



see what Delta can do™

Delta Faucet Canada Introduces Delta® Toilets in 2013

Inaugural offering includes water-efficient, cost-effective toilets with SmartFit™ innovations that ease the installation process and reduce the potential of costly leaks



Toronto (ON) – Beginning July 2013, Delta Faucet Canada will expand its product portfolio to include a new collection of high performance, water-efficient toilet models that offer simplified, worry-free installation at an affordable price.

Nearly two-thirds of toilet installations in the home are conducted by non-professionals, according to recent research¹. Delta toilets deliver on the brand's signature commitment to relevant innovation, helping address the needs of both Do-It-Yourself and professional audiences.

“We spent years learning about the pain points with respect to installing and maintaining toilets before bringing anything to the market,” said Mike Roberts, Director of Product Marketing for fixtures. “We noted challenges with uninstalling the existing toilet, as well as apprehension about leaks caused by improper installation. The Delta brand is steeped in thoughtful innovation and design, so naturally we engineered solutions to address those findings first.”

Among the features launching this summer that were born of that research is a collection of SmartFit™ technologies, including external tank-to-bowl connections on all models and integrated supply lines on certain models that together significantly reduce potential leak points. Certain toilet models also come with a SmartFit™ Multi-Tool, which includes a wrench specifically designed to fit the bolts and a two-in-one screwdriver adapter to secure the other mounting components. With built-in solutions, the two-piece toilets are easy to install and require no additional tools.

Available in two styles, the 1.28 gallons-per-flush WaterSense® labeled toilets offer potential savings of more than \$90/year in reduced water bills². The toilets have a rating of 10 out of 10 when it comes to flushing power³ and are virtually clog-free.

The toilets also feature either a round front design suitable for smaller spaces or an elongated bowl design for added comfort. Both models are chair height to make sitting down and standing up easier and are offered in classic white vitreous china.

¹ Based on a StrataVerve Inc. study of 1,500 participants that was commissioned by Delta Faucet Company in August 2012.

² The Environmental Protection Agency estimates that a family of four replacing its home's older toilets with WaterSense® labeled models will, on average, save more than \$90 per year in reduced water utility bills, and more than \$2,000 over the lifetime of the toilets.

³ Based on Maximum Performance (MaP) testing, Delta® toilets evacuate more than 2 pounds of waste in one flush.

The Delta Prelude™ model is offered in round front or elongated bowl designs and features the SmartFit™ tank-to-bowl connection. The Delta Corrente™ model, which includes all of the SmartFit™ features noted above, also comes packaged with an EZ Out™ Toilet Removal Kit that provides many of the items one would need to uninstall an existing toilet, including disposable gloves, a disposable scraper, a highly absorbent sponge, and a cloth for cleanup that doubles as a temporary drain plug while the new toilet is prepped for installation. Both models feature a quick-release seat designed for easy undocking while cleaning.

Both models will be available beginning July 1, 2013. For more information on where to buy, please visit DeltaFaucet.ca/Toilets

WaterSense® is a registered mark of the U.S. Environmental Protection Agency.

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About Delta Faucet Company

Delta® faucets are the leading choice of North American builders and homeowners. Delta Faucet Company delivers exceptionally well-made, stylish faucets and related kitchen and bath accessories that are beautiful both inside and out. Delta products are distributed in Canada by the plumbing division of Masco Canada Ltd. For more information on Delta products, visit deltafaucet.ca or call toll-free at 1-800-345-DELTA(3358).

About Masco Canada Limited

Masco Canada Ltd. is the Canadian division of Masco Corporation and represents numerous brands including: Hansgrohe®, Delta®, BrassCraft®, Brizo®, Delta® Commercial, Motiv®, 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 and other hardware.

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