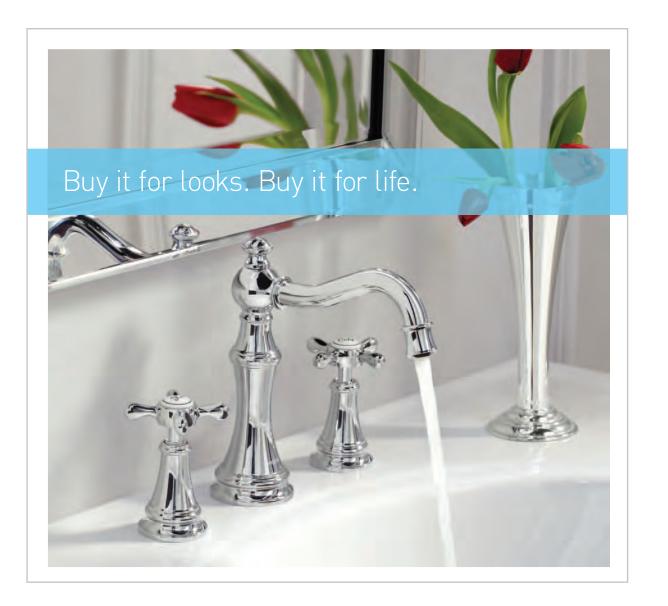


BOOK BOOK

A quick snapshot of what makes Moen® unique... and what's new in 2011.

Why Moen?

We realize that our products aren't just stylish additions to consumers' homes. They're the reliable, durable connections that help make their daily lives just a little bit better... a little bit easier.



Welcome to the Moen Media Look Book — a quick snapshot of what makes Moen unique... and what's new in 2011.



>> 1. 2010 WaterSense® Manufacturer Partner of the Year

At Moen, we realize the impor-

tance of water conservation — but doing so in a way that won't sacrifice performance. As the 2010 WaterSense Manufacturer Partner of the Year, we offer a wide variety of Eco-Performance products, including many that are certified to meet WaterSense criteria.



>> 2. Style

From modern to traditional to transitional, Moen offers kitchen bath and accessory products

that fill every style desire. Known for bringing thoughtful design to its products, Moen provides on-trend solutions which provide the best mix of meaningful innovation and useful features for lasting value.



reflex

>> 3. Reliability

While our products may look remarkable on the outside, what's more important is how they're built on the

inside. From finishes that are guaranteed to last a lifetime, to faucets made of quality materials that come with a Limited Lifetime Warranty against leaks and drips, Moen sets the standard for reliable design.

Innovation isn't something new at

Moen, in fact — it's how we got our

>> 4. Innovation

start, back in 1937 when Al Moen created the first single-handle mixing faucet. Today, our designers

follow in Mr. Moen's footsteps... whose genius is

perhaps best summed up by the simple title that

New innovations in 2011 include everything from

fingerprints... to Reflex[™] — the best, most user-

friendly experience available in a pulldown faucet

our Spot Resist™ finish that resists water spots and

appeared on his business card — Al Moen, inventor.

Throughout this book, refer to the icons for where our products are available.

R Product is available in retail locations.

Product is available through wholesale showroom locations.



Notes

WHY MOEN? | 3



>> 1. Reflex

With Reflex, Moen has created the best, most user-friendly pulldown faucet experience available. It addresses the top issues and concerns defined by consumers:

1. Smooth Operation 2. Easy Movement 3. Secure Docking



>> 2. Brantford™

Featuring classic, traditional styling with modern-day convenience, the new Brantford suite

is the perfect solution for today's multi-tasking family. The pulldown and bar/prep models are the first to offer the new Reflex pulldown system.

W Price: \$287 – 446.



>> 3. Arbor™

Transitionally designed, Arbor is a complete kitchen suite featuring high-arc spouts, pulldown models

and S-shaped handles for a sophisticated look.

The pulldown faucet has Moen's unique pause button, allowing users to start and stop the flow of water with the touch of a button.

W Price: \$290 - 420.



>> 4. Spot Resist Stainless

Spot Resist Stainless 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 Price: \$178 – 238.



>> 5. Soft Grip™

Water at the sink creates wet, slippery surfaces. Moen's new Soft Grip finish solves this prob-

>> 1 & 2

lem with a non-slip, comfortable grip for pullout kitchen faucets. R Price: \$188.



