



*New Product Introduction 2021*

# Kitchen

**MOEN®**





*Available Now*

# KURV™ KITCHEN SUITE

Having immersed themselves in nature, Moen®'s designers have moved the architecture of faucets forward with the KURV kitchen suite in which fluid curves and sleek lines pair with high-style finishes. The dramatic receptor complements a tapered handle and flared wand for organic elegance. For touchless options, consumers can choose between the U by Moen™ Smart Faucet with voice activation or the one-handle pulldown featuring MotionSense Wave™ with a single sensor. Pulldown functionality, a premium metal wand and Moen®'s Power Boost™ and Reflex® features all combine for exceptional performance.

## Market Trend Information

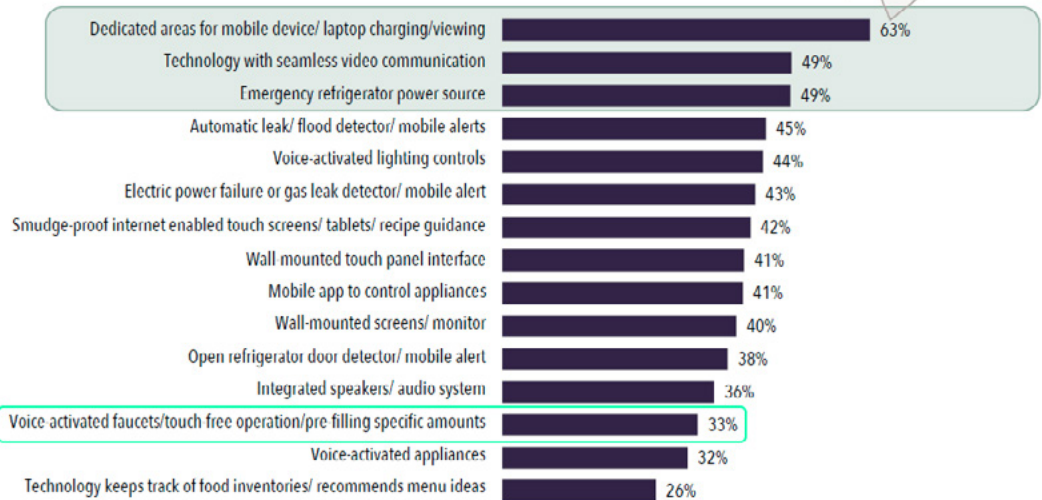
**“Over the next 3 years, how popular do you think the following technology solutions will be in new or remodeled kitchens?”**

One third of consumers would like to see voice activation, touch-free operation, and pre-filling specific amounts in their kitchen faucet in the next 3 years.

