



**THE MARKET**

In recent years, a great deal of growth has occurred in the plumbing industry as manufacturers create new products that make consumers want to change their faucets, showers, and bath accessories. New styles, functions, and innovations are leading consumers to replace faucets not because they have worn out, but because something new on the market will make their lives easier and their homes more comfortable and stylish.

**ACHIEVEMENTS**

Moen Incorporated is the number-one faucet brand in North America. The company conducts extensive research to identify consumers' needs and develops products to meet those needs. Moen understands that design is a critical element in the home, so everything about Moen's collection of premium bath and kitchen faucets combines distinctive style and function with durable craftsmanship and innovation.

Industry observers have taken note of Moen's style and innovation. In 2001 alone, *Professional Builder* magazine cited Moen as the Faucet Brand Used Most by Builders and the Most Preferred Brand of Kitchen and Bath Faucets. *Kitchen & Bath Design News* gave Moen an Industry Leadership Award recognizing Moen's importance in the plumbing industry.



Such recognition continually sets Moen apart from other companies in the building and home improvement marketplace.

**HISTORY**

In 1937, Al Moen changed the course of plumbing history — literally by accident. One day, while trying to wash his hands with a conventional, two-handle faucet, he scalded them under the hot water. This incident led him to invent the world's first single-handle mixing faucet.

Though many plumbing equipment manufacturers appeared uninterested in his invention, Al Moen convinced Ravenna Metal Products of Seattle to produce his design. Soon afterward, the first single-handle mixing faucet was sold in

San Francisco, retailing for approximately \$12. Production at that time was about 5,000 faucets a year. With its growing popularity, the single-handle faucet caught the attention of Standard Screw of Chicago, which was looking for a new major product line and purchased Ravenna Metal Products.

The rest of the story is plumbing history, with continual improvement to the single-handle faucet, as well as the introduction of many other new plumbing products. Along the way, numerous plumbing industry firsts came from Moen, including the replaceable cartridge, the push-button tub/shower diverter, swivel spray, the pressure-balancing shower valve, and LifeShine® non-tarnish finish.

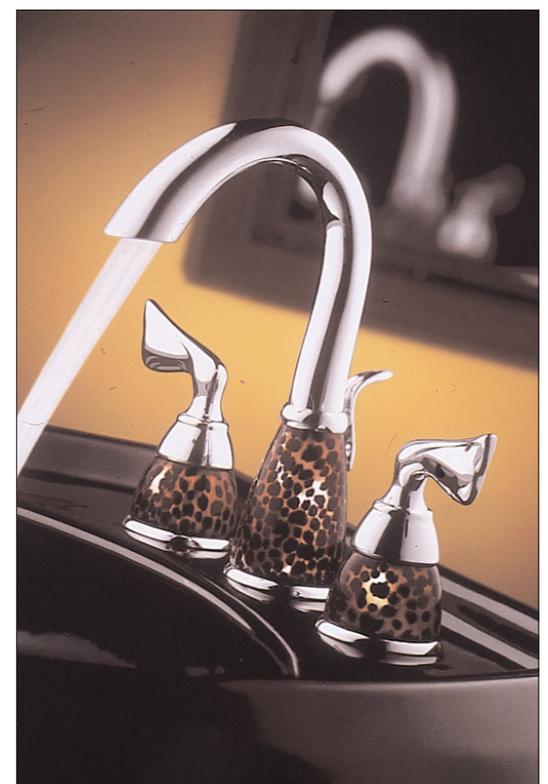
**THE PRODUCT**

Moen offers a complete line of residential and commercial faucets

and showering products in a wide assortment of styles and finishes. The company also manufactures kitchen sinks, bathroom accessories, and plumbing repair parts. All faucet products contain Moen's one-piece, washerless cartridge design that features fewer parts than competitive faucets, which means that fewer things can go wrong.

Much different from the look of Al Moen's first model in 1937, today's faucets and showering products go beyond functionality to be truly distinctive design elements for the home.