The hub of the home









>> 5

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

Pulldown faucets are the fastest growing kitchen faucet category

The #1 finish preference for pulldown faucets is Stainless— more than six times that of Chrome

71% of homes have a single-handle kitchen faucet

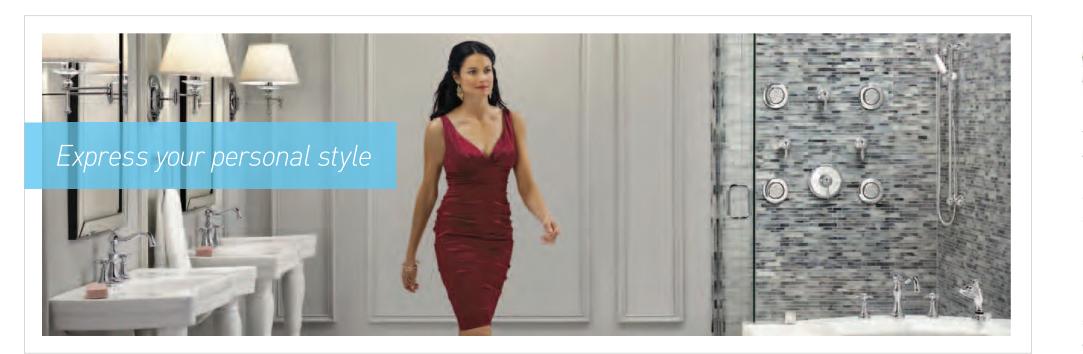
\$5,000 is the average amount spent on a kitchen remodeling project

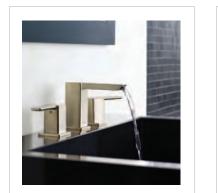
e

* Moen proprietary research KITCHEN | 5

Notes

4 | KITCHEN



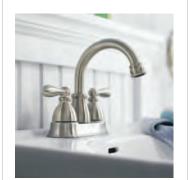


>> 2

6 | BATH



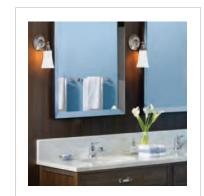
>> 3



>> 4



>> 5





>> 1. Weymouth™

Weymouth is the very definition of traditional styling, with particular attention paid to every detail.

From the decorative script on the porcelain inlays to the refined top finial, this collection creates a distinctively designed bath suite. Plus, the lavatory faucets are certified to meet WaterSense criteria — offering up to a 32 percent water savings. W Price (lavs): \$405 - 732.



>> 2. 90°™ in **Brushed Nickel**

Moen answers the need for sleek styling in the bath with the 90° collection — now available in the popular LifeShine® Brushed Nickel finish. W Price: \$475 – 654.



>> 3. Wallmount Faucets

A perfect option for pairing with vessel sinks. Moen now offers

several styles of wallmount faucets. Each faucet is certified to meet WaterSense criteria and features Moen's innovative M•PACT® valve system for easy installation or a quick style change.

W Price: \$238 - 677.



>> 4. Spot Resist **Brushed Nickel**

The unique Spot Resist Brushed Nickel finish

resists fingerprints and water spots on several Moen lavatory faucets and showerheads. R Price: \$79 – 110.



>> 5. Telford™

For homeowners looking to enhance the quality and

style of the bathroom, the new Telford bath suite is the answer. The traditionally styled collection features an exquisitely designed bath faucet and shower trim featuring a rainshower with Moen's innovative, self-pressurizing InvigoRain™ technology.

R Price: \$108.



>> 6. Lighting

For the ultimate in bath coordination, Moen now offers lighting solutions with a perfect match to

leading Moen bath collections. Price: \$146 - 428.

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

85% of respondents in a Moen survey said they'd like to change their bathroom

Topping the list of bathroom woes was the size — 45% want to make it larger

Notes

BATH I 7

Notes

8 | BATH SAFETY

DID YOU KNOW that in the United States...

According to ASID, nearly 80 percent of Baby Boomers surveyed said they plan to age in place

The two most frequent aging-in-place modifications include adding grab bars (78%) and installing higher toilets (71%)

The majority of aging-in-place remodels are for those age 55 and older; although younger audiences are becoming more interested in making their homes accessible for older visitors or children



>> 1. Grab Bars with Integrated Accessories

Moen Home Care®, a leader in providing both safe — and aesthetically pleasing — bath safety products, strives to ensure that every bath is a safe bath. New Grab Bars with Integrated Accessories combine the safety benefits of a grab bar with three common bath essentials — a towel bar, a paper holder and a shelf — making each bath functional and fashionable.