Source: NBKA Design Trends 2021

## KITCHEN TECHNOLOGY (Top 2 Box - Popular)

Driven by those designing for Gen X and Boomers



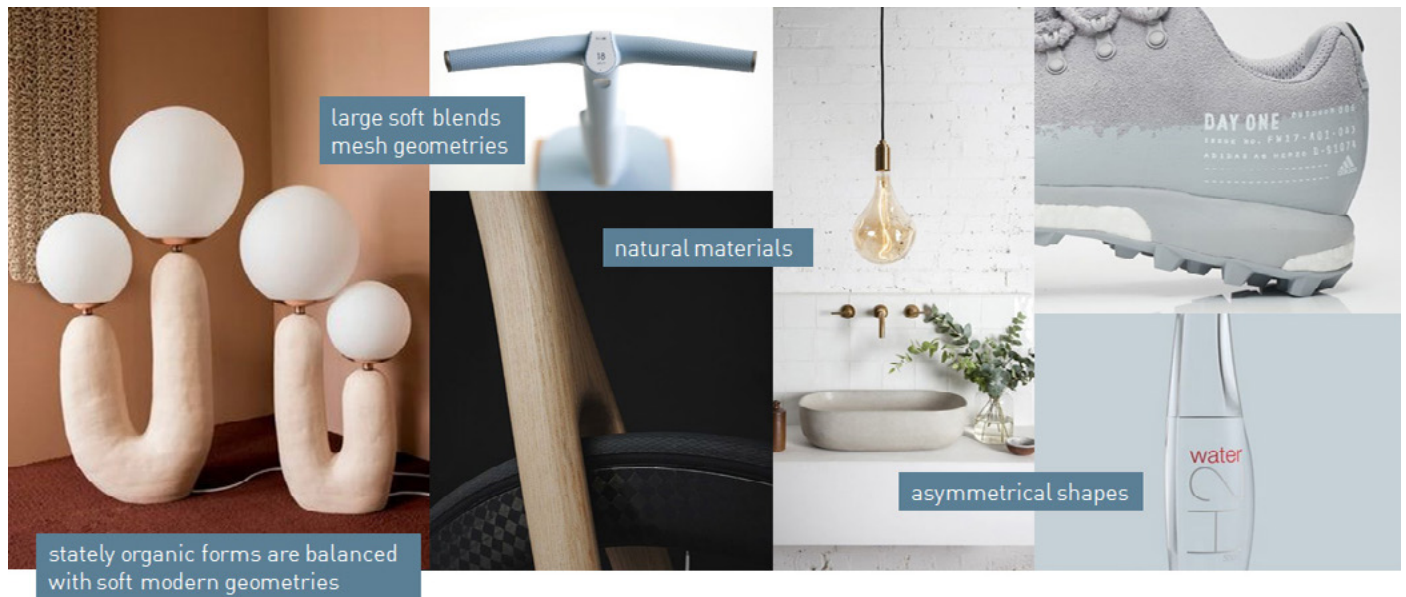
Modern kitchens with integrated technology (e.g., touch latch cabinets, voice activated appliances).

More technology-integrated appliances.

