

2013

# Look Book

A quick snapshot of what makes Moen unique... and what's new in 2013.



## Why Moen?

The words “product design” certainly describe aesthetics, but they describe quality and craftsmanship as well.

What makes a Moen product special is not only how it looks, but the thoughtful product design you don't see: highly engineered innovations, smart fit and finish, or even a handle shape that just simply feels perfect to you.

Buy it for looks. Buy it for life.®



## Welcome to the Moen Media Look Book – a quick snapshot of what makes Moen unique... and what's new in 2013.

We are driven to create innovations that enhance the lives of the people who interact with our products. We gather insights from those who buy, use and install these items in order to bring about more thoughtfully designed innovations and more exceptional experiences. Here are a few highlights...



### >> 1. Style

From thin, geometric modern, to exquisitely detailed traditional – and everything in between – Moen provides choices to meet every design need. And we don't stop with the faucet. Moen brings the ultimate in coordination throughout the home with complete kitchen, bath, accessory and even safety products, to add style and sophistication.



**SPOT  
RESIST**

### >> 2. Finishes

From long-standing favorites, like Chrome, to newer additions, like LifeShine® Polished Nickel, Moen offers more than a dozen finishes to meet any design preference.

And beyond the beauty of the finish, Moen adds modern functionality to meet consumer demands. Spot Resist™, available in Stainless and Brushed Nickel finishes, resists fingerprints and water spots to maintain a brilliant finish. And, new finishes featuring Microban®<sup>1</sup> antimicrobial technology help kitchen and bathroom faucet finishes stay cleaner between routine cleanings.



### >> 3. Installation

Whether you're a consumer, contractor or builder, installation

can be as important as style and functionality. In 2013, Moen continues to provide innovative enhancements to make adding Moen products the simple choice. Moen's new Duralock™ Quick-Connect system utilizes a proprietary push-button connector, allowing installation of hoses without the use of tools. In the shower, the Tension Curved Shower Rod allows homeowners to add the elegant look of a curved shower rod without the hassle of drilling or remodeling.

Throughout the Look Book, refer to these icons to see where Moen products are available.

- R** Product is available in retail locations.
- W** Product is available through wholesale showroom locations.
- E** Product is available through preferred online retailers.<sup>2</sup>

<sup>1</sup> Microban® is a registered trademark of Microban International, Ltd. Used with permission.

<sup>2</sup> Preferred online retail partners: build.com, efaucets.com, faucet.com, faucetdepot.com, faucetdirect.com, faucet-warehouse.com, homedepot.com, lowes.com.



### >> 1. STō™

The bold, modern faucets in the new STō collection feature a slim, sleek design.

One of the most distinctive elements of the STō suite is the innovative, integrated pulldown spray wand which neatly docks inside the spout.

The STō collection is available in Chrome, Matte Black and Spot Resist™ Stainless in single-handle, pulldown kitchen and bar/prep models.

**W** **E** Price: \$369 - 608



### >> 2. Align™

Bring modern style and superior performance to the kitchen with the new Align faucet collection. Available in single-handle with sidespray, pulldown and pulldown bar/prep faucets, the suite offers a simple and streamlined design complemented with geometric shapes – perfect for contemporary spaces. The Align suite is available in Chrome and Spot Resist Stainless.

**W** **E** Price: \$306 - 446



### >> 3. Weymouth™

Homeowners can now add the essence of traditional styling to their kitchens with the new Weymouth collection. Featuring an ornate, Victorian design, Weymouth faucets are available in both single-handle kitchen and bar/prep models in Chrome, LifeShine® Polished Nickel, Oil Rubbed Bronze and Spot Resist Stainless.

**W** **E** Price: \$395 - 904



*What's new in the kitchen?*



#### >> 4. Walden™ with Microban®

The new traditionally styled Walden single-handle faucet is the first kitchen faucet from Moen to feature Microban antimicrobial protection, which helps the faucet finish stay cleaner between routine cleanings. Offering a convenient sidespray, Walden also features our exclusive Spot Resist™ Stainless finish.