>> 2. Angled Grab Bar

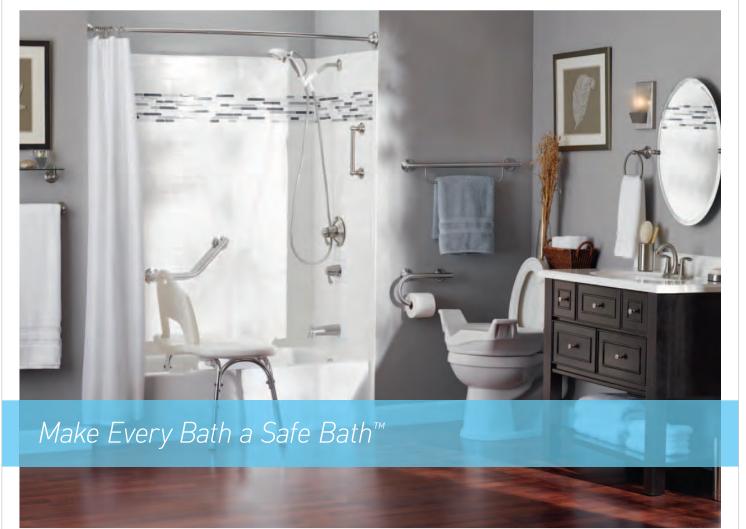
There are many areas in the bath, such as in the tub or next to the toilet, where users may need both horizontal and vertical leverage when sitting or standing.

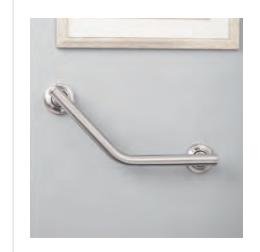
To provide extra assistance here, Moen introduces a new uniquely shaped 16-inch angled grab bar to offer stability and safety... with style. R Price: \$69.



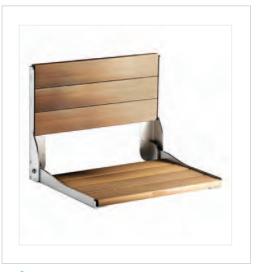
>> 3. Shower Seat

For a stylish and unobtrusive seat in the shower, the new Fold-Down Shower Seat is the answer. The unique wall-mount design





>> 2









For a sleek, modern bath, the 90° accessory collection features a minimalist design with 90-degree-

angled lines. The unique accessories, including a tank lever, robe hook, pivoting paper holder, 18- and 24-inch towel bars and a towel ring are a perfect design and finish match to the 90° bath collection. W Price: \$36 - 85.



>> 2. Weymouth

For the final finishing touch to a traditional bath, the Weymouth collection features matching bath

accessories, including a pivoting paper holder, a cross-handle tank lever, double robe hook, towel ring, 18- and 24-inch towel bars and a unique "Vacant/Occupied" door sign. W Price: \$68 – 136.



>> 1

>> 3. Ashville™

The Ashville bath accessory collection offers pronounced, flowing curves and subtle lines for

a beautiful style statement. The collection includes a robe hook, pivoting paper holder, 18- and 24-inch towel bars and a towel ring. R W Price: \$16 – 45.



>> 4. Via™

The Viq collection offers extremely minimalist styling for today's modern bath. Available

in Chrome, the collection includes a double robe hook, pivoting paper holder, towel ring and 18- and-24-inch towel bars. R Price: \$25 - 61.



>> 5. Knobs and Pulls

New decorative cabinet knobs and pulls provide both functionality and visual appeal.

Designed to match seven popular Moen suites in both style and finish, each collection features a knob and a three-inch drawer pull. W Price: \$10 – 23.











Notes

ACCESSORIES | 11

10 | ACCESSORIES

Notes

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

Most people think they spend 20 minutes in the shower, but it's actually more like 10 minutes

Many bathers have a hard time seeing in the shower as they often avert their eyes from

>> 1. Flushm With a modern de

>> 1. Flushmount Body Sprays

With a modern design that fits cleanly against the wall, the new Flushmount body sprays seamlessly blend in with tile, slate or other premium shower surround

materials. Plus, the adjustable spray face allows the user to pivot the water up to 20 degrees in any direction, for more generous water coverage. W Price: \$110 – 175.



>> 2. Flat Rainshower

Featuring an oversized eightinch spray face, the Flat

Rainshower has a surprisingly slender profile.

The contemporary rainshower comes in both standard and Eco-Performance models — providing consumers with two sleek, high-performance options. W Price: \$199 – 298.



>> 3. Single-Function Hand Shower

The new Single-Function Hand Shower provides a clean, tran-

sitional design. Its 59-inch flexible metal hose offers extended reach and allows users to take complete control of their showering experience. Both a full-flow model (2.5 gallons per minute) and an Eco-Performance model (1.75 gpm) are available. W Price: \$155 – 275.



>> 4. Double Curved Shower Rod

The adjustable Double
Curved Shower Rod provides

consumers with a decorative, functional shower rod that creates additional elbow room, easy access to towels and the ability to separate the curtain and liner. R W Price: \$71 – 92.

