


1	16	31	46	61
2	17	32	47	62
3	18	33	48	63
4	19	34	49	64
5	20	35	50	65
6	21	36	51	66
7	22	37	52	67
8	23	38	53	68
9	24	39	54	69
10	25	40	55	70
11	26	41	56	71
12	27	42	57	72
13	28	43	58	73
14	29	44	59	74
15	30	45	60	

Look Book

2014



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

Additionally, products are available through preferred E-tailers, including:
[amazon.com](https://www.amazon.com), [build.com](https://www.build.com),
[efaucets.com](https://www.efaucets.com), [ferguson.com](https://www.ferguson.com),
[faucet.com](https://www.faucet.com), [faucetdirect.com](https://www.faucetdirect.com),
[faucet-warehouse.com](https://www.faucet-warehouse.com),
[homedepot.com](https://www.homedepot.com), [lowes.com](https://www.lowes.com),
[menards.com](https://www.menards.com)



Celebrating 75 Years of Innovation



If history has taught us anything, it's that the best inventions are born out of necessity. In 1937, after burning himself at a sink with traditional single taps for hot and cold water, a young, determined Al Moen set about inventing a single-handle faucet designed to mix hot and cold.

The invention, finalized in 1939, revolutionized the plumbing industry and set the stage for 75 years of innovation at a company later named after this strong-minded inventor. In 2014, Moen associates around the world are celebrating this significant advancement, and the founder that made it all happen.

Innovation

From our early roots in innovation, Moen continues to bring to market a breadth of products that answer both the wants and needs of consumers.

Moen® Walden™ Pullout Kitchen Faucet

Homeowners would choose a **smaller home** with **higher-quality products** and amenities **(62%)** over a larger house with fewer amenities **(38%)**.

– National Association of Home Builders (NAHB)



MotionSense™ Hands-Free Technology

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.



52% of homeowners consider turning their kitchen faucet on and off without touching it as something that would delight them.

– Moen Consumer & Market Insights Group

On an unprotected surface, bacteria can double in number every 20 minutes.

– According to Microban International, Ltd.

Microban® Antimicrobial Technology

High-moisture areas, such as kitchens and bathrooms, are hot spots for the growth of microbes. To inhibit stain- and odor-causing bacteria, mold and mildew, Microban® antimicrobial protection is built into select faucet finishes, so homeowners can spend more time enjoying their home...and less time cleaning. The innovative 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.



Reflex® System for Pullout Kitchen Faucets

With Reflex, Moen has created the best, most user-friendly pullout faucet experience. Now available now on Brookshire™, Kinzel™ and Walden™ pullout kitchen faucets, Reflex offers self-retraction of the pullout wand, as well as an exceptional range of motion, generous reach and secure docking, helping to improve the user's overall experience.



Kitchen

From a vast array of faucets, to new sinks and accessories, Moen is adding a number of new items to our kitchen portfolio to help make tasks in and around the kitchen sink easier.

Moen® Brookshire™
Pullout Kitchen Faucet,
Sip™ Beverage Faucet and
Traditional Pot Filler





Indi™ Pulldown Kitchen Faucet

The Indi pulldown kitchen faucet offers a sleek, modern design with the added functionality of Moen's Reflex® system for effortless self-retraction and functionality in the kitchen. In addition, it utilizes Microban® antimicrobial technology to help inhibit stain- and odor-causing bacteria and is featured in Spot Resist™ Stainless to help resist fingerprints and water spots.

R Price: \$238



Walden™ Pullout Kitchen Faucet

The Walden pullout kitchen faucet has a classic, vintage-inspired design featuring a lower-profile spout, making it a versatile addition to any home. Beyond its aesthetic qualities, Walden offers the functionality of Moen's Reflex system combined with Microban antimicrobial protection and is featured in Spot Resist Stainless.

R Price: \$198

57% of consumers would be ready, willing and able to **replace their kitchen faucet** as a DIY project.

– Moen Consumer & Market Insights Group



Kinzel™ Pullout Kitchen Faucet

The Kinzel pullout kitchen faucet features simple, refined lines and a lower-profile spout, creating a stylish design for any kitchen. For added functionality, it also has Moen's Reflex system and is available in Spot Resist Stainless.

R Price: \$189



55% of homeowners want a faucet that **doesn't show water spots.**

– Moen Consumer & Market Insights Group

Kinzel™ Pullout Kitchen Faucet

Brookshire™ Pullout Kitchen Faucet

The traditionally styled Brookshire kitchen faucet offers elegant, decorative touches, while featuring a lower-profile spout ideal for installations near a window or island. It is one of the first pullout faucets to feature Moen's innovative Reflex® system, and is available in Chrome, Spot Resist™ Stainless and Oil Rubbed Bronze.

W Price: \$440 – 607



85% of current pullout or pulldown faucet owners would purchase another one in the future.

– Moen Consumer & Market Insights Group

Etch™ Kitchen Collection

The unique, clean styling of the new Etch collection brings a high-end look to today's transitional kitchens. One of the most distinctive elements of the Etch suite is the innovative, integrated pulldown wand which docks neatly inside the spout. The Etch suite is available in both single-handle pulldown and bar/prep pulldown models and is featured in Chrome and Spot Resist Stainless finishes.

W Price: \$445 – 643



36% of those looking to remodel their kitchen in the next 12 months are interested in purchasing a filtered water dispenser.

– Moen Consumer & Market Insights Group

Tilt™ Pullout Kitchen Faucet

With modern design on the rise, the Tilt pullout kitchen faucet is the ideal choice for homeowners wishing to create a contemporary look. Featuring a sleek, cylindrical design, Tilt offers a compact style that works well in even the smallest of kitchens. It is available in Chrome and Spot Resist Stainless.