**R E** Price: \$159



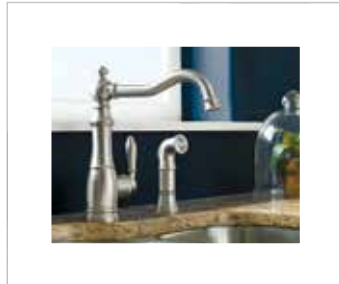
#### >> 5. Stainless Steel Sinks

Whether looking for a premium undermount design, a budget-friendly drop-in, or a unique configuration, Moen has reinvented its stainless steel sink portfolio to meet the needs of any homeowner. The new Emi™ 20-gauge stainless steel double bowl sink with high-arc pullout faucet offers drop-in or undermount options and is available at major retailers. Through wholesalers, Moen introduces four new collections that range from 16- to 22-gauge stainless steel, and feature the most-popular and in-demand sizes and configurations.

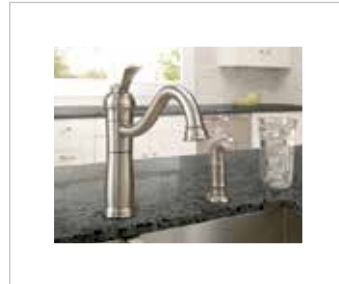
**R W E** Price: \$70 - 1,800



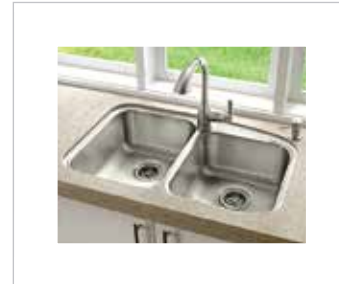
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## DID YOU KNOW?

During a recent study of the top germ-filled places in your home, the kitchen sink ranked #2, and the specific location of faucet handles ranked #6.<sup>1</sup>

When asked what they'd like to change about their kitchen, 24% of homeowners said the kitchen sink; 21% said the kitchen faucet.<sup>2</sup>

Homeowners with a pulldown faucet would be most likely to purchase another pulldown 80% of the time.<sup>3</sup>

<sup>1</sup> NSF International 2011 Germ Study

<sup>2</sup> Research Institute for Cooking and Kitchen Intelligence

<sup>3</sup> Moen Market Research and Insights Group

## Notes

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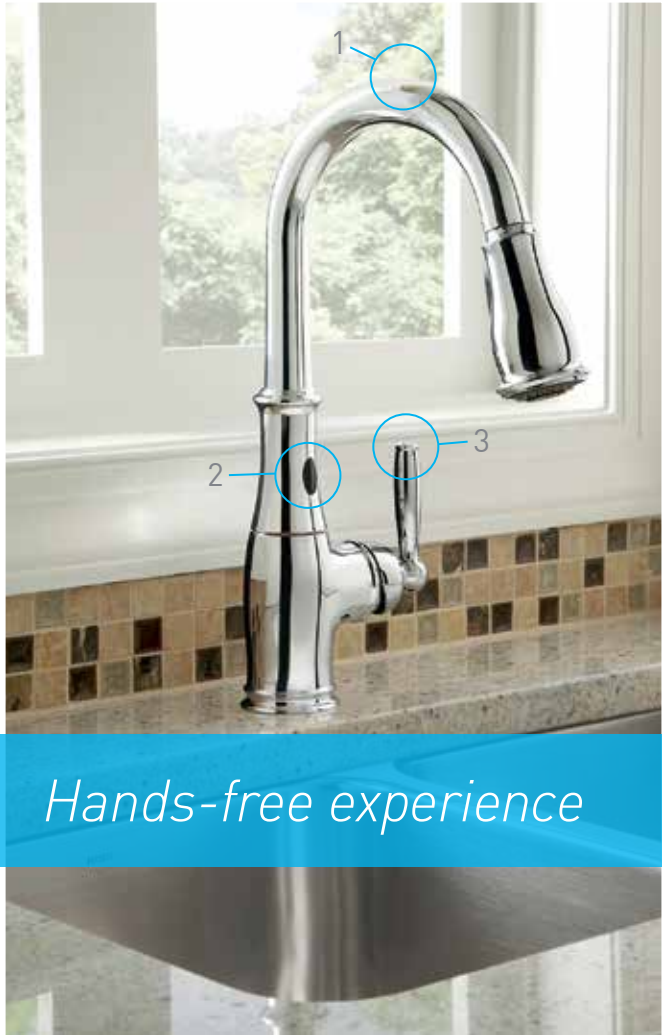
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*MotionSense™ is now available in four unique faucet styles.*