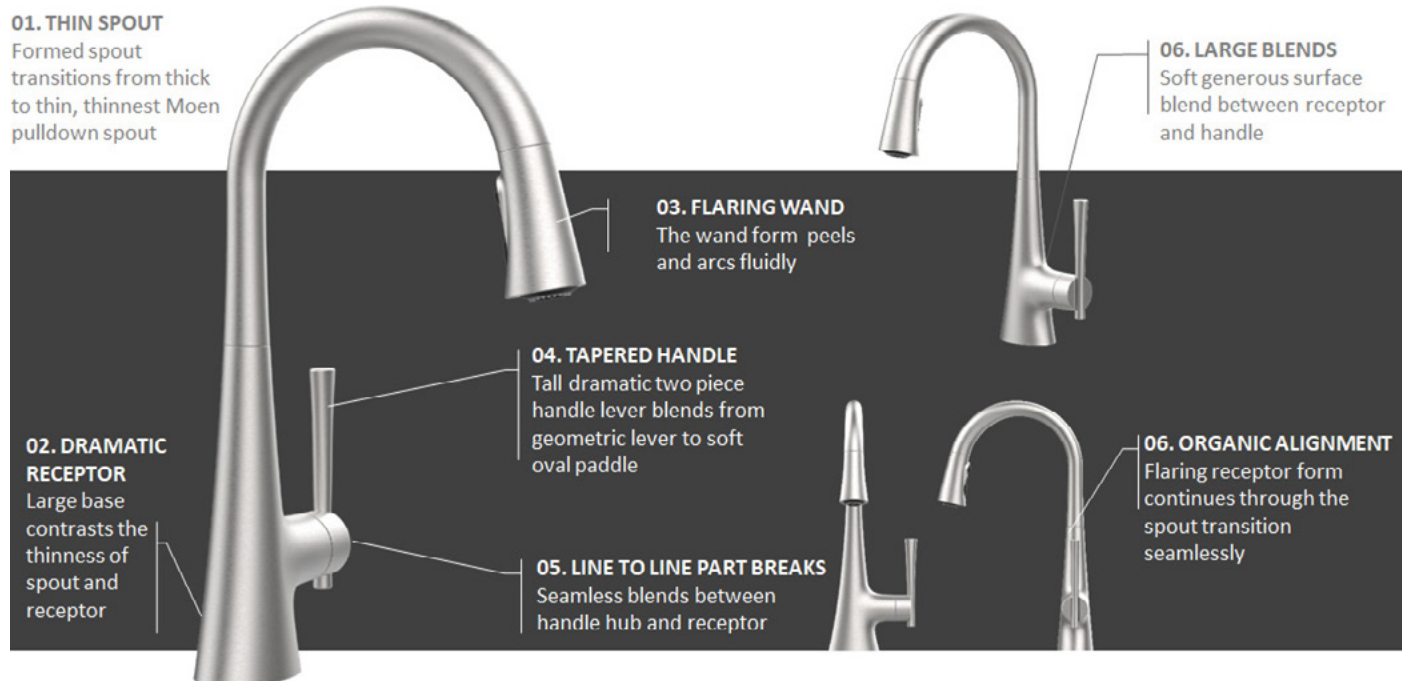
## Style & Design

### Design Trend Story

Inspirations found in products aim to abstract the organic systems into manufacturable processes. Products carry over natural characteristics such as materials, colors and forms.



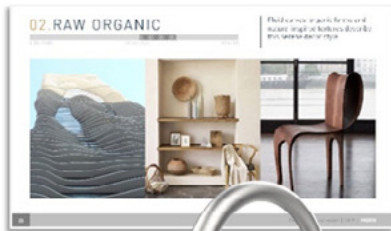
### Style Collection Language



## Style & Design

### Décor Style Targets

Top décor style influences are highlighted through the selected range of finishes, from raw organic to soft modern to glamour.



## Features & Benefits

- Provides broad reach across transitional décor styles depending on the finish selected
- For touchless options, consumers can choose between the U by Moen™ Smart Faucet with voice activation or the one-handle pulldown featuring MotionSense Wave™ with a single sensor
- Features Moen Power Boost™ technology - boosted stream and spray options to fill containers faster and provide 50% more spray power for quicker clean-up
- Equipped with the Reflex system for smooth operation, easy movement and secure docking of the pulldown/pullout spray head
- First metal wand in a second upgrade suite for superior value
- Kitchen overall height: 15-9/16"
- Bar overall height: 13-5/16"
- IMAP Protected

## Product Line

DESCRIPTION	SKU #		
9126EVBL	U by Moen™ in KURV™ BL	\$25.00	\$
9126EVC	U by Moen™ in KURV™ CH	\$25.00	\$
9126EVNL	U by Moen™ in KURV™ NL	\$25.00	\$
9126EVSRS	U by Moen™ in KURV™ SRS	\$25.00	\$
9126EWBL	KURV™ Kitchen Pulldown MotionSense Wave™ BL	\$15.00	\$
9126EWC	KURV™ Kitchen Pulldown MotionSense Wave™ CH	\$15.00	\$
9126EWNL	KURV™ Kitchen Pulldown MotionSense Wave™ NL	\$15.00	\$
9126EWSRS	KURV™ Kitchen Pulldown MotionSense Wave™ SRS	\$15.00	\$
9126	KURV™ Kitchen Pulldown CH	\$10.00	\$
9126SRS	KURV™ Kitchen Pulldown SRS	\$10.00	\$
9126NL	KURV™ Kitchen Pulldown NL	\$10.00	\$
9126BL	KURV™ Kitchen Pulldown BL	\$10.00	\$
6126	KURV™ Kitchen Pulldown Bar/Prep CH	\$5.00	\$
6126SRS	KURV™ Kitchen Pulldown Bar/Prep SRS	\$5.00	\$
6126BL	KURV™ Kitchen Pulldown Bar/Prep BL	\$5.00	\$
6126NL	KURV™ Kitchen Pulldown Bar/Prep NL	\$5.00	\$
S5560	KURV™ Sip™ One-Handle Beverage Faucet CH	\$5.00	\$
S5560BL	KURV™ Sip™ One-Handle Beverage Faucet BL	\$5.00	\$
S5560NL	KURV™ Sip™ One-Handle Beverage Faucet NL	\$5.00	\$
S5560SRS	KURV™ Sip™ One-Handle Beverage Faucet SRS	\$5.00	\$



KURV™ Sip™ One-Handle  
Beverage Faucet



KURV™ Kitchen Pulldown  
MotionSense Wave™



KURV™ Kitchen Pulldown Bar/Prep

### AVAILABLE FINISHES



Chrome



Polished Nickel



Matte Black



Spot Resist Stainless

## Product Details



U By Moen™ In KURV™



KURV™ Kitchen Pulldown

\$ = SPIFF



*Weymouth™ Available Q3 | Belfield™ Available Now*

# WEYMOUTH™ & BELFIELD™ KITCHEN EXPANSION

Traditional style remains popular in the kitchen, and Moen®'s Weymouth™ and Belfield™ suites offer an on-trend traditional look with multiple platform, style, and finish options. Moen® has expanded both suites, marrying modern finishes with traditional styles.

