

## ShowHouse(TM) Underscores Open Waterway Faucet Design Trend

### Introduces Vivid(TM) Powder Room and Bamboo(TM) Master Bath Faucets

NORTH OLMSTED, OH -- (MARKET WIRE) -- 05/17/2006 -- ShowHouse, the luxury brand of faucets and bath accessories from Moen, Inc., announces two new open waterway faucets: Vivid for the powder room, and Bamboo for the master bath.

“In recent years a popular design trend has developed to bring ‘the inside out’ and to incorporate modern conveniences in outdoor living spaces and outdoor kitchens. Now, waterfall faucets and other accessories reverse that dynamic to bring elements from nature indoors for aesthetic appeal as well as to engage the senses,” said Judy Riley, Vice President of Design at Moen.

The new Bamboo and Vivid faucets from ShowHouse are engineered to present water as in nature -- complete with the distinctive, relaxing sounds, shimmering surface, and the soft, natural feel of water flowing onto the skin.



The Vivid powder room faucet channels water over a beautiful tempered lime glass waterway. The water cascades out of a raised fountain in a free flowing stream down the glass waterway and into the sink. **To guard against watermarks and deposits, the glass spout is protected by a patented durable sheer coating provided by Diamon-Fusion International.** The new Vivid powder room collection was announced in late April at the Kitchen and Bath Industry Show (K/BIS). It is now available for advance orders and will ship to high-end showrooms in July.

Also announced at K/BIS and shipping in July are the new roman tub and conventional tub faucet additions to the Bamboo collection for the master bath. The Bamboo collection is showcased in brushed nickel and features natural curves and detailing to emulate living bamboo canes. The new tub faucets build on the popularity of the successful Bamboo powder room faucet with its characteristic cascading open waterway design. Both faucets channel water to flow over the edge of a high arc spout to emulate the experience of water in natural waterfalls.

The Vivid and Bamboo collections each feature a full suite of coordinating accessories, including one signature accessory as well as towel bars, a robe hook, a pivoting paper holder, and a toilet tank lever.

ShowHouse by Moen is a preferred luxury faucet brand for upscale homes. Products are distributed through select high-end showrooms under an exclusive ShowHouse program.

Backed by exceptional manufacturer support from the plumbing fixture experts at Moen, ShowHouse products range in style from Zen modern and Hollywood chic to traditional Victorian and Tuscan villa. Visit [www.showhouse.moen.com](http://www.showhouse.moen.com) or call 1-877-MOEN-SH1 for product information.

Media Contact:

Anamaria Bearden

626.744.0711 x306

[anamaria@magnusco.com](mailto:anamaria@magnusco.com)

SOURCE: ShowHouse by Moen

Editor's Note:

For more information on Moen visit [www.moen.com](http://www.moen.com) or call 1-800-BUY-MOEN (800-289-6636). Moen is part of Fortune Brands®, Inc. ([www.fortunebrands.com](http://www.fortunebrands.com)) Home and Hardware group -- a leading consumer brands company that includes leading cabinetry, door and lock manufacturers such as Therma-Tru®, Masterbrand Cabinets®, Inc. and Master Lock®.