*Hands-free experience*

Imagine turning on the faucet without touching it. MotionSense technology provides an intuitive, hands-free kitchen faucet experience that responds to simple hand movements to activate water flow.

- 1 The **Wave Sensor** starts and stops the water flow with a simple hand movement.
- 2 The **Ready Sensor** identifies when an object is placed beneath the spout, and runs water for as long as that item remains in range of the sensor.
- 3 The **Handle** works as expected and adjusts the temperature and flow of water.



**>> 1. Brantford™**

The Brantford pull-down kitchen faucet features traditional styling and is available in Chrome, Oil Rubbed Bronze and Spot Resist™ Stainless finishes.

**W E** Price: \$640 - 705



**>> Haysfield™**

The Haysfield pull-down kitchen faucet offers a soft modern design and is featured in Spot Resist Stainless finish.

**R E** Price: \$398



**>> Arbor®**

The Arbor pull-down kitchen faucet features transitional styling and is available in Chrome, Oil Rubbed Bronze and Spot Resist Stainless finishes.

**W E** Price: \$625 - 692



**>> Delaney™**

The Delaney pull-down kitchen faucet offers clean lines for casual kitchen environments and is featured in Spot Resist Stainless finish.

**R E** Price: \$399

## Thoroughly Modern Moen Innovations



### >> Microban® Antimicrobial Technology

High-moisture areas, such as kitchens and bathrooms, are hot spots for the growth of microbes. To help inhibit stain-causing bacteria, mold and mildew, Microban antimicrobial protection has been added into the Ashville™ bath and Walden™ kitchen faucet finish. Microban technology is engineered to work continuously, even between cleanings, and won't wash off or wear away with normal use, which can help keep the faucet finish cleaner, longer.

**R E** Price: \$99 - 159



### >> Spot Resist™ Brushed Nickel for Accessories

Now, homeowners can keep their entire bath looking fresh and brilliant at all times as Moen extends its Spot Resist Brushed Nickel finish to bath accessories. The exquisite finish will be featured on a variety of faucet-matching and complementary-styled bathroom accessory collections sold at retail locations.

**R E** Price: \$17 - 105



### >> Spot Resist™ Stainless in the Kitchen

Moen's exclusive Spot Resist Stainless finish resists fingerprints and water spots, helping homeowners maintain a fresh, brilliant faucet finish. And now, the unique finish is offered on many of the new and existing Moen kitchen collections, including the popular Integra®, Camerist® and Brantford™ collections, allowing consumers to spend more time enjoying their homes and less time cleaning them.

**W E** Price: \$98 - 680



### >> Duralock™ Quick-Connect

To help save valuable time for plumbers and DIY installers alike, the new Duralock Quick-Connect system assures quick, secure and hassle-free installation for all Moen® kitchen and bath faucets. This intuitive, new system utilizes a proprietary, push-button connector and can be installed without the use of tools. An audible "click" assures a secure assembly - ensuring a reliable connection for the life of the faucet.

