MOEN®

Dear Valued Customer, **May 8th, 2025**

We are writing to share Moen's foreign off-brand faucet testing findings and new marketing campaign. As the #1 faucet brand, we look to understand what competitive products are delivering to US consumers. Moen rigorously tests kitchen and bath faucet products, with third-party labs, to understand the competitive landscape.

Recently Moen submitted bathroom and kitchen faucets for testing by a third-party laboratory, International Association of Plumbing and Mechanical Officials ("IAPMO"). Backed by more than 80 years of **IAPMO** experience, **IAPMO R&T Lab**, a division of The IAPMO Group, is a trusted name and major resource for independent testing, research, and technical services in the plumbing, mechanical, water chemistry and filtration industries. We tested 19 top selling foreign off-brand faucets through NSF Metals and Organics testing and 6 top selling foreign off-brand pressure balancing valves for shower temperature performance testing.

Test Results

- 90% of faucets tested by the independent lab failed to meet American safe drinking water standards.*
    - 57% were found to leach lead above specified levels allowed
    - 90% had the presence of chemicals that could cause serious health issues – harm liver and kidney function, cause lymphoma, or create respiratory problems and even birth defects. ‡
    - 100% of the pressure balancing valves failed safety standards for temperature control, putting consumers at risk for scalding and thermal shock.
- There are 35 million foreign-made, off-brand faucets sold in the U.S. **
- Using these faucets could put the health of the household, friends, and even pets at risk. †

Moen's Response

As a company committed to being a steward of water and delivering exceptional water experiences, Moen is naturally concerned about ensuring that people have clean and safe water flowing through their faucets when they go about their day. We are taking the following actions to drive consumer awareness of Moen's processes and the risks of using brands that do not meet standards, ultimately providing consumers the confidence that Moen is their #1 faucet solution.

Starting May 8th, Moen will:

- Invest in full funnel Media (+30M impressions) to create awareness around the danger and prevalence of cheap, off-brand, foreign-made faucets. This will include paid + influencer social, paid search and print.
- Moen will set up a dedicated landing page to share details on potential risks and offer products guaranteed to meet or exceed every American safety standard (https://www.moen.com/safe-faucets)
- Communicate the unmodified test report findings to customers and trade professionals in the industry.

What can you do to help consumers?

- Understand your product mix on shelf (online / in-store) in light of these findings.

- Seek out products that have NSF/IAPMO certification.
- Highlight safe brands in organic placement on site - both in search and browse - to serve the consumer documented, certified safe options.
- Opportunity to add badging for Moen (and likely other brands) highlighting safety certification and why that is important. This will help to differentiate customers that are selling certified products.

Additional FAQs can be found below and on the Moen.com landing page.

Please reach out to your Moen Sales Representative if you have any questions.

Sincerely,
Rachel Roberts
Moen President

** 90% of the nineteen cheap, off-brand faucets tested by Moen (17 of 19) failed NSF/ANSI/CAN 61-2023 section 9 testing due to elevated levels of lead or another contaminant as tested by an accredited laboratory. See details at https://moen.widencollective.com/portals/5zhpbjff/SafeFaucetsTestResults[2]*
*** According to third party market data, up to 35 million cheap, off-brand foreign-made faucets have been imported into the United States between 2020 - 2024*
† Significantly elevated levels of lead and other contaminants tested under NSF/ANSI/CAN 61-2023 section 9 can increase health risks to humans and pets.
‡ Based on data found at https://pubchem.ncbi.nlm.nih.gov/ as of February 7, 2025.