

## Tweetable Highlights

- @moen expands popular Belfield kitchen faucet collection with new platforms and additional finish option
- Belfield collection from @moen now includes options for touchless and voice-activated technology

# Moen Adds Touchless Technology & New Finish and Platform Options to Belfield™ Kitchen Collection

POPULAR TRADITIONAL FAUCET NOW AVAILABLE IN MATTE BLACK FINISH AND WITH HANDS-FREE AND VOICE-ACTIVATED TECHNOLOGY



*U by Moen™ Smart Faucet in Belfield™ in Spot Resist™ Stainless*

North Olmsted, Ohio... Traditional style meets modern convenience with the expansion of Moen’s popular Belfield™ kitchen collection. Now available in four new platforms – including options with touchless and voice-activated technology – and an on-

## Key Facts

### STYLE

Traditional

### FINISHES

- Chrome
- Spot Resist™ Stainless
- Oil Rubbed Bronze
- **New!** Matte Black

### PLATFORMS

- **New!** Single-handle pull-down faucet
- **New!** Single-handle pull-down faucet with U by Moen™ Smart Faucet touchless, voice-activated technology
- **New!** Single-handle pull-down faucet with MotionSense Wave™ touchless technology
- **New!** Single-handle pull-down bar/prep faucet
- Single-handle fixed faucet, with or without side spray
- Two-handle fixed faucet, with or without side spray
- Sip™ beverage faucet
- Coordinating soap dispenser

### FLOW RATE

1.5 gpm

### AVAILABILITY

Wholesale plumbing showrooms & online

ADA compliant



trend Matte Black finish, Belfield artfully blends classic style elements with contemporary functionality for a look that's timeless, yet fresh.

"Homeowners shouldn't have to choose between their personal style and the conveniences they want when it comes to selecting their kitchen faucet," said Danielle Radic, product manager, kitchen, Moen. "While many high-tech products feature a modern design, lovers of traditional style deserve to experience the benefits of smart technology in their homes, too. By expanding the Belfield collection into platforms with touchless *MotionSense Wave*<sup>™</sup> and U by Moen<sup>™</sup> Smart Faucet technology, we've provided the best of both elegant, traditional style and technology all in one faucet."

Consumers who want to add the benefits of touchless activation to their faucet can choose from the Belfield pulldown faucet with *MotionSense Wave*<sup>™</sup>, which features a single sensor on the faucet base that provides hands-free control as well as control via the handle; or the U by Moen<sup>™</sup> Smart Faucet in Belfield, which offers four ways to control the faucet: touchless voice-activation via a digital voice assistant; a touchless, hands-free wave sensor; smartphone app or the handle. The U by Moen Smart Faucet is a CES<sup>®</sup> 2021 Innovation Awards Best of Innovation Honoree. The CES Innovation Awards are an annual competition owned and produced by the Consumer Technology Association (CTA)<sup>®</sup> that honors outstanding design and engineering in consumer technology products across 28 product categories.

For added convenience at the kitchen sink, Belfield pulldown faucets offer a pulldown hose with extended reach, while retracting effortlessly and docking securely. The pulldown faucets also feature a multi-function wand including select models with Moen's innovative Power Boost<sup>™</sup> spray technology.

Belfield fixed faucets offer rubber spray formers on the side spray, which makes it easier for homeowners to keep clean, while offering a front trigger for easy activation. To complete the kitchen, a bar/prep pulldown faucet, coordinating soap dispensers and Sip<sup>™</sup> filtration faucet options also are available.

## **BELFIELD KITCHEN FAUCETS FEATURE NOTABLE MOEN<sup>®</sup> INNOVATIONS, INCLUDING:**

### ***MotionSense Wave*<sup>™</sup>**

Faucets with *MotionSense Wave*<sup>™</sup> touchless technology feature a single sensor on the faucet base that provides hands-free control, so users can turn water on and off with just the wave of



a hand – perfect for when hands are too full or too messy to touch the handle. Moen faucets with *MotionSense Wave* also can help prevent the spread of dirt and germs, since there's no need to touch it to start water flow.