**R W E**

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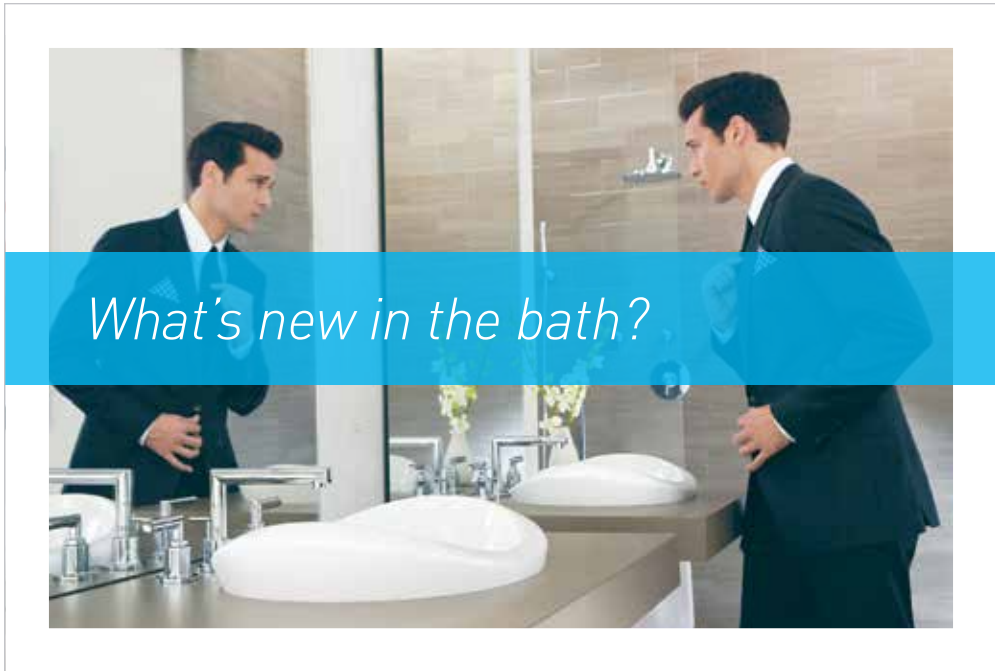
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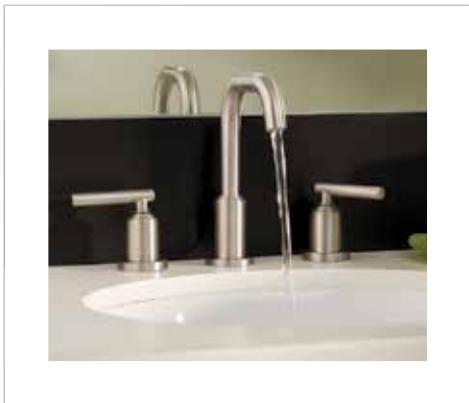


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### >> 1. Arris™ Collection

With signature styling featuring cylindrical, geometric shapes and distinct 90-degree angles, the new Arris collection is an ideal choice for an iconic, modern update. The complete suite includes: two-handle widespread and wallmount faucets; a single-handle faucet, tub and shower packages, ten-inch rainshowers in both Eco-Performance and full-flow options, Roman tub faucets, a bidet, and a complete matching accessory collection that features a wall-mounted, magnifying mirror and grab bars. Available in Chrome and LifeShine® Brushed Nickel.

**W E** Price: (lavs) \$421 - 691



### >> 2. Ashville™ Bath with Microban®

The first bathroom faucet from Moen to feature Microban antimicrobial protection, the new Ashville two-handle centerset bathroom faucet features sleek lines to create a timeless style. Microban helps keep the faucet finish stay cleaner between routine cleanings. The faucet also has Moen's exclusive Spot Resist™ Stainless finish.

**R E** Price: \$99



### >> 3. Gibson™ Bath

For homeowners looking to add an industrial, yet elegant, style to their bath, Gibson bath faucets are the answer. Featuring an edgy, square-shaped high-arc spout and sleek lever handles, the bath faucets are available in both centerset and widespread versions. Available in Moen's Spot Resist Brushed Nickel.

**R E** Price: \$94 - 154





>> 4.