Timeless and full of charm, the traditional Weymouth™ kitchen faucet embodies the fresh farmhouse look consumers desire. Signature styling elements include finial detailing and simplified vintage shapes. In Q3 2021, the Weymouth™ Suite is expanding with a two-handle bridge pulldown kitchen faucet, as well a modern Matte Black finish offering to all Weymouth™ products.

Belfield's Williamsburg-era details and intricate design cues offer a timeless presence. Belfield's latest options include U by Moen™ Smart Faucet touchless technology with voice activation, MotionSense Wave™ touchless technology, a one-handle pulldown kitchen faucet and a one-handle pulldown bar faucet, as well as a Matte Black finish for all Belfield products.



Weymouth™



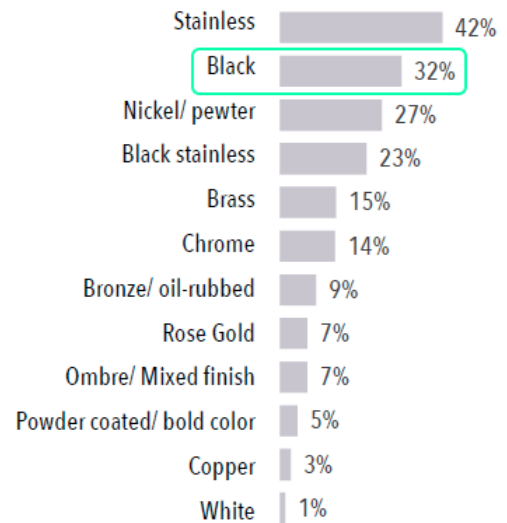
Belfield™



## Market Trend Information

Over the next 3 years, black ranks as the second most popular finish in the kitchen. By introducing matte black offerings in both Weymouth™ and Belfield, Moen® is broadening the appeal and timelessness to these collections.

**“Which of the following faucet finishes will be extremely popular over the next 3 years?”**



Source: NBKA Design Trends 2021



### Features & Benefits

#### WEYMOUTH™

- Expanded platform offering for this timeless traditional style suite
- Meet varying customers' style preference with handle customization; lever handle installed in the box with cross handle options provided
- Features Moen Power Boost™ technology -boosted stream and spray options to fill containers faster and provide 50% more spray power for quicker clean-up
- Featured pre-rinse and pulldown options
- Metal wand
- Equipped with the Reflex® system for smooth operation and secure docking of the pulldown/pullout spray head
- Flexible supply lines allow for a quick and easy install
- 1255 Duralast® cartridge for highest levels of quality and durability
- Duralock® quick connect systems for ease of installation
- IMAP protected



*Features & Benefits***BELFIELD™**

- Meet every customer's needs with offerings including touchless U by Moen™ Smart Faucet technology with voice activation, MotionSense Wave™ touchless technology and expanded style and finish options
- Pulldown faucets feature Moen®'s game-changing Power Boost™ that helps homeowners optimize their time at the sink, offering improved functionality at their fingertips with four functions
- Complete the look of the kitchen with coordinating soap dispensers, pot fillers and beverage faucets
- Equipped with Reflex™
- Lever handles make it easy to adjust the water
- Features Duralock® Quick-Connect System for easy installation
- IMAP protected

## Weymouth™ Expanded Product Line

DESCRIPTION	SKU #				
S73204	Two-handle Bridge Pulldown CH	\$25.00	\$	S73004BL	One-handle Bridge Pulldown BL \$25.00 \$
S73204SRS	Two-handle Bridge Pulldown SRS	\$25.00	\$	S73004EVBL	U by Moen™ One-handle Pulldown BL \$25.00 \$
S73204NL	Two-handle Bridge Pulldown NL	\$25.00	\$	S72101BL	One-handle w/ Side Spray BL \$25.00 \$
S73204BG	Two-handle Bridge Pulldown BG	\$25.00	\$	S73104BL	One-handle Spring Pulldown BL \$25.00 \$
S73204ORB	Two-handle Bridge Pulldown ORB	\$25.00	\$	S53004BL	One-handle Pulldown Bar BL \$15.00 \$
S73204BL	Two-handle Bridge Pulldown BL	\$25.00	\$	S62101BL	One-handle Bar BL \$15.00 \$