Research revealed that as rooms become more open and the focus on design shifts to entertaining in the home, integrating fixtures into an overall design is key. To address this concept, Moen products provide complete coordination of faucets and sinks in the kitchen and bar. A wide range of faucet styles and finishes allows consumers to coordinate their faucets with their décor, including the popular Monticello® style that



even comes in a dramatic high-arc Cathedral™ design. The company also offers MoenStone® Granite sinks as well as stainless steel sinks in a range of bowl shapes and sizes.

In addition to design and integration, research indicated that consumers want more functionality from their faucets. Moen responded with innovations

such as pullout faucets in the kitchen that make it easier to clean the sink or fill large cooking pots. Each Moen pullout faucet brings its own unique design, from the traditional look of Colonnade™ to the modern look of Salora™ or extensa™.

In the bathroom, Moen takes a suite approach where faucets, showering products, and accessories provide a complementary look throughout the entire room with customized designs and finishes. In this category, Moen offers three popular collections: Asceri®, Monticello®, and Villeta™.

In the shower category, Moen functionality is demonstrated with valves that offer customized shower options and protection against scalding. Moen's Posi-Temp®, Moentrol®, and ExactTemp® shower valves allow consumers to find the shower that best meets their needs. In particular, the ExactTemp valve is one of the industry's first to combine precision thermostatic control with pressure balancing. This feature allows consumers to dial up and maintain a consistent shower temperature day after day.

Moen's research in the shower indicated that consumers want luxury bath options, which led to its creation of the vertical spa experience. This customizable showering system offers the choice of valving, body sprays, showerheads, hand showers, and tub spouts. Unlike other systems on the market, Moen's vertical spa features standard half-inch piping, so the system still fits most existing common household plumbing.

Durability in the plumbing category is a major concern for homeowners. In the past, chrome was the only finish that could truly be called long-lasting, but Moen's introduction of the LifeShine finish allowed a host of other finish options to also resist tarnishing, flaking, and corrosion. The LifeShine titanium-strengthened PVD finish has



been extended to such popular finishes as Satine™, Classic Gold, copper, brushed stainless, polished brass, nickel, and others.

Moen's product innovations even extend to a new product category — water filtration. In recent years, consumers have become greatly concerned with the quality of their drinking water. Moen

responded with the first filtering faucet, the PureTouch®, to provide better-tasting water with reduced lead, chlorine, and harmful cysts. The PureTouch line has been expanded to include pullout and fixed-spout faucets and the new PureTouch AquaSuite™ filtered water dispenser, which provides an under-counter filter with a designer spout that installs next to the existing faucet in the kitchen or the bath.

### RECENT DEVELOPMENTS

With each product launch, research continues to drive the innovations at Moen. For instance, recent showering research indicated that consumers want the ability to easily adjust a shower stream to fit their moods and preferences.

The end result is Moen's Revolution™ massaging showerhead. The Revolution showerhead takes ordinary water, spins each drop, and then twirls the entire stream, creating the ultimate showering experience. The patented FreedomDial™ allows for continuous adjustability of the stream — from a deep, therapeutic massage to a rainlike shower.

