



# MOEN®

## WHY MOEN

At Moen, we've spent decades revolutionizing the way people experience water at home.

From the historic invention of the first single-handle mixing valve to the only faucet you never have to touch, every single innovation is born at the intersection of form and function.

But Moen is more than a faucet company; we're a water experience company that happens to make faucets. With 1.5 trillion gallons of water flowing through our products every year in the U.S. alone, our responsibility isn't only to our customers and consumers, but to water itself.

That's why we continue to differentiate ourselves through innovation, expertise, and our brand purpose. Because it's not enough to be a brand consumers buy into. We need to be a brand that they believe in.

## OUR BRAND PURPOSE

Transforming and creating a meaningful difference in consumers' personal experiences with water

# DRIVING DISTINCTION



## LEADING WITH STYLE

The right faucet can change the entire look of your kitchen or bath. Whether you're embracing a new style or searching for a timeless piece, our products are thoughtfully designed so you can create a home that's unique to you. Design trends uncovered by our style teams' experiences in annual global design shows lead to product innovative designs like the Tenon™ faucet, featuring a teak wooden handle, leveraging the biophilic design trend growing for home interiors. We feature the latest work quarterly in our Trends publication.

## LEADING WITH SMART



### Smart Water Network

The Moen Smart Water Network is the first of its kind, whole-home smart water ecosystem in the industry. With innovative products, connected with a single app, homeowners can stop mindless water waste; secure their possessions from water damage; and enjoy more wellness, comfort, and convenience in their homes.

The Flo Smart Water Monitor and Shutoff can reduce annual household water wasted by 90% or more.

60% of homes are notified of a leak within the first 30 days of installing a Flo Smart Water Monitor and Shutoff.



### Core Product Innovation

Outside of the connected water, innovation drives our brand across our traditional product portfolio, including bath and kitchen faucets, showering, sinks, garbage disposals, eBidets, eToilets and more.



## LEADING WITH PURPOSE

**Mission Moen** is our pledge to conserve and protect the world's most precious resource, while helping people enjoy it even more. It's our promise to water of tomorrow, and the guiding principle behind our innovation and design.

And importantly—it's our invitation to consumers to join us. To reconsider the immeasurable value of water and make simple choices that treat it with the care and reverence it deserves.

Innovating to help consumers save **1 trillion gallons of water by 2030** while helping you enjoy it even more.

Repurposing **2,000 tons of ocean plastic** by the year 2030 through product and packaging innovations.



#### BRAND HEALTH METRICS

The health of our brand is reflected in our ability to tell our story in a compelling way to the right audiences. Our media partnerships and placements and distinctive content all work to elevate our brand to consumers. A consistent voice across the right platforms drives up our numbers in awareness, engagement and loyalty, year after year.



#### AWARDS

Brand recognition extends beyond the consumer's voice. In 2023 alone, we've been named America's Most Trusted Faucet Brand 8 years in a row. Mission Moen has been recognized by Fast Company in their list of "World Changing Ideas," and Forbes Advisor ranked Moen the #1 faucet brand in the US in 2023.



Moen® received the highest numerical score in the proprietary Lifestory Research 2016–2023 America's Most Trusted® Faucet studies. Study results are based on experiences and perceptions of people surveyed. Your experiences may vary. Visit [lifestoryresearch.com](https://lifestoryresearch.com).  
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**MOEN®**

# Rockn Counter Design

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# Gibson - Good



**Gibson** Chrome One-Handle High Arc Bathroom Faucet

*Model: 6145*

\$231.45 msrp

## FINISH OPTIONS



Chrome **(CH)**, LifeShine® Brushed Nickel **(BN)**,  
Matte Black **(BL)**



**Gibson** Chrome Two-Handle High Arc Bathroom Faucet

*Model: T6142*

\$213.50 msrp



**Gibson** Chrome Two-Handle High Arc Bathroom Faucet

*Model: 6150*

\$194.80 msrp



**Gibson** Chrome Posi-Temp&reg; Eco-Performance  
Tub/Shower

*Model: T3003EP*

\$171.35 msrp



# Dartmoor - Good



**Dartmoor** Chrome one-handle high arc bathroom faucet

*Model: 6803*

\$306.60 msrp



**Dartmoor** Chrome two-handle bathroom faucet

*Model: 66802*

\$199.00 msrp

## FINISH OPTIONS



Chrome **[CH]**, LifeShine® Brushed Nickel **[BN]**,  
Oil Rubbed Bronze **[ORB]**, Matte Black **[BL]**