## Product Details



Weymouth™ Two-Handle Bridge Pulldown



U by Moen™ Smart Faucet Weymouth™ One-Handle Pulldown in Matte Black

**AVAILABLE FINISHES**

Chrome



Polished Nickel



Matte Black



Oil-Rubbed Bronze

\$ = SPIFF



*Weymouth™ Product Details contd.*



Weymouth™ Two-Handle  
Bridge Pulldown



U by Moen™ Smart Faucet Weymouth™  
One-Handle Pulldown in Matte Black



Weymouth™ One-Handle  
Pulldown Bar in Matte Black



Weymouth™ One-Handle  
Pulldown in Matte Black



Weymouth™ One-Handle w/  
Side Spray in Matte Black



Weymouth™ One-Handle  
Bar in Matte Black



Weymouth™ One-Handle  
Pulldown Bar in Matte Black



Weymouth™ One-Handle Spring  
Pulldown in Matte Black

# Belfield™ Expanded Product Line

DESCRIPTION	SKU #	
7260EVC	U by Moen™ Smart Faucet One-handle Pulldown CH	\$25.00 
7260EVSRS	U by Moen™ Smart Faucet One-handle Pulldown SRS	\$25.00 
7260EVBL	U by Moen™ Smart Faucet One-handle Pulldown BL	\$25.00 
7260EVORB	U by Moen™ Smart Faucet One-handle Pulldown ORB	\$25.00 
7260EWC	Pulldown Kitchen Faucet Motionsense/Wave CH	\$10.00 
7260EWSRS	Pulldown Kitchen Faucet Motionsense/Wave SRS	\$10.00 
7260EWBL	Pulldown Kitchen Faucet Motionsense/Wave BL	\$10.00 
7260EWORB	Pulldown Kitchen Faucet Motionsense/Wave ORB	\$10.00 
7260	Pulldown Kitchen Faucet CH	\$5.00 
7260SRS	Pulldown Kitchen Faucet SRS	\$5.00 
7260BL	Pulldown Kitchen Faucet BL	\$5.00 
7260ORB	Pulldown Kitchen Faucet ORB	\$5.00 
6260	One-handle Bar Pulldown Faucet CH	\$3.00 
6260SRS	One-handle Bar Pulldown Faucet SRC	\$3.00 
6260BL	One-handle Bar Pulldown Faucet BL	\$3.00 
6260ORB	One-handle Bar Pulldown Faucet ORB	\$3.00 
7240BL	One-handle Bar/Prep Faucet BL	\$3.00 
7245BL	One-handle Bar/Prep Faucet w/ Sidespray BL	\$3.00 
7250BL	One-handle Bar/Prep Faucet BL	\$3.00 
7255BL	One-handle Bar/Prep Faucet w/ Sidespray BL	\$3.00 



Belfield™ Two-Handle Bar/Prep

U by Moen™ Smart Faucet  
Belfield™ One-Handle PulldownBelfield™ One-Handle  
Bar/Prep w/ Side SprayBelfield™ Two-Handle  
aBar/Prep w/ Side SprayMotionSense Wave™ Belfield™  
One-Handle Pulldown

Belfield™ One-Handle Bar/Prep

 = SPIFF

## Belfield™ Product Details



Belfield™ One-Handle Pulldown

Belfield™ One-Handle  
Bar/Prep Pulldown



*Available Q4 2021*

## DISPOSALS FEATURING NEW! 360° RINSE

Since launching in 2016, Moen®'s full line of disposals has received positive reviews. Moen® garbage disposals are built for powerful performance with proven technology, a streamlined design, high-quality features and the promise of the Moen® brand.

We are committed to building on our success by changing the way the category is shopped and offering innovative solutions to common garbage disposal problems. Last year, Moen® launched the Lighted Disposal. And this year, we are expanding on that. Moen® is launching our innovative 360° Rinse that eliminates the dreaded "sink stink". Offering 360° Rinse in each of our Moen®-branded disposals, as well as providing customers with targeted messaging to prevent consumer confusion, Moen® is positioning itself as an innovation leader in the disposal space.

