

FOR IMMEDIATE RELEASE

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THE “FINISH”-ED PRODUCT: NEW RESEARCH FROM MOEN® UNCOVERS THE HOTTEST FINISH TRENDS IN THE KITCHEN AND BATH

North Olmsted, Ohio... Starting any home project can be stressful, especially when undertaking those projects in the most used rooms of the house, like the kitchen and bathroom. From overall room style, to structural changes and fixtures, there are many pieces of the puzzle to fit together to create the finished product. New research from Moen®, the number one faucet brand in North America, has uncovered that consumers are concerned with every detail of a kitchen and bathroom project, especially the finish of their new fixtures.

“Whether consumers are purchasing faucets for a remodeling project, replacing an existing faucet or selecting one as part of their new home construction, we’re finding that the finish *does* matter,” said Jack Suvak, director of research and insights, Moen Incorporated. “And it’s much more than just selecting Chrome instead of Brushed Nickel or Oil Rubbed Bronze. Consumers are looking for product lines that have a number of finish options available to fit any style they desire.”

According to the research from Moen, Chrome is still king in the kitchen and bath, representing 47 percent of all faucets purchased. Stainless Steel and Brushed Nickel came in second at 37 percent, and Oil Rubbed Bronze came in third at seven percent – a number that’s doubled in the past few years.

“As American consumers continue to be more varied in their style choices, it’s becoming more important for manufacturers to offer a variety of finishes on new and existing products,” explained Suvak. “While we can’t make style decisions for consumers and tell them that modern or traditional is more their taste, we *can* provide a variety of options to meet the needs of homeowners. As a result, Moen has added new finish options to some of its most popular product lines.”

In the Bath

“We’ve seen a lot of changes in bathroom finish preferences during the past few years,” said Suvak. “In 2007, over 60 percent of consumers purchased Chrome, whereas now, less than 50 percent do.”

Which finish are those consumers selecting instead? There has been an increase in Stainless Steel and Brushed Nickel purchases for the bath, growing in popularity from 24 percent in 2007 to 36 percent in 2010. To offer additional options for consumers in the bathroom, Moen has added the popular LifeShine[®] Brushed Nickel finish to its modern 90°™ collection. The collection features a minimalist design with its geometric, 90-degree-angled lines. In addition to the new LifeShine Brushed Nickel finish, 90° is also available in Chrome.

In the Kitchen

“Research continues to show that traditional design remains popular in the kitchen, but consumers are also looking to incorporate traditional elements in new ways,” said Suvak. “As a result, we’re seeing a demand for finishes that fall into that ‘traditional’ category. But consumers are often having a difficult time finding these finishes on products that they love.”

One such ‘traditional’ finish that consumers are taking a different approach with is Oil Rubbed Bronze. Its warm hue is the perfect addition to any kitchen faucet, and while it is a smaller portion of the market, it has been gaining popularity the past few years, from 2007 to 2010.

“Nowadays, the applications for Oil Rubbed Bronze include products with transitional and modern styling, and consumers are looking to add a hint of traditional flair to these types of products,” added Suvak. “Take the Arbor™ kitchen collection from Moen for example; this is a transitionally designed faucet line that’s now available in Oil Rubbed Bronze.”

Arbor faucets feature a single-handle design and unique styling, such as high-arc spouts and a curved, S-shaped handle. Although not traditional in its design elements, the availability of Arbor faucets in the new Oil Rubbed Bronze finish allows the faucet collection to coordinate with virtually any home décor.

“It’s no secret that consumers want choices, especially when it comes to choosing products for their homes,” Suvak said. “With the expansion of our product lines to include finish options that are popular with consumers, we’re hoping to not only provide the products they want, but also make completing their home projects much easier.”

For the more information on the latest products and research from Moen, visit moen.com or call 1-800-BUY-MOEN (1-800-289-6636).

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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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