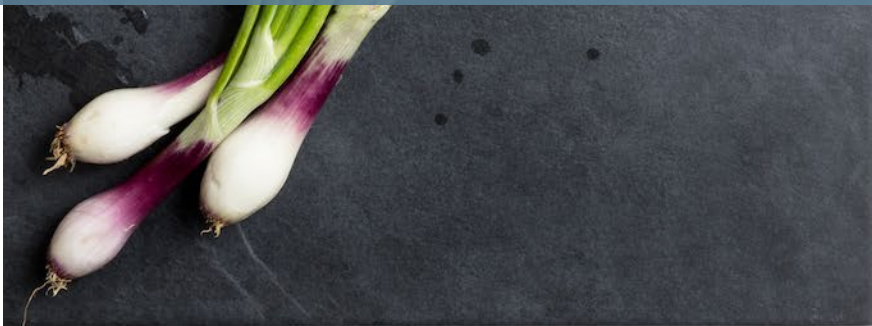




Finishes

New Product Introduction 2018



MOEN

CASH FLOW *REWARDS*™

Brushed Gold

COMING Q3 OF 2018

Moen Lifeshine Brushed Gold is the finish customers will prefer. Learn about the research on just the right tone and sheen that landed us to the new gold standard.



Moen. The New Gold Standard

To get a good cross section of opinions across the country, we conducted research with customers, spoke with consultants, and additionally surveyed architects and designers. As a result, we arrived at just the right tone and sheen to establish a new gold standard: beautiful on its own and versatile enough to mix with other metals and coordinating items.

Gold is definitely back in style, and there is a wealth of material online supporting this “trend”. Some industry experts predict a lifespan of 7-10 years, with a 15 year lifespan. Tone and texture are critical, to

avoid the connotation of “your grandparents’ bathroom brass faucet”.

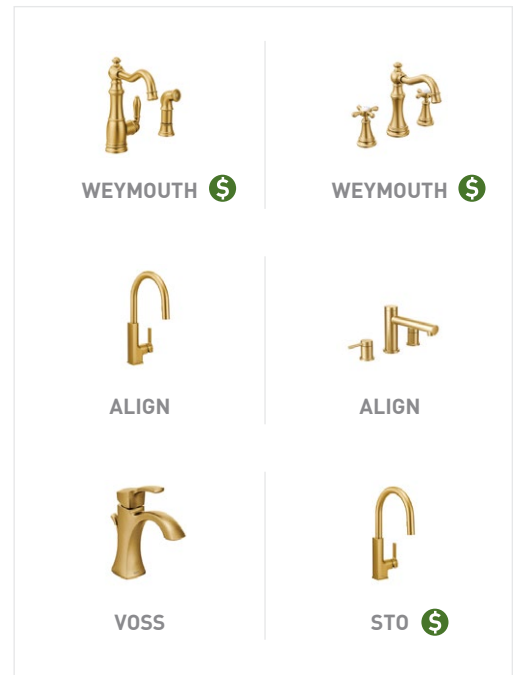
Brushed, satin and matte finishes tend to be the most popular, and are being shown in more masculine or minimalist spaces, paired with black, grey, and forest green shades, along with wood and marble. Mixed metals is also a home decorating trend, as people are becoming more creative and foregoing traditional decorating rules. Gold and bronze are a new way to add warmth and elegance to any room.

Product Line

Moen's LifeShine Brushed Gold doesn't just elevate gold to a whole new level, it's flexible enough to be featured on modern, traditional and transitional fixtures. That's why we're launching it across leading collections including Align, Weymouth, STÖ and Voss. There's no doubt that our Brushed Gold will raise expectations from the kitchen to the bath.

[VIEW SELL SHEET](#)

Available in the Following Products



Platforms Launching 2018

Gold is available in Q3 2018 on full suites! Customers can design their rooms with full gold styles all the way through to accessory selections.



Kitchen Suites

- Align pulldown kitchen faucet and bar faucet
- Weymouth kitchen faucet and bar faucet
- STÖ pulldown kitchen faucet and bar faucet
- Coordinating Sip™ beverage faucets, pot fillers and soap dispenser



Bath Suites

- Voss suite
- Align suite
- Weymouth suite
- Matching bath and custom showering accessories

Matte Black

AVAILABLE NOW, DOUX™ AVAILABLE Q3 2018

We were thinking about new faucets when suddenly the light bulb went off.

We start before the finish: our pretreatment system meticulously cleans our faucets and readies them for application of our proprietary matte black powder. Black goes with everything; same goes for our matte black finish. Explore all of the styles available in matte black, and add a touch of elegance to any room.










Product Overview

More than modern – black goes with everything.

The same goes for our matte black finish. Explore all of the styles available in matte black, and add a touch of elegance to any room.

Available in the Following Products

 <p>SLEEK Available Now</p>	 <p>STO*  Available Now</p>
 <p>ANNEX Available Now</p>	 <p>ALIGN Available Now</p>
 <p>DOUX*  Available Q3 2018</p>	

*PREMIUM PRODUCT

View the complete Cash Flow Rewards™ training program online.

The Cash Flow Rewards™ program details and trainings are now online. All new promotions, spiffs and bonuses, designed to boost your earnings.



Finishes

Brushed Gold & Matte Black

pro.moen.com/cfrtraining/dashboard

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Kitchens

New Product Introduction

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Baths

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