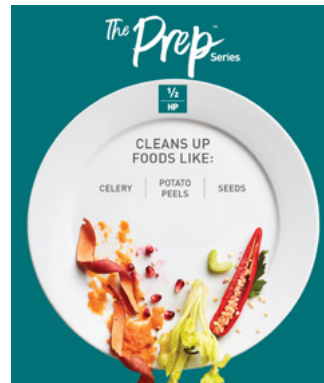
More than ever, customers and consumers can count on Moen above — and below — the sink.





## And Now an Easier Way to Talk to Homeowners about Disposals

We understand that disposals aren't a glamorous product to sell, however we know people use them and over 50% of homeowners already have them in their house. The main challenge is that homeowners don't know how to pick which unit works best for their needs. Moen® has made it easy to pick the perfect garbage disposal for their kitchen based on how homeowners cook in the kitchen.



1 Horsepower



3/4 Horsepower



1/2 Horsepower



1/3 Horsepower

Designed for those who love to get creative in their kitchen and need the strongest cleanup possible.

Designed for those who frequently cook for guests and need advanced cleanup power.

Designed for those who slice, dice and peel as part of basic meal prep, and need a little more help with cleanup.

Designed for those who rarely cook from scratch and just want cleanup to be simple



## NEW! 360° Rinse Innovation

### *Eliminates Sink Stink*

- New splash guard changes the way water is distributed through grind chamber, resulting in a more complete rinse
- Featured on all Moen®-branded garbage disposals
- NOT featured on Waste King, Whirlaway and Private Label
- Not a saleable accessory
- **Scheduled Timing:** In market Q4 2021

### *Product Video*



**NEW!**



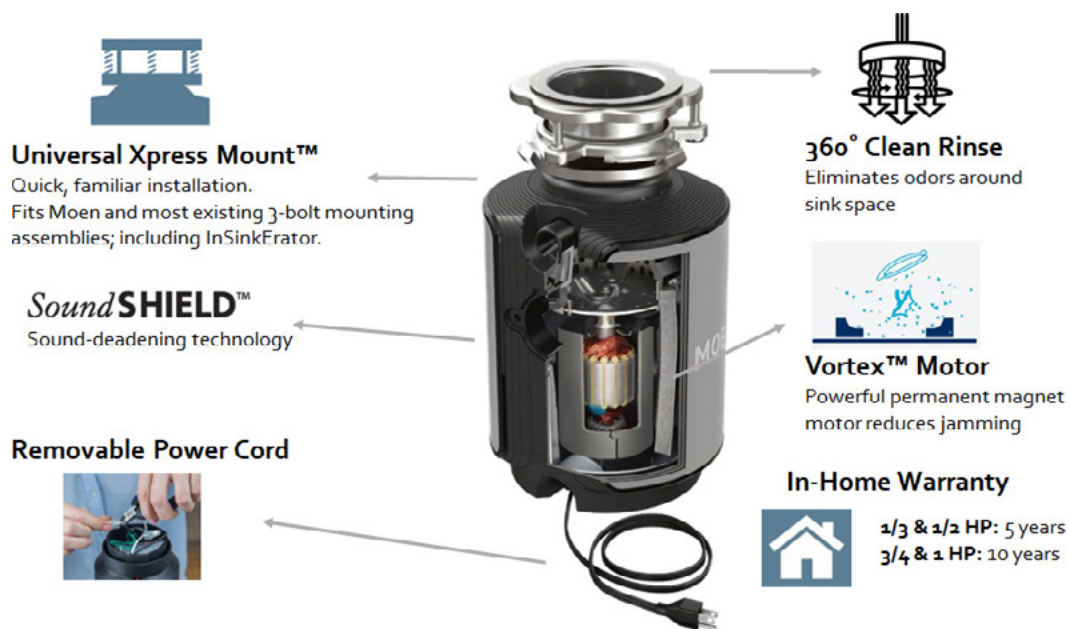
**STANDARD**



## Standard Features & Benefits

# Moen® Wholesale Garbage Disposal Portfolio

Moen® offers a full line of garbage disposals to power the homeowner's daily grind. Moen®'s Limited Warranty with professional home replacement services guarantees your customers peace of mind that they will receive the same level of customer service for garbage disposals that Moen® provides for the rest of our products.








