



Buy it for looks. Buy it for life.®

2011

Look Book

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



>> 1. Reflex

With Reflex, Moen has created the best, most user-friendly pull-down 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 pull-down and bar/prep models are the first to offer the new Reflex pull-down system.

W Price: \$287 – 446.



>> 3. Arbor™

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

and S-shaped handles for a sophisticated look.

The pull-down 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 problem with a non-slip, comfortable grip for pullout

kitchen faucets. **R** Price: \$188.



The hub of the home



>> 1 & 2



>> 3

DID YOU KNOW

that in the United States...*

The #1 finish preference for pull-down faucets is **Stainless**— more than six times that of Chrome

71% of homes have a single-handle kitchen faucet



>> 4



>> 5

Pull-down faucets are the fastest growing kitchen faucet category

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



* Moen proprietary research

Notes

Lined writing area for notes.

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

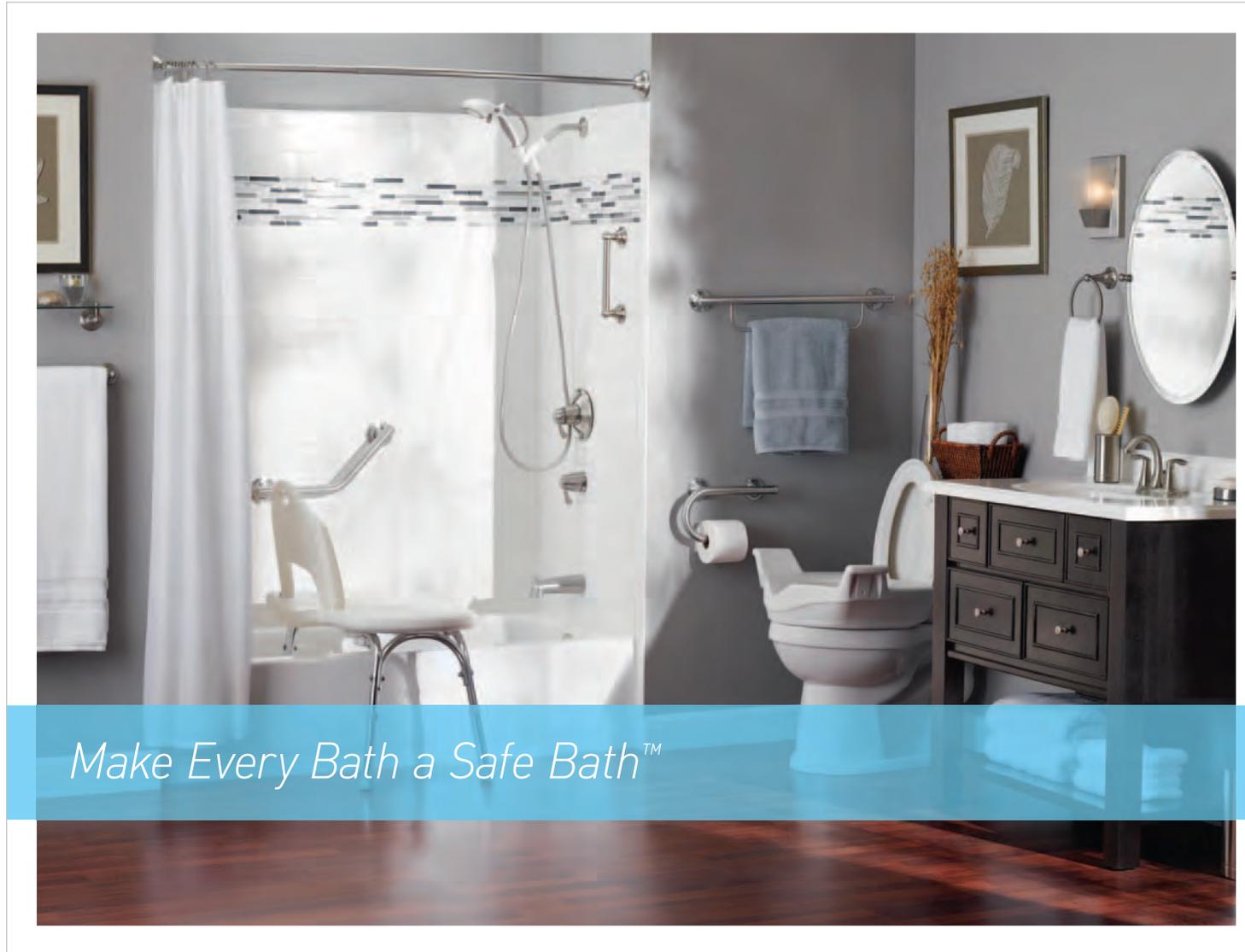
Moen Home Care®, a leader in providing both safe — and aesthetically pleasing — bath safety products, strives to ensure that every bath is a safe bath. New Grab Bars with Integrated Accessories combine the safety benefits of a grab bar with three common bath essentials — a towel bar, a paper holder and a shelf — making each bath functional and fashionable. R Price: \$60.