W Price: \$505 – 637



Sip™ Beverage Faucets

Whether for drinking or cooking, add a touch of elegance and ease to the kitchen sink with new Sip beverage faucets with optional filtering system. Available in traditional, transitional and modern styles to coordinate with any decorating taste, single-handle Sip faucets are featured in popular finishes including Chrome, Spot Resist Stainless and Oil Rubbed Bronze (transitional and traditional only).

W Price: \$260 – 625





Apron-Front Stainless Steel Sinks

Distinguished by an exposed front that drops down to the lower cabinet, rather than stopping at the countertop edge, apron-front sinks instantly add a beautiful focal point to any kitchen. Moen is pleased to introduce its first collection of apron-front sinks, including both a double-bowl and single-bowl style, each constructed of high-quality, 18-gauge stainless steel.

W Price: \$933 – 981



Kitchen Sink Accessories

Today's discerning homeowners look for new options and accessories – even at the kitchen sink. Moen answers these needs with a brand new offering of kitchen sink accessories, including: bowl grids, rinse baskets and cutting boards.

W Price: \$23 – 157



Soap Dispensers

Helping to bring both water *and* soap to the kitchen sink, Moen now offers new premium soap dispensers. Available in three new styles – traditional, transitional or modern – each is available in the most popular finishes to coordinate with any décor.

W Price: \$127 – 158



Accessories for the Kitchen

Moen accessories provide the ideal solution to add functionality and style to the kitchen. With more than 40 accessory collections from which to choose, Moen offers a variety of hooks, towel bars and towel rings to keep dish towels close at hand; as well as cabinet knobs and pulls – each perfectly matching or coordinating with kitchen faucets in both style and finish.

R W Price: \$14 – 149

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

– Research Institute for Cooking & Kitchen Intelligence (RICKI)



1800™ Series Stainless Steel Sinks

Stainless steel remains the most popular choice for kitchen sinks, and Moen continues to increase its sink offerings to meet homeowner demands. In addition to its wide variety of existing stainless steel sink configurations, depths and thicknesses, Moen has expanded its 1800™ Series of sinks to include additional shapes, sizes and configurations.

W Price: \$336 – 981

A recent survey uncovered that for the first time, **transitional design** is the most popular for kitchens and bathrooms.

– The National Kitchen and Bath Association (NKBA)

Bath

Blending innovation with style, attention is paid to every detail in the newest Moen offerings to allow homeowners to create the bathroom of their dreams.

Bathroom remodels are the most popular remodeling project (78%).

– National Association of Home Builders (NAHB)

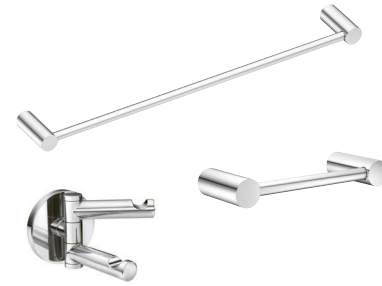
Moen® Align™
Bathroom Collection



Align™ Bathroom Collection

With sleek, simple lines, the new Align bathroom collection brings high-end style to today's modern baths. The complete suite includes single-handle faucets in varied heights, a two-handle widespread faucet, tub and shower packages, Eco-Performance and standard showerheads, Roman tub faucets, a bidet and a complete matching accessory collection. It is available in Chrome and LifeShine® Brushed Nickel.

W Price: (lavs) \$218 – 495



Align™ Accessories

A perfect match to the faucet collection, new Align accessories make a style and functionality statement in contemporary baths. Available accessories include a single robe hook, a pivoting paper holder, a single-post paper holder, a towel ring, 18- and 24-inch towel bars and a swiveling double robe hook exclusive to the Align collection. Each is available in Chrome and Brushed Nickel finishes.

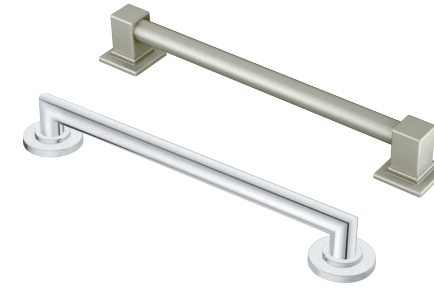
W Price: \$27 – 66



Darcy™ Bathroom Collection

Blending soft, clean lines and transitional styling, the new Darcy bathroom faucet collection instantly brings exceptional beauty to any bath. The collection includes a two-handle center-set faucet, available in Chrome and Spot Resist™ Brushed Nickel finishes, as well as a widespread faucet and tub/shower faucet in Spot Resist Brushed Nickel.

R Price: \$69 – 169



Designer Grab Bars

Moen Home Care expands its selection of designer grab bars not only to meet safety requirements, but the style, finish and size needs of homeowners, as well. New 42-inch lengths have been added to the Arris™, 90°™ and Iso™ Designer Grab Bar collections, providing a perfect match to popular bathroom suites.

W Price: \$76 – 223

Make Every Bath a Safe Bath™

While bath safety is often only considered for older adults...it should be for all stages of life. From babies to Boomers, Moen Home Care offers a full range of products to make baths safe and stylish. In fact, it has become a company mission to make every bath a safe bath.

Brantford™ and Eva™ Lighting

Featuring a new Quick Connect Wiring System to simplify installation, Brantford and Eva lighting bring complete coordination in the bath. A perfect match to the popular bath suites, each collection is available in one-, two-, three- and four-globe configurations and are offered in the most popular finishes, including Chrome, Brushed Nickel and Oil Rubbed Bronze.

W Price: \$188 – 396



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