## Homeowner Benefits

- **NEW! 360° Rinse**
- **Universal Xpress Mount:** fits all Moen and most existing 3-bolt mounting assemblies. The compact design is lightweight for easier installation and frees up valuable space under the sink.
- **Vortex Motor:** permanent magnet motor - similar to many power tools - immediately operates at full speed. This results in finely ground particles and helps reduce jamming across each level of horsepower.
- **SoundSHIELD™:** designed to deaden the sound levels of the powerful disposal motor at work.
- **Pre-Installed Power Cord:** Moen® garbage disposals have a pre-installed power cord, which saves installation steps and money over other models where cord must be purchased separately. Cord removes easily for optional hardwiring.



## Product Line

*All will include NEW! 360° Rinse Technology in Q4 2021*

DESCRIPTION	SKU #	
EXL100C	1 Horsepower Lighted Garbage Disposal	\$10.00 
GX100C	1 Horsepower GX Series Garbage Disposal	\$7.00 
GX75C	¾ Horsepower GX Series Garbage Disposal	\$5.00 
GXS75C	¾ Horsepower GX Series Garbage Disposal	\$5.00 
GX50C	½ Horsepower GX Series Garbage Disposal	\$3.00 

## Product Details



1 Horsepower Lighted Garbage Disposal EXL100C



1 Horsepower GX Series Garbage Disposal GX100C




¾ Horsepower GX Series Garbage Disposal GX75C



¾ Horsepower GX Series Luxe Garbage Disposal GXS75C



½ Horsepower GX Series Garbage Disposal GX50C

 = SPIFF



*Available Now*

# MOEN SINKS

Featuring NEW! Fireclay Sinks

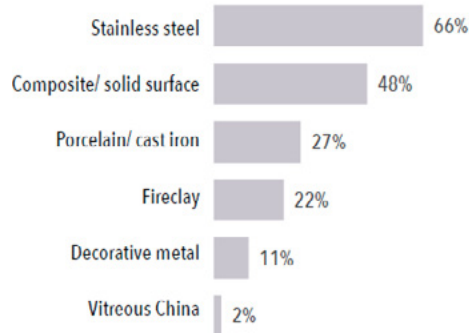
Moen® has significantly broadened our sink portfolio, adding new styles constructed with new materials in a variety of colors. In 2020, we implemented a market-based price repositioning for our 1600 and 1800 stainless and granite sinks series. And this year, we are adding Fireclay sinks to the mix. Moen® Fireclay sinks add a definitive aesthetic touch to any kitchen, aligning perfectly with popular design styles from farmhouse chic to cottage charm to midcentury modern.

## Market Trend Information

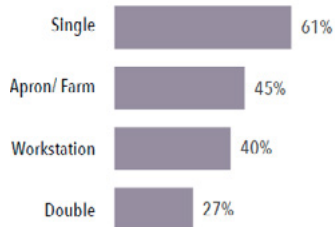
Designers ranked new styles/colors/designs as the top innovation they would like to see in kitchen sinks. Stainless/white finishes and single/apron configurations top the list for sink styles. With our NEW! Fireclay and granite sinks, Moen® offers sinks and basins that are ahead of their time.

