

## FOR IMMEDIATE RELEASE

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### MOEN PARTNERS WITH EPA'S WATERSENSE® PROGRAM

*Oakville, Ontario.* . . Moen has teamed with the U.S. Environmental Protection Agency's (EPA) WaterSense® program to help consumers save water for future generations and reduce costs on their utility bills.

WaterSense aims to decrease indoor and outdoor water use through water-efficient products and simple, water-saving practices. The program encourages customers to look for WaterSense-labeled products, which have been independently certified for efficiency and performance, and promotes water-saving techniques that reduce stress on water systems and the environment.

"The goal of EPA's WaterSense program is to help Americans save water and money by offering simple ways to reduce water use through water-efficient product choices," says Sheila Frace, director of the EPA Office of Water's Municipal Support Division. "Using water more efficiently can help delay the need to create more supplies, saving communities money and resources, as well as ensuring that water will be available for future generations."

The average home, retrofitted with water-efficient fixtures, can save 30,000 gallons per year. If one out of every 10 homes in the United States upgraded to water-efficient fixtures, it could save more than 300 billion gallons and nearly \$2 billion annually.

"Moen is proud to be a WaterSense partner," said Kathy Flinn, Moen director, advertising & brand. "We look forward to manufacturing and promoting our WaterSense-labeled products to help consumers save water *and* their wallets."

Rothbury™ is one of the industry's first faucets to earn the WaterSense label, and also Moen's first lavatory faucet to offer a flow-optimized aerator – a 1.5 gallon per minute (gpm) aerator, versus standard aerators which flow at 2.2 gpm. Faucets in this “cottage style” collection stand apart from others, thanks to their low-arc spouts, crisp lines and elegantly styled handles and hubs.

The Fina™ collection is the first WaterSense-labeled lavatory faucet from ShowHouse® by Moen®, Moen's luxury brand. This new design features a high-arc spout, lever handles and contemporary shaped base. The widespread and wall-mount lavatory faucets incorporate a flow-optimized aerator and the faucet features a marquis-shaped spout to offer a beautiful, sheeting water presentation that complements its modern styling.

In addition, Moen will be launching four new WaterSense-labeled collections, Muirfield™, Caldwell™, Banbury® and Lindley™ at retail locations, such as The Home Depot, Lowe's, Rona and Home Hardware. These collections feature both traditional and transitional styling for a classic look in the bathroom.

WaterSense-labeled products must meet EPA's criteria for efficiency and performance. Independently tested and certified products may bear the WaterSense label, which makes it easy for consumers to identify and select a variety of quality, water-efficient products and services for their homes and lawns.

For more information on the Rothbury or Fina collection of faucets, showerheads and accessories or retail faucet collections, call 1-800-465-6130 or visit [www.moen.ca](http://www.moen.ca).

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### **About WaterSense**

WaterSense, a partnership program sponsored by the U.S. Environmental Protection Agency, seeks to protect the future of our nation's water supply by offering people a simple way to use less water. For more information on WaterSense, and for a full list of labeled products and WaterSense irrigation partners, visit [www.epa.gov/watersense](http://www.epa.gov/watersense).

### **About Moen**

Moen offers stylish and affordable [kitchen faucets](#), [bathroom faucets](#), [shower heads](#), and [stainless steel sinks](#) for residential and commercial applications. Moen is part of Fortune Brands, Inc. (NYSE: FO, [www.fortunebrands.com](http://www.fortunebrands.com)), a leading consumer brands company.