>> 2. Angled Grab Bar

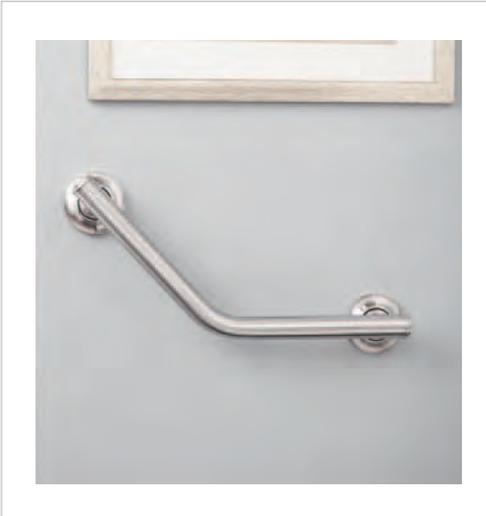
There are many areas in the bath, such as in the tub or next to the toilet, where users may need both horizontal and vertical leverage when sitting or standing. To provide extra assistance here, Moen introduces a new uniquely shaped 16-inch angled grab bar to offer stability and safety... with style. 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 folds down for a comfortable and secure ADA-compliant shower seat to avoid slips and falls — yet folds up to a thin, compact profile when not in use. W Price: \$450.



Make Every Bath a Safe Bath™



>> 2



>> 3

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 the water

* Moen proprietary research



>> 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 eight-inch 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, transitional 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.



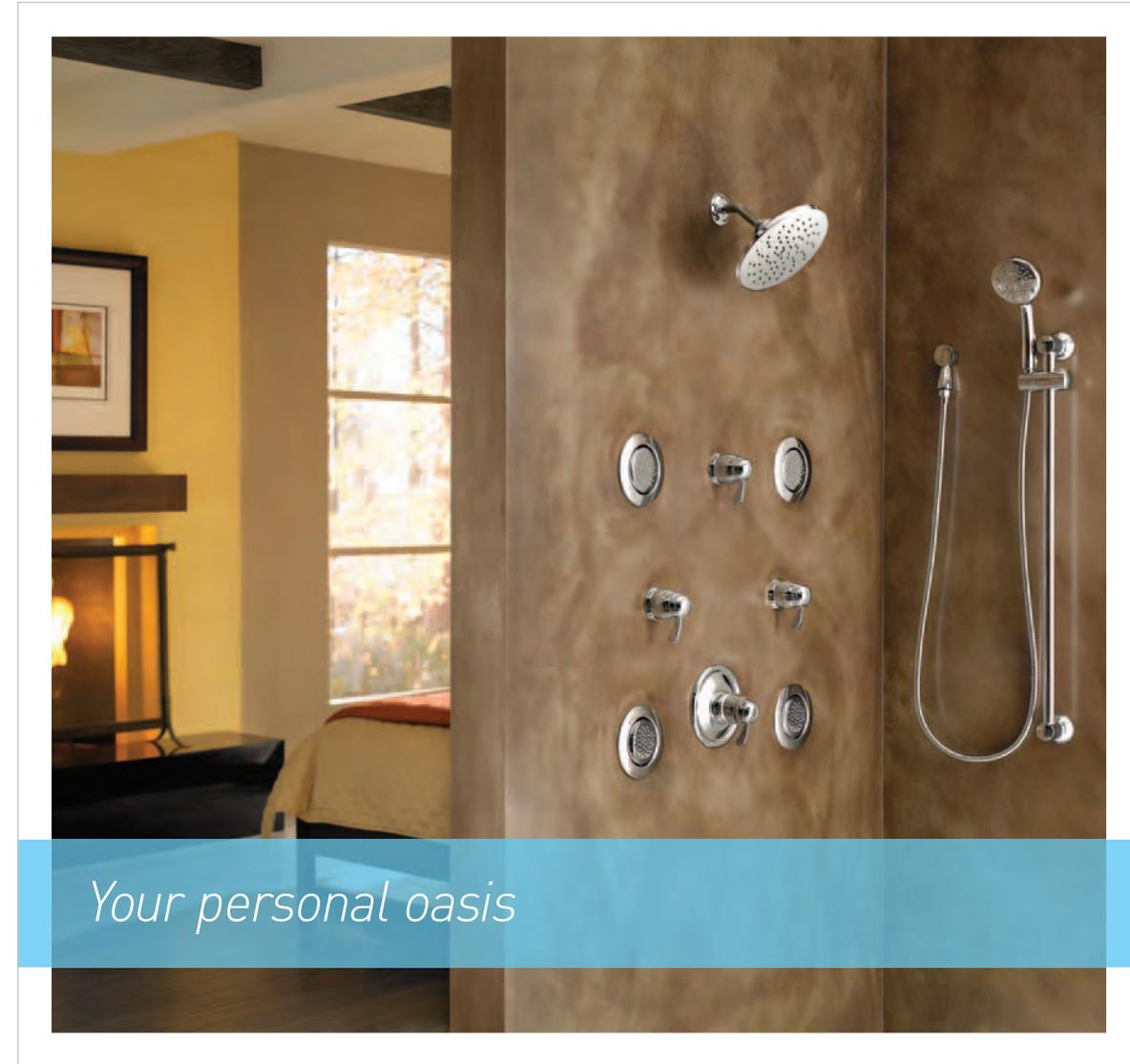
>> 4. Double Curved Shower Rod

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.



>> 1

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



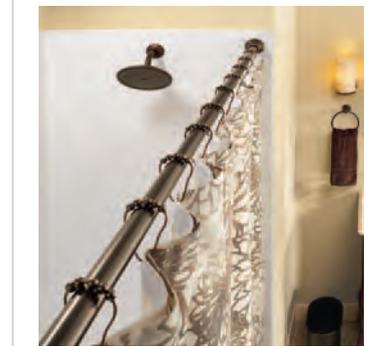
>> 2



>> 3



>> 4



>> 5

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