### Wetherly™ Bath

Offering a refreshed, old-world design,

the Wetherly faucets add a touch of luxury in the bath. Available in both widespread and centerset versions, the two-handle faucets feature high-arc spouts for classic styling and added functionality. Featured in Spot Resist Brushed Nickel.

**R E** Price: \$99 - 154



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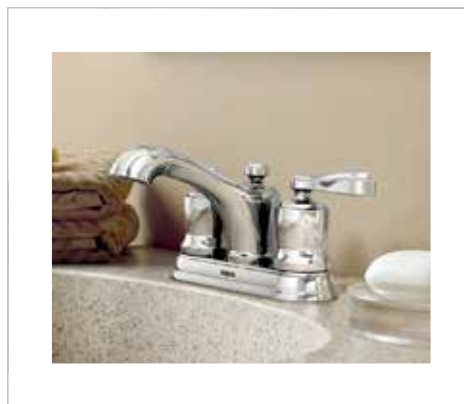
### Belhurst™ Bath

Belhurst bath faucets offer a compact design that is confident and classy. The two-handle, centerset faucets feature a low-arc spout and lever handles for a timeless look in any bath. Featured in both Chrome and Spot Resist Brushed Nickel.

**R E** Price: \$69 - 89



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## DID YOU KNOW?

According to NAHB, bathroom remodels are the most popular remodeling project (78%).

The most popular choice for bathroom faucet finishes include Brushed Nickel (42%), followed by Chrome (41%).<sup>1</sup>

Most consumers purchase two-handed faucets (84%) with lever-shaped handles (64%) for their bathroom sinks.<sup>1</sup>

<sup>1</sup> Moen Market Research and Insights Group

## Notes





### >> 1. Arris™

With signature styling featuring cylindrical, geometric shapes and distinct 90-degree angles, the new Arris accessories are an ideal choice for homeowners looking to give their bathroom a chic, modern update. Available accessories include a double robe hook, tank lever, pivoting paper holder, towel ring, 18- and 24-inch towel bars, grab bars and a wall-mounted, magnifying mirror exclusive to the Arris collection. Available in Chrome and Brushed Nickel finishes.

**W E** Price: \$61 - 200



### >> 2. Traditional®

Homeowners can now extend the style of the Moen® Traditional faucet collection with a new matching accessory suite. Offering a beautiful, classic design with soft curves and rich details, the collection includes a double robe hook, pivoting paper holder, towel ring, and 18- and 24-inch towel bars. Available in Chrome, Mediterranean Bronze and Spot Resist™ Brushed Nickel finishes.

**R** Price: \$19 - 52



### >> 3. Penfield™

For homeowners looking to optimize available wall space, the new Penfield accessory collection features an adjustable towel bar that expands from 18 to 30 inches, or any length in between, to meet exact sizing needs and accommodate one or multiple towels – all with simple no-cut installation. The unique, transitionally designed accessory collection features soft geometric shapes, and also includes a double robe hook, pivoting paper holder and towel ring in Spot Resist Brushed Nickel finish.