### **U by Moen™ Smart Faucet Technology**

U by Moen™ Smart Faucets offer convenience, precision and intuitive touchless and voice-activation technology to help complete tasks in the kitchen, while also offering a myriad of style options to suit almost any design aesthetic. Users have four ways to control the faucet: voice activation, a hands-free wave sensor, a smartphone app and the handle. U by Moen Smart Faucets are the only voice-activated kitchen faucets on the commercial market to dispense water as small as one tablespoon and as large as 15 gallons at a specific temperature. Using voice control, consumers can ask voice assistants to remotely start and stop the flow of water, activate personalized presets and perform specific tasks, like fractional measurements, temperature – both precise (90-degree) or generic (hot) – and combined requests, such as ½ cup of 90-degree water. A new “wash hands” command is even available to help ensure proper handwashing procedure -- when issued, the water turns on, then pauses for 20 seconds while a user scrubs their hands, thus encouraging both more complete handwashing as well as saving water.

### **Power Boost™ Spray Technology**

Available on the single-handle pulldown and single-handle pulldown with U by Moen Smart Faucet technology, Moen's Power Boost™ technology fills containers faster and provides 50 percent more spray power versus Moen faucets without Power Boost or Power Clean™ for quicker cleanup with the push of a button.

### **Power Clean™ Spray Technology**

Featured on the single-handle pulldown bar/prep faucet, Power Clean™ technology cleans 50 percent faster than most Moen pulldown and pullout faucets without the Power Clean technology, while containing splash and minimizing mess. Greater force means faster clean-up with less water used.

### **Reflex® System**

Pullout and pulldown kitchen faucets with the Reflex® system offer a self-retracting spray wand designed to put itself away, while also providing smooth operation, easy maneuverability and secure docking.



## Spot Resist™ Finish

All Belfield faucets are available in Moen's exclusive Spot Resist™ finish, which resists fingerprints and water spots to maintain the brilliance of the fixture.

## 1234® Duralast® and 1255® Duralast Cartridges

This unique ceramic-disc design provides the smooth feel and reliable operation of a new faucet from the first time you use it to the last. Single-handle faucets feature the 1255® Duralast® Cartridge, while two-handle faucets offer the 1234 version.

## Duralock® Quick Connect System

The intuitive Duralock® Quick Connect System uses a proprietary, push-button connector that makes installing faucets quick, secure and hassle-free – no tools required. A telltale “click” audibly signals a secure connection.

All products feature Moen's lifetime limited warranty\* to ensure superior quality. For more information on the Belfield kitchen collection, visit [moen.com](http://moen.com) or call 1-800-BUY-MOEN (1-800-289-6636).

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*\*For complete warranty information, visit [moen.com](http://moen.com). Important exclusions apply. Warranty only applies to original purchaser.*

## ABOUT MOEN

Moen is the #1 consumer faucet brand in North America, offering a vast array of stylish and innovative kitchen and bath faucets, showerheads, accessories, bath safety products, kitchen sinks, garbage disposals, leak detection products and connected home offerings for residential applications that give consumers more power than ever before to understand and control the water that flows through their homes. These thoughtful designs deliver an exceptional user experience and elevate the way people interact with water every day. In addition, Moen® Commercial offers superior-performing products that can deliver lower lifetime costs for today's facilities.

Moen is part of Fortune Brands Home & Security, Inc. (NYSE: FBHS), which creates products and services that fulfill the dreams of home. Moen anchors the Global Plumbing Group (GPG), which also includes several brands under the House of Rohl® including Perrin & Rowe®, ROHL®, Riobel®, Shaws® and Victoria + Albert®. Fortune Brands' other brands include Fiberon® composite decking and railing products, Master Lock® and Sentry® Safe security products, MasterBrand Cabinets® and Therma-Tru® entry door systems. Fortune Brands is part of the S&P 500 Index and a Fortune 500 Company. For more information, please visit [www.FBHS.com](http://www.FBHS.com).

## CONTACT

Courtney Yerega or Emily Baker

Falls

(216) 696-0229

[cyerega@wearefalls.com](mailto:cyerega@wearefalls.com)

[ebaker@wearefalls.com](mailto:ebaker@wearefalls.com)