**“Which of the following kitchen sink materials or styles will be extremely popular over the next 3 years?”**

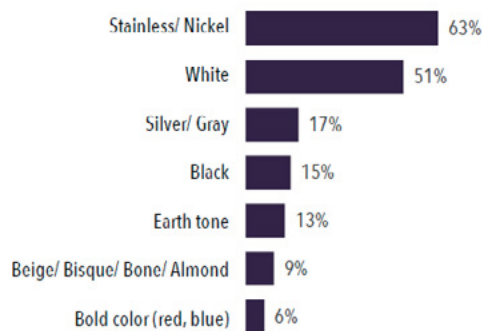
### SINK MATERIAL



### CONFIGURATION/ BOWLS

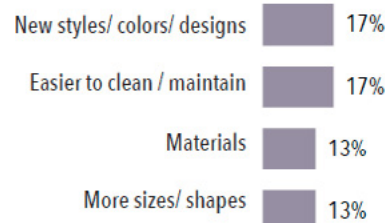


### COLORS



**“What would you like to see more of in Kitchen Sinks?”**

### SINKS



Source: NBKA Design Trends 2021





## Features & Benefits



### NEW! FIRECLAY

- Highly scratch and stain resistant
- Thick and durable material that aids in minimizing sound during use
- Easy to clean with long-lasting smooth, shining surface
- Can handle abrasive cleaners
- Eco-friendly natural materials
- Made with no lead
- In-demand aesthetic that fits styles from farmhouse chic to cottage charm to midcentury modern
- Undermount and apron front
- Deep bowl able to hold many dishes and even large pots, pans and baking sheets
- Center drain



### GRANITE

- Price-reposition for 40 skus
- Durable material that is heat-safe, impact and stain resistant, and offers noise-reduction
- 28 granite material dual-mount sinks
- 7 configurations and 4 finishes
- Accessory line expansion including 25 new grids, drains, cutting boards, and more to come



### STAINLESS

- Price-reposition for 10 of our stainless skus
- Offers the highest quality of stainless steel, available in both single and double bowl configurations
- Available in drop-in, farmhouse, and undermount styles
- Drop-in sinks include QuickMount™ installation hardware for fast, easy installation
- Features SoundShield™, assuring exceptional noise reduction and quiet dependability
- Guaranteed kitchen functionality with numerous bowl-depth options

*Moen® Fireclay Sinks Product Line*

DESCRIPTION	SKU #		
FC331910	33x19x10 Fireclay Apron Front Sink W	\$25.00	\$
FC301810	30x18x10 Fireclay Apron Front Sink W	\$25.00	\$

**AVAILABLE FINISHES**

White

33x19x10 Fireclay  
Apron Front Sink30x18x10 Fireclay  
Apron Front Sink*Moen® Granite Sinks Product Line*Granite Single-Bowl  
Dual-Mount Bar/Prep Sink

Granite Single-Bowl Drop-In Sink

**AVAILABLE FINISHES**

Chrome



Mocha



Gray



White

Granite Single-Bowl  
Undermount SinkGranite Single-Bowl  
Dual-Mount SinkGranite Double Equal Bowl  
Undermount Sink

Available sizes vary. Refer to [CFR Spiff List](#) for spiff values,  
or [moen.com/professional](https://moen.com/professional) for more information

**\$ = SPIFF**



Granite Double Equal Bowl  
Dual-Mount Sink



Granite Double Equal Bowl  
Drop-In Sink



Granite Double Offset Bowl  
Drop-In Sink



Granite Double Offset Bowl  
Undermount Sink



Granite Double Offset Bowl  
Dual-Mount Sink

Available sizes vary. Refer to [CFR Spiff List](#) for spiff values,  
or [moen.com/professional](https://moen.com/professional) for more information

### *Moen® Kitchen Sinks 1600 Professional Series Stainless Product Line*



1600 Professional Series Stainless  
Steel 16 Gauge Single Bowl  
Undermount Sink



1800 Series Stainless Steel 18  
Gauge Double Bowl Drop-In Sink



1800 Series Stainless Steel 18  
Gauge Drop-In Bar Sink



1600 Professional Series Stainless  
Steel 16 Gauge Single Bowl  
Undermount Sink



1600 Professional Series Stainless  
Steel 16 Gauge Single Bowl  
Undermount Sink



1600 Professional Series Stainless  
Steel 16 Gauge Single Bowl  
Undermount Sink



*Moen® Kitchen Sinks 1800 Series Stainless Product Line*



1800 Series Stainless Steel 18 Gauge Single Bowl Undermount Sink



1800 Series Stainless Steel 18 Gauge Single Bowl Undermount Apron Sink



1800 Series Stainless Steel 18 Gauge Offset Double Bowl Undermount Sink



1800 Series Stainless Steel 18 Gauge Equal Double Bowl Undermount Sink



1800 Series Stainless Steel 18 Gauge Double Bowl Undermount Apron Sink



1800 Series Stainless Steel 18 Gauge Single Bowl Drop-In Sink

[DOWNLOAD 2021 PRICING TABLE](#)

Available sizes vary. Refer to [CFR Spiff List](#) for spiff values, or [moen.com/professional](https://moen.com/professional) for more information