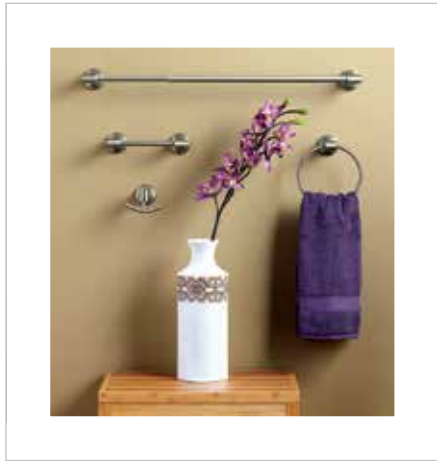
**R** Price: \$22 - 47



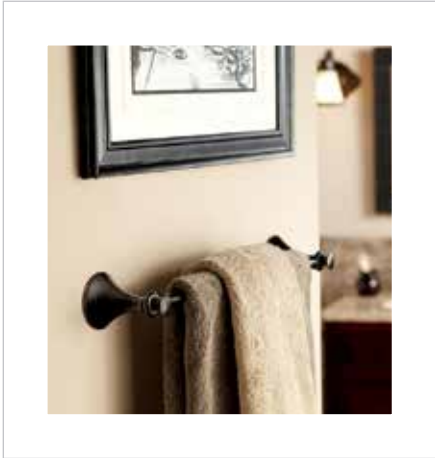
*Total bath coordination*



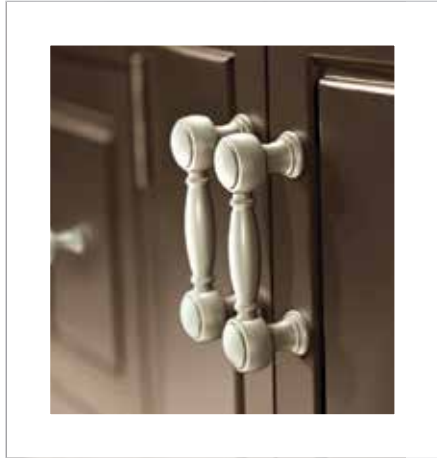
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#### >> 4. Morley™

Looking to create a warm and inviting feel in the bathroom? Stylish new Morley accessories, available in a Mediterranean Bronze finish, offer a rich, dark brown, old-world look with striking light and dark accents. Featuring a slightly tailored and fully functional casual design, the collection includes a double robe hook, pivoting paper holder, towel ring and 18- and 24-inch towel bars.

**R** Price: \$25 - 53



#### >> 5. Weymouth™ Knobs and Pulls

Consumers looking to pull together every detail in the bath now have a new option as Moen expands the Weymouth bathroom suite to include decorative knobs and three-inch drawer pulls. Available in Chrome, Brushed Nickel, Oil Rubbed Bronze and Polished Nickel to perfectly match the entire suite.

**W E** Price: \$12 - 26



#### >> New Lighting Collections

Homeowners can now shed light on a completely coordinated bathroom look with two new lighting collections. The Eva® collection offers an elegant, transitional design, while the Brantford® collection features a traditional style with distinctive ball accent. Both are available in one-, two-, three- and four-light configurations that can be installed globe up or globe down. Available in Chrome, Brushed Nickel and Oil Rubbed Bronze.

**W E** Price: \$151 - 396



## Sensational showering



### >> 1. Tension Curved Shower Rod

Homeowners can now add up to 5½ inches of valuable elbow room to their showers – without using elbow grease. The new Tension Curved Shower Rod easily installs in minutes and does not require drilling, tools or assembly. Available in three finishes – Chrome, Brushed Nickel and Old World Bronze.

**R E** Price: \$66 - 85



### >> 2. Halo™ Rainshower

The Halo rainshower delivers a truly luxurious experience. With a pivoting outer ring, Halo offers up to 60 percent more coverage than a traditional-sized rainshower, along with three spray settings that change easily. Presented in a clean, modern design and Chrome finish, Halo makes a style statement in any bath.

**R E** Price: \$59



### >> 3. Hand Showers

Moen has taken the hand shower and made it even better – with updated traditional and transitional styling. Available in single-and four-function Eco-Performance models, each hand shower is featured in Chrome, LifeShine® Brushed Nickel and Oil Rubbed Bronze. For an updated look, each finish covers the entire hand shower – including the showerhead face.

**W E** Price: \$234 - 526



#### >> 4. Arris™ 14-inch Shower Arm

For the experience of a ceiling-mounted rainshower – without remodeling – homeowners can now easily update their shower with the new Arris 14-inch shower arm. By installing into existing plumbing and extending out from the wall, the 14-inch shower arm provides a similar experience to a showerhead that’s mounted from the ceiling – at a fraction of the cost.