**Dartmoor** Chrome Two-Handle High Arc Bathroom Faucet

*Model: T6805*

\$218.15 msrp



**Dartmoor** Chrome Posi-Temp<sup>®</sup> Eco-Performance  
Tub/Shower

*Model: T2283EP*

\$190.60 msrp

# Align - Better



**Align** Chrome One-Handle High Arc Bathroom Faucet

*Model: 6190*

\$363.60 msrp



**Align** Chrome Posi-Temp&reg; Eco-Performance  
Tub/Shower

*Model: T2193EP*

\$288.70 msrp

## FINISH OPTIONS



Chrome **(CH)**, LifeShine® Brushed Nickel **(BN)**,  
LifeShine Brushed Gold **(BG)**, Matte Black **(BL)**



**Align** Chrome Two-Handle High Arc Bathroom Faucet

*Model: T6193*

\$377.60 msrp

# Cia - Better



**Cia** Chrome one-handle high arc bathroom faucet

*Model: 6221*

\$348.95 msrp



Chrome **(CH)**, LifeShine® Brushed Nickel **(BN)**,  
LifeShine Brushed Gold **(BG)**, Matte Black **(BL)**



**Cia** Chrome two-handle bathroom faucet

*Model: T6222*

\$362.35 msrp



**Cia** Chrome Posi-Temp® tub/shower

*Model: T2263EP*

\$277.05 msrp

# Voss - Better

## FINISH OPTIONS



Chrome **(CH)**, LifeShine® Brushed Nickel **(BN)**, LifeShine Brushed Gold **(BG)**, LifeShine Polished Nickel **(NL)**, Oil Rubbed Bronze **(ORB)**, Matte Black **(BL)**



**Voss** Chrome Two-Handle High Arc Bathroom Faucet

*Model: 6901*

\$346.80 msrp



**Voss** Chrome One-Handle High Arc Bathroom Faucet

*Model: 6903*

\$348.95 msrp



**Voss** Chrome Two-Handle High Arc Bathroom Faucet

*Model: T6905*

\$362.35 msrp



**Voss** Chrome Posi-Temp® Eco-Performance Tub/Shower

*Model: T2693EP*

\$277.05 msrp



# Doux - Best

## FINISH OPTIONS



Chrome **(CH)**, LifeShine® Brushed Nickel **(BN)**, Matte Black **(BL)**



**Doux** Chrome One-Handle High Arc Bathroom Faucet

*Model: S6910*

\$460.40 msrp



**Doux** Chrome Two-Handle High Arc Bathroom Faucet

*Model: TS6925*

\$409.60 msrp



**Doux** Chrome Posi-Temp® Eco-Performance Tub/Shower

*Model: TS2203EP*

\$432.60 msrp

# Weymouth - Best



**Weymouth** Chrome Two-Handle High Arc Bathroom Faucet

*Model: TS42108*

\$828.20 msrp



**Weymouth** Chrome One-Handle High Arc Bathroom Faucet

*Model: S42107*

\$780.10 msrp



**Weymouth** Chrome Posi-Temp&reg; Eco-Performance  
Tub/Shower

*Model: TS32104EP*

\$953.80 msrp

## FINISH OPTIONS



Chrome **(CH)**, LifeShine® Brushed Nickel **(BN)**,  
LifeShine Brushed Gold **(BG)**, LifeShine  
Polished Nickel **(NL)**, Oil Rubbed Bronze  
**(ORB)**, Matte Black **(BL)**