

**For Immediate Release
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Moen® Home Care® Offers New Premium Line of Home Safety Products

North Olmsted, Ohio... Whether recovering from an injury, or trying to prevent one, bath safety products are key to providing the safety and security that is needed for the most dangerous room in the house... the bath. Moen® Home Care® answers the need for stable, durable and attractive bath safety products with its new Premium line, offering a bedside commode, shower chair, transfer bench, tub safety grip and a handheld shower.

“Purchasing bath safety products is an emotional and stressful process,” said Brad Crozier, senior product/brand manager, Moen Home Care. “The purchase is usually provoked by a loved one who is ill or disabled in some way. Our new Premium line of bath safety products allows homeowners or caregivers to feel confident and secure in their purchase decision.”

During independent research studies conducted by Rabin Marketing Research Company, on behalf of Moen Home Care, it was determined that stability, durability and ease of use were the most important attributes when considering home safety products. Each product in Moen Home Care’s new premium line was designed with these key criteria in mind.

Premium Bedside Commode

According to research, ease of use and stability were most important for bedside commodes. The first in its product line, Moen Home Care’s new Premium Bedside Commode features an innovative design to ensure ease of use, safety and comfort.

Respondents were intrigued by the width and stability of the new commode. Its wide-leg design with slip-free rubber feet accommodates users up to 400 pounds, while the rounded, rubber-grip support handles offer added ease and support when standing or sitting.

“Features such as the elongated seat and wide platform were a hit with respondents, offering added space and comfort for users of any size,” said Crozier. “Plus, they liked that it’s easy to clean.”

The commode features a splash-free container with handle for cleaning and easy disposal. And, unlike other commodes on the market, Moen Home Care offers open sides for unrestricted access and convenience.

Premium Shower Chair

“According to our research, stability and gripping were the most important characteristics in a shower chair,” noted Crozier. “Purchasers were concerned that chairs could tip over or slip, causing more harm than help.”

Moen Home Care’s new Premium Shower Chair offers superior safety and added conveniences in the shower – all with attractive styling. An innovative, wide-leg design with slip-free rubber feet provides superior stability for users up to 400 pounds. Adjustable height settings and rubber-grip support handles offer added ease and support when standing or sitting. Additionally, a reinforced mesh seat and ergonomically designed back offer optimal support and comfort that is easy to clean. A basket organizer and handheld shower holder help keep necessary items conveniently close.

Premium Transfer Bench

Similar to shower chairs, purchasers want complete confidence that a transfer bench will be stable. Concerns about the bench collapsing, slipping or not working properly are all major issues.

Moen Home Care’s new Premium Transfer Bench was designed to ensure an easy and safe transfer into the bathtub. Featuring an innovative, wide-leg design with slip-free rubber feet, the bench provides superior stability for users up to 400 pounds. Adjustable height settings and a rubber-grip support handle offer added ease and support when standing or sitting. The ergonomically designed back and spacious seat with curved end offer optimal support and comfort. Similar to the shower chair, the transfer bench also includes a basket organizer and handheld shower holder to keep necessary items conveniently close.

“In addition to the superior safety of our new Premium Transfer Bench, consumers in our research study described the look to be ‘cool, modern and sleek,’” added Crozier.

Premium SecureLock Tub Grip

The new Premium SecureLock Tub Grip lends a stable helping hand for stepping into and out of the tub. The new design features an easy-locking lever to ensure a tight fit to most tubs without harming the tub surface. An ergonomically designed handle features an anti-slip grip to provide optimal support and comfort for users up to 350 pounds. Plus the innovative design offers easy installation and removal – no twisting motion and no tools are necessary.

“When it comes to tub grips, stability and gripping are critical concerns,” said Crozier. “The Premium SecureLock Tub Grip offers a tight and secure fit with premium gripping. Plus, it is extremely easy to install – even for the elderly or users with injuries.”

Premium Pause Control Handheld Shower

“Once users are safely *in* the tub or shower it is important to keep them safe,” said Crozier. “We utilized our breadth of experience in the showering category to develop a handheld shower that would provide a quality experience with the needs of seniors in mind.”

The new attractively designed Premium Pause Control Handheld Shower, available in a Chrome finish, offers three unique spray settings, plus a pause setting, allowing the user to create their unique shower experience. An oversized lever allows for easy-turn spray selection, while the innovative on-handle, push-button pause control reduces water to a trickle for added safety. For extra security, an ergonomic sure-grip handle with safety strap is ideal for consumers with reduced grip strength. Finally, the extra long, seven-foot, flex-soft hose provides added reach in the shower and durability against cracks and leaks.

Backed by a limited lifetime warranty, Moen Home Care’s new Premium line of bath safety products passed all independent safety tests. Products are affordably priced and available nationwide at Lowe’s, Menards and home medical equipment suppliers.

For more information about Moen Home Care's ADA-compliant bath safety products, visit www.moen.com/homecare.

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About Moen

Moen, the 2010 EPA [WaterSense®](#) Manufacturer Partner of the Year, offers a diverse selection of thoughtfully designed, on-trend [kitchen faucets](#), [bathroom faucets](#), [bath accessories](#), [showerheads](#), and [stainless steel sinks](#) for residential and commercial applications. As a WaterSense partner, Moen has aligned its priorities with the goals of the U.S. EPA, working 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.

Customers have come to rely on Moen, the #1 faucet brand in North America, to deliver dependable products and service. Moen is part of Fortune Brands, Inc. (NYSE: FO, www.fortunebrands.com), a leading consumer brands company.

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