WE Price: \$94 – 114



#### >> 5. Shower Arm Cradle

Moen’s new shower arm cradle allows homeowners to use their hand shower as their primary showerhead – without a major remodel. In fact, the shower arm cradle installs easily into existing plumbing. Designed with a transitional style to work with all hand showers, the shower arm cradle is available in three of the most popular bathroom finishes: Chrome, LifeShine® Brushed Nickel and Oil Rubbed Bronze.

WE Price: \$40 – 63

## DID YOU KNOW?

On average, a shower lasts about **12½ minutes**—but consumers wish it could last five minutes longer.<sup>1</sup>

**61%** of homeowners desire having two or more **body sprays** in their shower.<sup>1</sup>

**56%** of showers are taken in the morning.<sup>1</sup>

<sup>1</sup> Moen Market Research and Insights Group



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Moen® Home Care® expands its selection of grab bars to not only meet safety requirements – but the style, size, finish and installation needs of homeowners, too. Available in Chrome and Brushed Nickel finishes, three new styles have been introduced to perfectly match popular Moen bathroom collections.



### >> 1. Arris™ Decorative Grab Bar

New Arris Decorative Grab Bars offer signature styling with cylindrical, geometric shapes and distinct 90-degree angles to create an iconic, modern look in the bath. Available in lengths ranging from 12 to 36 inches and in Chrome and Brushed Nickel finishes.

**W** **E** Price: \$113 - 144



### >> 2. 90°™ Decorative Grab Bar

New 90° Decorative Grab Bars feature a sleek, square, modern design that are a perfect match to the 90° bath collection. Available in lengths ranging from 12 to 36 inches and in Chrome and Brushed Nickel finishes.

