



see what Delta can do<sup>SM</sup>

**DELTA<sup>®</sup> FAUCET CONTINUES EXPANSION OF PILAR<sup>®</sup> SERIES WITH INTRODUCTION OF PILAR<sup>®</sup> WATERFALL<sup>®</sup> KITCHEN FAUCET WITH TOUCH<sub>2</sub>O<sup>®</sup> TECHNOLOGY**

*Newest Pilar Faucet to Feature Unique Touch<sub>2</sub>O Technology Available In Late Summer*

**TORONTO, ON (May 2010)** - Introduced in early 2010 as a companion to the Pilar<sup>®</sup> Pull-Down kitchen faucet with Touch<sub>2</sub>O<sup>®</sup> Technology, the high-arc the Pilar<sup>®</sup> Waterfall<sup>®</sup> kitchen faucet has a stylish lever handle and 180° swing spout. The newest option of the Pilar<sup>®</sup> Waterfall kitchen faucet now features Touch<sub>2</sub>O<sup>®</sup> Technology.



The series is inspired by a fusion of technology and nature and is designed for consumers who are looking for a smarter, cleaner and more efficient way to work in their kitchen. “With a simple tap on the handle or spout, the consumer can easily turn the faucet on or off between tasks, helping to conserve water. Also, while the faucet flows at the industry standard 2.2 gpm, an optional 1.5 gpm aerator is available for consumers looking to make their kitchen faucet even more water-efficient,” said Anita Griffin, Canadian marketing brand manager for Delta Faucet.

The Pilar Waterfall faucet exemplifies the trend toward “soft contemporary” design, which is influenced by clean, smooth lines that are organically inspired. The spout’s arc is based on the golden mean, a mathematical ratio found in nature and used in architecture. The soft contemporary styling is popular among consumers because of its versatility; the Pilar in Chrome makes an urban, contemporary statement, whereas the same faucet in Venetian Bronze<sup>®</sup> has a more old-world look.

Smart features of the series include:

### **Touch<sub>2</sub>O<sup>®</sup> Technology**

The Pilar faucet operates manually as well as with Touch<sub>2</sub>O<sup>®</sup> functionality, while the handle adjusts flow rate and temperature. A blue LED light indicates when Touch<sub>2</sub>O<sup>®</sup> Technology is engaged, and turns red when the batteries need to be replaced.

### **Front Trigger Sprayer and Touch-Clean<sup>®</sup> Technology**

The front trigger on the sprayer allows users to more easily activate the sprayer while holding it comfortably in their hand, and, thanks to Touch-Clean<sup>®</sup> Technology, the homeowner can easily wipe away calcium and lime build-up on the soft rubber spray holes of the front trigger sprayer with the touch of a finger.

### **DIAMOND<sup>®</sup> Seal Technology**

Pilar also features Delta Faucet's patented DIAMOND<sup>®</sup> Seal Technology, a breakthrough faucet innovation that is comprised of a diamond-coated valve and one-piece InnoFlex<sup>®</sup> waterways. The DIAMOND Valve has been tested to last up to 10 times longer than the industry standard\* and ensures "like new" operation for life.

The InnoFlex waterways eliminate potential leak points and are less hassle to install. All the parts needed for installation are in the box. InnoFlex waterways connect directly onto hot and cold water shut off valves, so there are no additional supply lines or connections to purchase.

### **High-Arc Spout**

Pilar's sleek, high-arc spout swivels 180° for greater functionality in the kitchen, providing ample clearance for large items such as pots and pans. The faucet spout also has a hidden cache aerator, which gives the spout a sleek look.

### **Availability**

Pilar Waterfall kitchen faucet with Touch<sub>2</sub>O<sup>®</sup> Technology will be available starting in August 2010. It is offered in chrome, *Brilliance*<sup>®</sup> stainless, and Venetian Bronze<sup>®</sup> finishes with a coordinating prep faucet and soap dispenser. A five-year warranty covers the faucet, finish and electronics.

\*Industry standard is based on ASME 112.18.1 = 500,000 cycles

### **About Delta**

The signature brand from Delta Faucet Company, for style, selection and innovation, Delta faucets are the leading choice of North America's builders and homeowners. Delta residential faucets combine award-winning designs and consumer-preferred features with uncompromising quality.

Delta delivers exceptionally well-made, stylish faucets and related kitchen and bath accessories that are beautiful both inside and out. This market-leading product line features a unique combination of stylish looks and excellent quality, and is available in a wide variety of finishes. A worldwide leader in faucets and related accessories, Delta sells products in more than 53 countries. For more information on Delta, visit [www.deltafaucet.ca](http://www.deltafaucet.ca) or call toll-free at 1-800-345-DELTA (3358).

### **About Masco Canada Limited**

Masco Canada Ltd. is the Canadian plumbing division of Masco Corporation and represents numerous brands including: Delta, BrassCraft, Brizo, Delta Commercial, Hansgrohe, Motiv, Alsons, Master Plumber, PlumbShop and Waltec. Masco Corporation is one of the world's largest manufacturers of brand-name consumer products for the home and family. Masco delivers exceptionally crafted, stylish products including, faucets, kitchen and bath cabinets, architectural coatings (paints and stains), bath and shower units, spas and hot tubs, showering and plumbing specialties, windows, electronic locksets and other hardware.

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