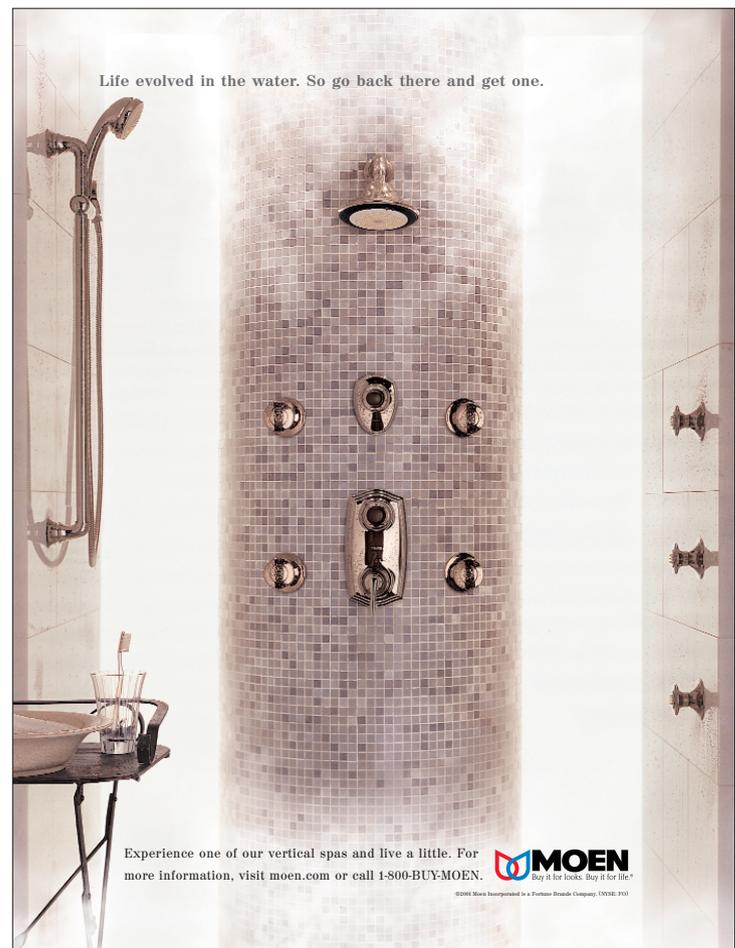
Another new introduction, the M•Pact™ valve system, makes Moen the only major plumbing manufacturer to offer the ability to upgrade the plumbing in the entire bathroom without going under the sink or behind the shower wall. Each faucet trim piece in the M•Pact system fits on a common valve underbody. When customers want a new look, they simply unscrew the handles and spout, lift them off, and replace them with a new style. Replacing the shower trim is accomplished in the same easy manner.

Moen's new Asceri Accents, built on the M•Pact system, further expand the Asceri line by offering dramatic handle and spout insert designs, giving consumers another way to express their design creativity in the bath.

### PROMOTION

Not only is Moen the number-one brand of faucets sold in North America, Moen also ranks first in consumer unaided awareness and intent to purchase. A combination of national television and magazine advertising targeted to the home enthusiast and do-it-yourselfer supports and promotes this strong image. Moen also provides informative product packaging and point-of-sale displays as well as an aggressive public relations campaign to keep its products and the brand foremost in the minds of consumers.

In addition, Moen's award-winning Web site, [www.moen.com](http://www.moen.com), provides consumers with helpful product information, a virtual design center, a virtual showering experience, and a convenient local retailer/wholesaler locator.



### BRAND VALUES

"Buy it for looks . . . buy it for life" says it all. Moen's tagline is the epitome of what consumers want — and expect — when they choose faucets, sinks, showering products, and bath accessories. People know that Moen is synonymous with great-looking and long-lasting plumbing products. Moen's lifetime warranty guarantees that the company will replace any part for the life of the product.

### THINGS YOU DIDN'T KNOW ABOUT MOEN

- Before he retired in January 1982, Al Moen had acquired more than 75 patents, some of them in fields totally unrelated to plumbing.
- The Moen single-handle faucet was chosen by the world's leading designers as one of the 100 best-designed mass-produced products, ranking above Henry Ford's Model T and Ben Franklin's stove.
- Al Moen only wanted the title "Inventor" on his business cards.
- In 1950, Moen gained national recognition by supplying single-handle faucets for the first prefabricated kitchens.
- Moen's LifeShine PVD non-tarnish finish set the industry standard when introduced and today offers one of the largest choices of finish options.
- Moen's M•Pact valve system was one of the first in the industry to offer the ability to change out the trim from above the sink and in front of the shower wall.