**W** **E** Price: \$105 - 144

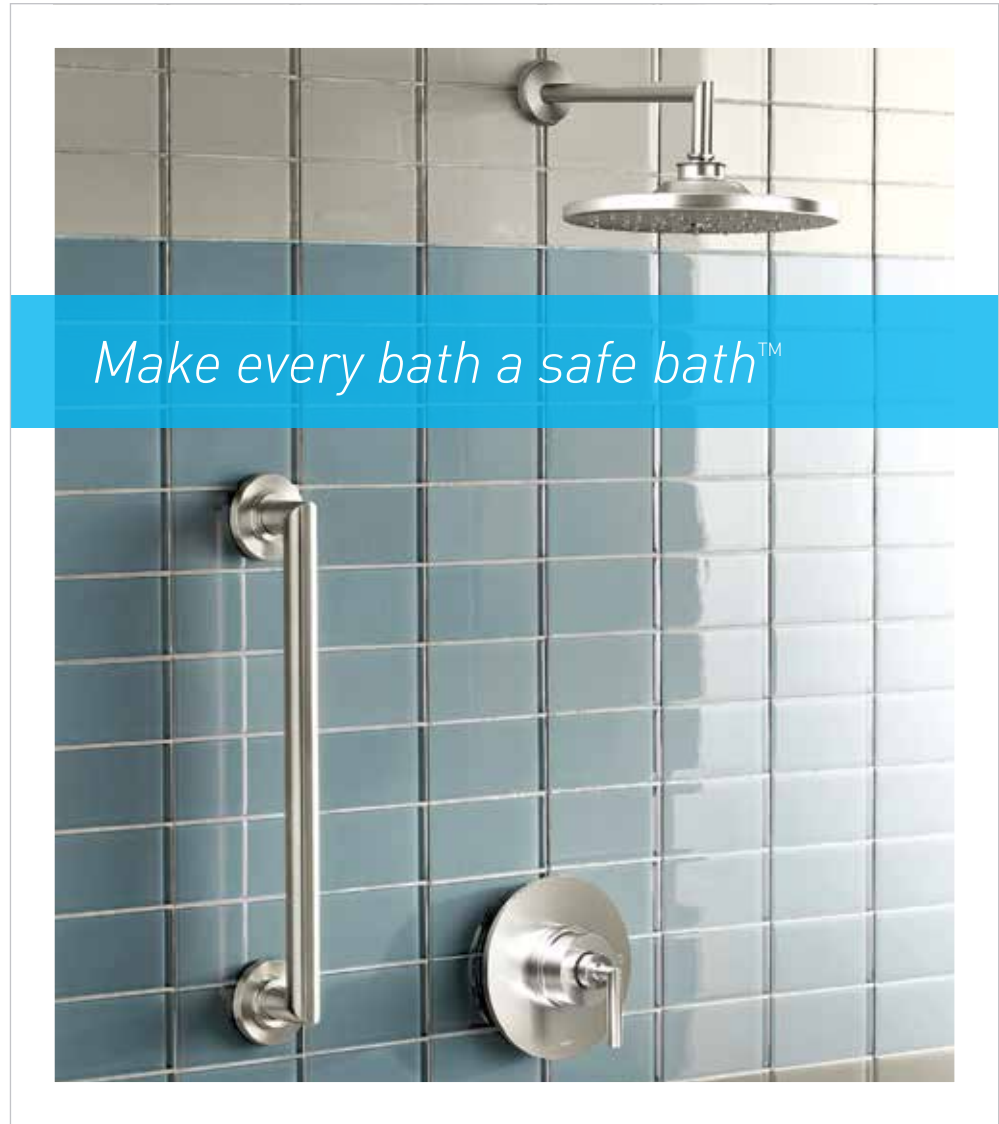


### >> 3. Iso™ Decorative Grab Bar

With an infusion of industrial elements, the telescoping design of the Iso Grab Bar provides a modern, minimalist touch in the bath. Available in lengths ranging from 12 to 36 inches, the Iso Grab Bar is an ideal match for the Moen Level® and Destiny® bath collections and is featured in Chrome and Brushed Nickel finishes.

**W** **E** Price: \$73 - 103

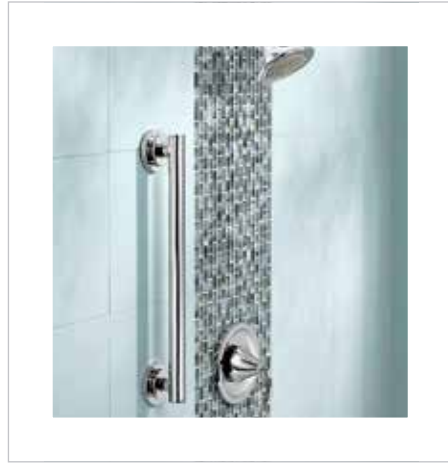
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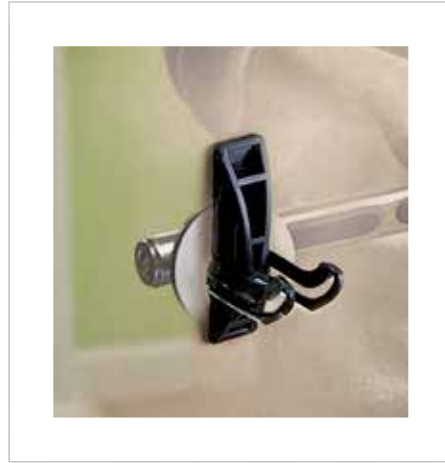
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#### >> 4. SecureMount™ Anchors

The unique, D-shaped design of Moen's SecureMount Anchors allows for secure, easy grab bar installation anywhere on a bathroom wall, with one stud or no studs – in less than 10 minutes. Since studs aren't necessary, homeowners or installers save time, materials and labor. Simply drill a hole in the wall, install the anchor system and mount the grab bars for trusted safety wherever it's needed.

**R W E** Price: \$19 - 38

## DID YOU KNOW?

AARP research shows that the majority of people 45+ like their homes and want to stay there for as long as possible.

According to NAHB, two thirds of professional remodelers have worked with homeowners to make their homes accommodate aging.

Bath safety products may be eligible for reimbursement under Health Flex-Spending Accounts.<sup>1</sup>

<sup>1</sup> IRS Publication 502

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