

Tweetable Highlights

- Organic curves and sleek lines epitomize the new KURV pulldown kitchen faucet from @moen
- Your smart kitchen just got an upgrade with the @moen KURV pulldown kitchen faucet, available with touchless, voice-activation technology

Style & Smarts, All in One: New Moen® KURV™ Kitchen Faucet Marries Striking Design with Touchless, Voice-Activated Technology



U by Moen™ Smart Faucet in KURV™ in Matte Black

North Olmsted, Ohio... Form meets function with Moen's new KURV™ pulldown kitchen faucet. Inspired by nature, KURV's luxe design offers fluid curves and sleek lines paired with high-style finishes to match any kitchen décor, as well as options available with Moen's touchless and voice-activated technology for a smarter experience at the sink.

"KURV was created with the needs of the modern consumer in mind," said Danielle Radic, product manager, kitchen, Moen. "Its style is beautiful and timeless, while offering homeowners

Key Facts

STYLE

Transitional

FINISHES

- Chrome
- Matte Black
- Polished Nickel
- Spot Resist™ Stainless

PLATFORMS

- Single-handle pulldown faucet
- Single-handle pulldown faucet with *MotionSense Wave™* touchless technology
- Single-handle pulldown faucet with U by Moen™ Smart Faucet touchless, voice-activated technology
- Single-handle bar/prep faucet
- Sip™ beverage faucet
- Coordinating soap dispenser

FLOW RATE

1.5 gpm

AVAILABILITY

Wholesale plumbing showrooms & online



the option to integrate technology that is becoming the new standard in the kitchen. With its choice of several on-trend finishes and eye-catching aesthetic, KURV makes it easier than ever to pair stylish design with the hands-free convenience and connected features consumers crave.”

Consumers looking to add touchless activation to their faucet can choose from the KURV pulldown faucet with *MotionSense Wave*[™], 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[™] Smart Faucet in KURV, 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. A leading smart home innovation, the U by Moen Smart Faucet is a Best of Innovation Honoree in the CES[®] 2021 Innovation Awards, an annual competition owned and produced by the Consumer Technology Association (CTA)[®] that honors outstanding design and engineering in consumer technology products across 28 product categories.

For added convenience at the kitchen sink, KURV is equipped with a pulldown hose that provides extended reach, while retracting effortlessly and docking securely. The faucet also features a multi-function wand including select models with Moen’s innovative Power Boost[™] spray technology.

In addition to the single-handle pulldown faucets, the collection also includes a bar/prep faucet, Sip[™] beverage faucet and coordinating soap dispenser for a cohesive look throughout the kitchen.

THE KURV PULLDOWN KITCHEN FAUCET FEATURES NOTABLE MOEN[®] INNOVATIONS, INCLUDING:

***MotionSense Wave*[™]**

Faucets with *MotionSense Wave*[™] 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.

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

Available in Moen’s exclusive Spot Resist™ finish, which resists fingerprints and water spots to maintain the brilliance of the fixture.

1255® Duralast® Cartridge

Single-handle faucets feature this unique ceramic-disc design that provides the smooth feel and reliable operation of a new faucet from the first time you use it to the last.



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 KURV pulldown kitchen faucet, visit moen.com or call 1-800-BUY-MOEN (1-800-289-6636).

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**For complete warranty information, visit 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.

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