



2015 Customer Update

Wholesale Kitchen Price Reduction on 3 Collections!

December 21, 2015

In 2016, we are excited to offer new competitive pricing on select kitchen product lines that will help support your growth goals!

What:

By continuing to support and position our customers for sustainable growth in the kitchen category, we are *excited* to offer new competitive pricing on select kitchen collections. Moen will be reducing the list price of **Woodmere**, **Brookshire** and **Tilt** collections 18%-33% off the 2015 list prices!



Woodmere



Tilt



Brookshire

This reduction will affect the classification of these collections. They will change from Premium to Core which includes a change in Spiff dollars and a change in the multiplier from a .42 to a .5062.

With a focus on customer relationships we are offering a \$10 promotional spiff on Woodmere and Tilt collections as part of Cash Flow Rewards for an extended period of 3 years (2/1/16-2/1/19)

When:

The updated pricing will take effect 2/1/16, and is now available online as of December 15, 2015 via www.moen.com/product-information. New 2016 Moen literature will be mailing in February.



Specific SKU details are in the chart below:

CURRENT COLLECTION	CURRENT SKU #	CURRENT LIST PRICE	MULTIPLIER	SPIFF \$	NEW COLLECTION	NEW SKU #	NEW LIST PRICE	MULTIPLIER	SPIFF \$
Woodmere Kitchen CH	S7208C	\$645.80	0.42	\$25.00	Woodmere Kitchen CH	7615C	\$451.20	0.5062	\$10.00
Woodmere Kitchen SRS	S7208SRS	\$803.45	0.42	\$25.00	Woodmere Kitchen SRS	7615SRS	\$577.55	0.5062	\$10.00
Woodmere Kitchen ORB	S7208ORB	\$883.70	0.42	\$25.00	Woodmere Kitchen ORB	7615ORB	\$635.30	0.5062	\$10.00
Woodmere Bar CH	S6208C	\$584.75	0.42	\$15.00	Discontinued				
Woodmere Bar SRS	S6208SRS	\$732.25	0.42	\$15.00	Woodmere Bar SRS	6615SRS	\$487.10	0.5062	\$10.00
Woodmere Bar ORB	S6208ORB	\$805.50	0.42	\$15.00	Discontinued				
Tilt Kitchen CH	S71409	\$505.15	0.42	\$25.00	Tilt CH	7626C	\$407.65	0.5062	\$10.00
Tilt Kitchen SRS	S71409SRS	\$637.50	0.42	\$25.00	Tilt SRS	7626SRS	\$519.95	0.5062	\$10.00
Brookshire Kitchen CH	S73709C	\$466.40	0.42	\$25.00	BRANTFORD CH	7295C	\$330.50	0.5062	\$0.00
Brookshire Kitchen SRS	S73709SRS	\$606.30	0.42	\$25.00	BRANTFORD SRS	7295SRS	\$442.50	0.5062	\$0.00
Brookshire Kitchen ORB	S73709ORB	\$643.40	0.42	\$25.00	BRANTFORD ORB	7295ORB	\$464.65	0.5062	\$0.00

Beyond new lower prices, these suites are thoughtfully designed to provide an optimal consumer experience:

Collection	Reflex	PowerClean™ Spray*	Spot Resist™ Finish	Duralock	Multiple Platforms	CEC Compliant
Woodmere	X	X	X	X	Matching SRS Bar prep	X
Brookshire → Now Brantford	X	X	X	X	X	X
Tilt			X	X		X

*More information on PowerClean™ Spray will be forthcoming in the 2016 new product launches

We will continue to commercialize the benefits of these collections and reinforce their competitive price points throughout 2016 and beyond.

Thank you for your continued support of the Moen brand.