

THE Birth of a Faucet...

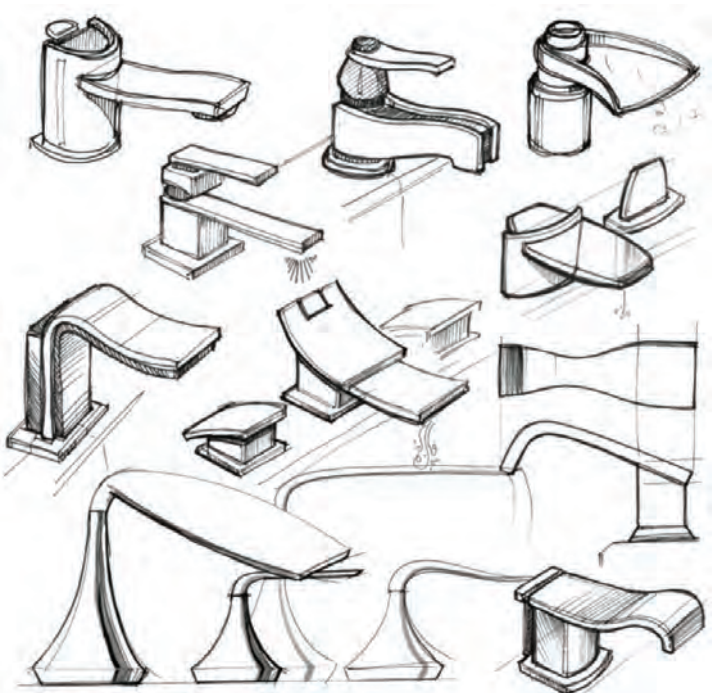
FROM INSPIRATION TO REALITY

An inside look at the design and development of the 90°™ collection from Moen.®



Finding Inspiration

One of the first steps Moen's designers take in developing a new faucet collection is to create inspiration boards which visually organize emerging design trends. In the case of the 90° kitchen and bath collection, the inspiration came from flat/thin and linear.



Sketchfest

A collaborative effort used to begin initial product considerations, Sketchfest is an off-site meeting conducted by Moen's design team and outside designers. A general theme is presented to the group, and the day is spent as a "visual brainstorming session," with each individual sketching their interpretation of the task at hand.

Sculpted Models

Moen has a professional sculptor on staff, who creates dense foam prototype models of faucets.



Outside Approval

Before a product is sent to production, designs are taken outside of Moen's headquarters to receive consumer feedback and suggestions. Research is conducted via focus groups, individual interviews or online for style validation and refinements.

A FAUCET IS BORN

The 90° collection, Moen's answer for sleek, modern styling in the kitchen and bath, launched in May 2009 at the annual Kitchen and Bath Industry Show (K/BIS). To date, the line has been well-received by builders, consumers and the media.



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