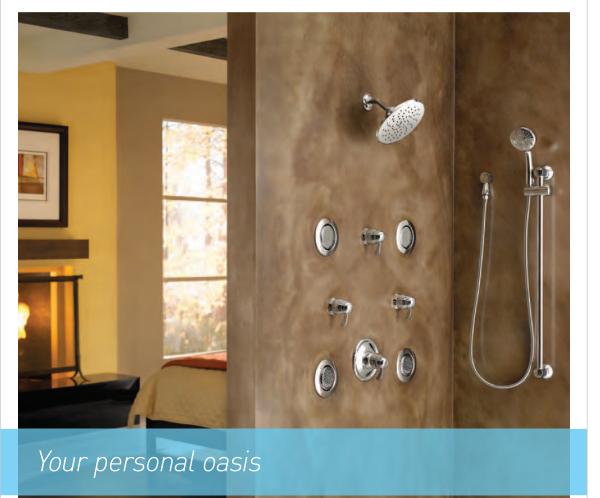


>> 5. Tension Rod

Moen decorative Tension Rods add a decorative touch in the shower with the added benefits

of stainless steel construction and a unique FastLock™ technology which features a quick and easy, hardware-free installation process.

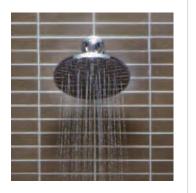
R W Price: \$31.



Consumers were found to cite force, frequency and coverage as the three most important features they

look for in a new showerhead

* Moen proprietary research





2







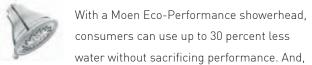
Moen proprietary research

>> 1. Lavatory Faucets

All Moen lavatory faucets are certified to meet WaterSense criteria. These efficient products feature a 1.5 gallon per minute

(qpm) flow rate which uses up to 32 percent less water, while still maintaining the same powerful performance one would expect from Moen. R

>> 2. Showerheads



products are available throughout our showering portfolio — including wall-mount, hand shower and rainshower showerheads that are certified to meet WaterSense criteria and also contribute towards maximizing LEED points. R

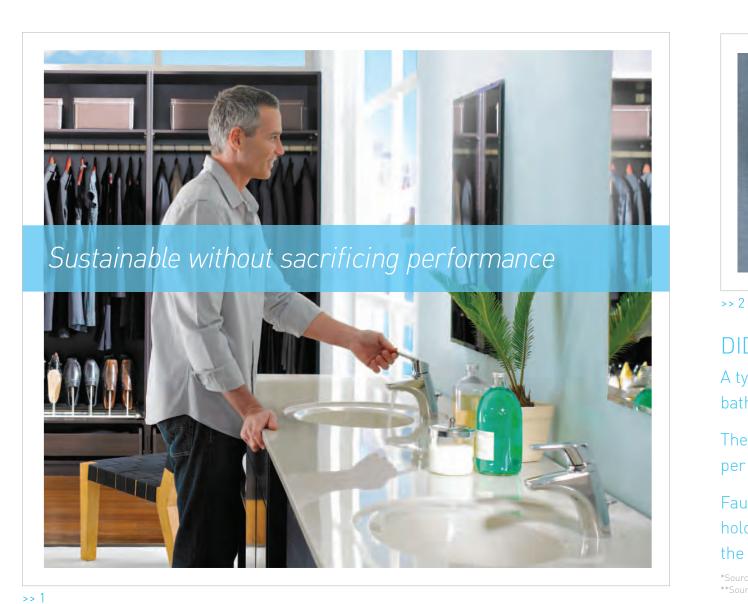


>> 3. Kitchen Faucets

Moen's high-performance, water-efficient kitchen faucets have a multi-function spray wand featuring water-saving settings that

use up to 32 percent less water. For tasks that require a set amount of water, such as filling a pot, homeowners can simply toggle to the "full flow" option to change the flow rate from 1.5 gpm to the standard 2.2 gpm.

Price: \$158 - 188.









efficient products and driving innovative, high-quality designs that help reduce environmental impact, as well as the cost to you.



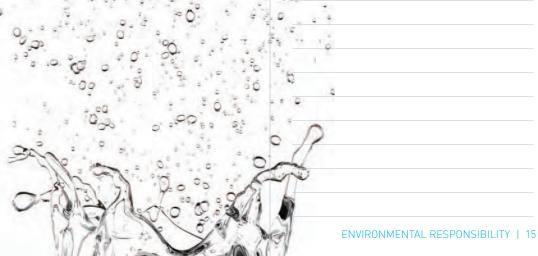
DID YOU KNOW?

A typical family of four uses 80 gallons of water each day bathing, 37% of total consumption*

>> 3

The average household could save more than 2,300 gallons per year by installing WaterSense labeled showerheads**

Faucets account for more than 15 percent of indoor household water use—more than 1 trillion gallons of water across the United States each year**



^{**}Source: WaterSense

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

FOR MEDIA QUERIES, PLEASE CONTACT:

Falls Communications

Jennifer Allanson | jallanson@fallscommunications.com

Jamie Dalton | jdalton@fallscommunications.com

216 696 0229

See a few Moen products you absolutely love?

Use these stickers to mark the products you can't let your readers live without.

