead and a nine-inch rainshower showerhead. Plus, a three-way diverter allows users to easily switch from the rainshower to the handheld — or use both showerheads together.

**R** Price: \$59.99.



### >> 3. Five-Setting Banbury® Handheld Shower

The Banbury five-setting handheld showerhead offers consumers a wide array of choice in the shower. It’s also available in Moen’s Spot Resist Brushed Nickel finish, which maintains the beauty and brilliance of Brushed Nickel in between cleanings by resisting fingerprints and water spots. Other finishes include Glacier, Chrome and Mediterranean Bronze. **R** Price: \$29.98 – 55.98.



### >> 4. Five-Setting Caldwell™ Combination Shower

With its soft curves and rich details, the Caldwell combination showerhead features a five-setting wallmount showerhead and a five-setting handheld shower on a sidebar. Available in Spot Resist Brushed Nickel.

**R** Price: \$109.



*Create a shower that's all yours...*

>> 1



>> 2



>> 3



>> 4

A recent survey found sixty-seven percent of respondents **dream/think** in the shower and forty percent specifically **imagine** where they could travel.

## WaterSense® Excellence Award

Moen has worked diligently to support, promote and advance sustainability within our organization and the plumbing industry. Thanks to these significant efforts, the company was selected as a 2011 WaterSense Excellence Award winner by the U.S. Environmental Protection Agency (EPA), as well as the 2010 EPA WaterSense Manufacturer Partner of the Year. Moen was recognized for its work to protect the future of our nation's water supply through the introduction and ongoing support of water-efficient products, programs and practices, while keeping consumers' needs top-of-mind.



### >> 1. Lavatory Faucets

All Moen® lavatory faucets for residential and multi-family applications are certified to meet WaterSense criteria.

These efficient products feature a 1.5 gallon per minute (gpm) flow rate, which uses up to 32 percent less water, compared with traditional faucets, while still maintaining the same performance one would expect from Moen. **R W E**

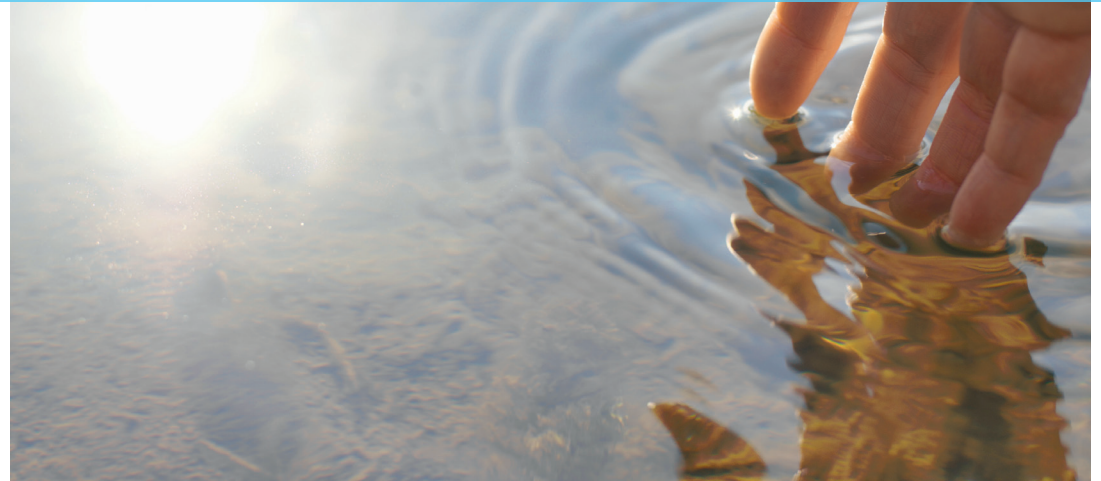


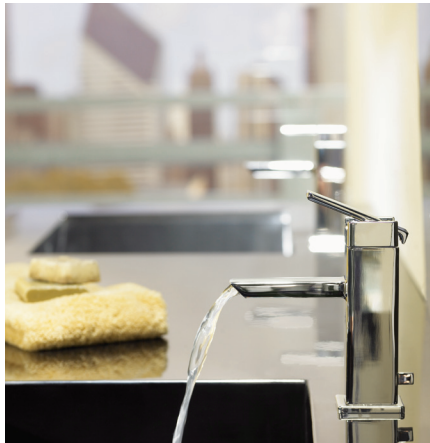
### >> 2. Showerheads

With a Moen® Eco-Performance showerhead, consumers can use up to 30 percent less water without sacrificing performance. And, products are available throughout our showering portfolio — including wallmount, handshower and rainshower showerheads that are certified to meet WaterSense criteria and also contribute towards maximizing LEED points. **R W E**



*The performance you expect from Moen...  
with green benefits*





>> 1



>> 2



## Eco-Performance

We're dedicated to creating water-efficient products and driving innovative, high-quality designs that help reduce environmental impact, as well as the cost to you.

## Notes

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## DID YOU KNOW?

Moen has installed water filtration systems in all of its facilities to **reduce plastic bottle consumption** and switched to using only recycled paper and **soy-based inks** for copies.

Moen has **reduced** its environmental footprint by reusing **seventy percent** of all water used in product testing and **recycling** nearly **eighty-two percent** of waste from the manufacturing process.



Moen Incorporated  
25300 Al Moen Drive  
North Olmsted, OH 44070  
moen.com

FOR MEDIA QUERIES, PLEASE CONTACT:

Jennifer Allanson | [jallanson@fallscommunications.com](mailto:jallanson@fallscommunications.com)

Jamie Dalton | [jdalton@fallscommunications.com](mailto:jdalton@fallscommunications.com)

216.696.0229

