

# Raising Our Standards Raises the Standard for Everyone.

At work, at home, and  
around the world.

For nearly 140 years, American Standard has created innovations that have set and reset the standard for living healthy, living beautifully and living responsibly at home, at work and around the world.

We are more than 5,500 employees strong, working everyday to raise our standards, so we can raise the standard for our customers, trade partners, retailers and consumers everywhere.

We are American Standard.



Every Product Designed  
To Work and To Wow.

Every Day.

Since 1875

American Standard has always raised the standard for the industry, for society. It's in our DNA and it's reflected in every product we create. These principles are at the core of everything we do and represent our highest ambition and deepest commitment to our customers and the world around us.

**HEALTH**

We strive to make products that make people healthier and safer, because we know wellness starts with "we."

**BEAUTIFUL PERFORMANCE**

We believe beauty makes life better and that every function deserves a well-designed form.

**RESPONSIBILITY**

We want the products people use every day to be good for every tomorrow, so we are passionate about sustainability, safety, and integrity in everything we do.

A close-up photograph of a modern, polished chrome kitchen faucet. Water is flowing from the spout into a stainless steel sink. In the foreground, a hand is holding a green lemon under the running water, with a white sponge also visible. The background shows a kitchen counter with a stovetop, a wooden pepper mill, and white cabinetry. The overall scene is brightly lit, emphasizing the clean and functional nature of the kitchen.

We Tap Into The Values  
That Have Shaped us For  
Generations

Looking back moves us forward

Our Brand rests on the foundation of five authentic values that define the American Standard Brand and the people behind it. These values shape our spirit, attitude and aspirations. When we live by these values daily, we raise our standards and the standards of people at work, at home and around the world.



**INNOVATION**  
IS ALWAYS ON TAP

For nearly 140 years, we've created inventions that set and reset the standard.



**CHAMPION**  
RESPONSIBILITY

We work with personal accountability, unfailing reliability, and unwavering integrity.



**PASSION'S**  
IN OUR PIPES

You won't find a passion for plumbing in too many places. But we're overflowing with it.



**FITTING IN**  
& **STANDING OUT**

Our products optimize beauty and utility, style and substance, because our people epitomize art and science.



**UNITED**  
WE FLOW

Our products never stand alone, and neither do we.

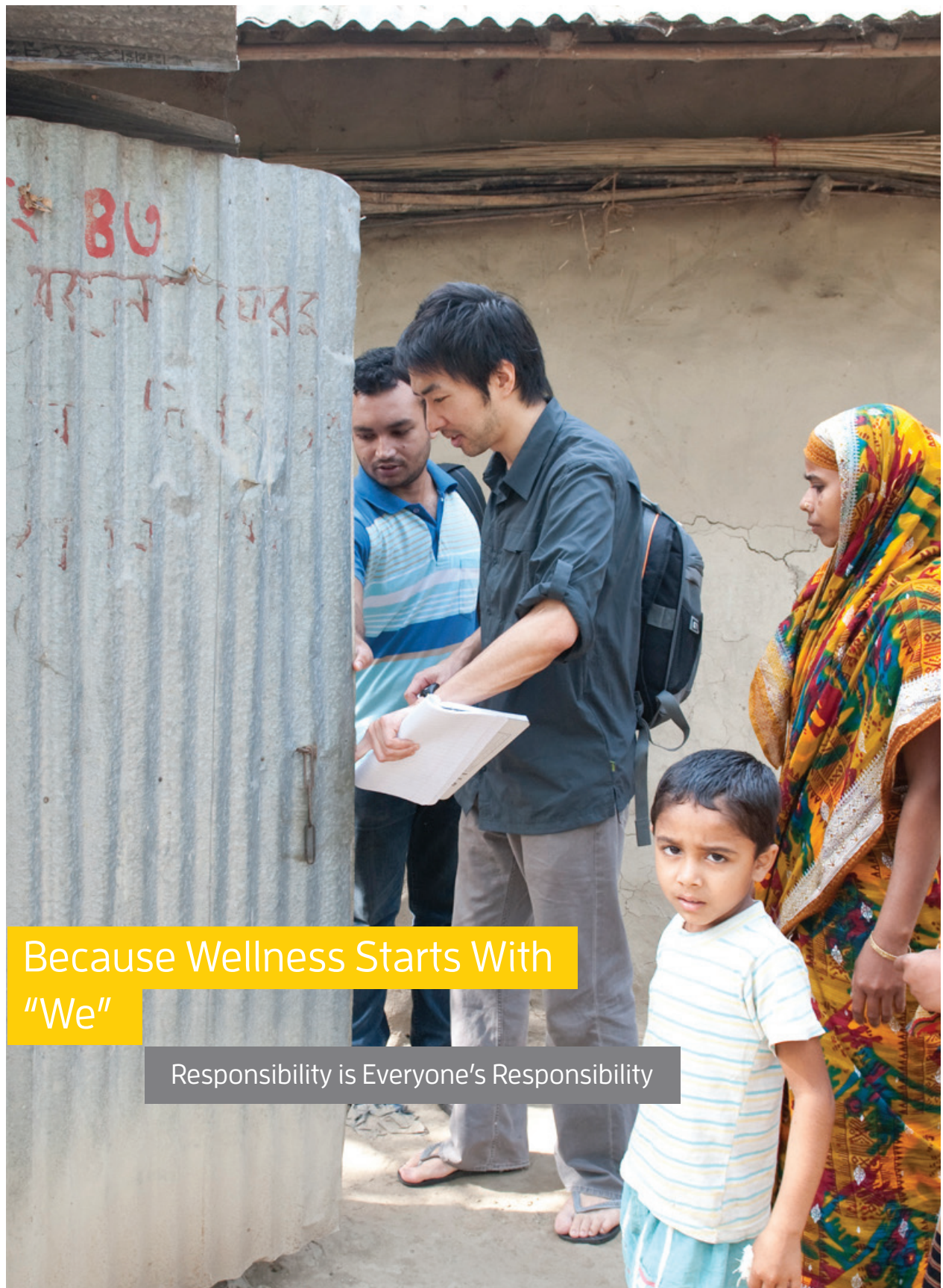


## Creating and Recreating The Standard

American Standard Innovation never rests

American Standard Patented Innovations trace back to Patent Number US22809 on September 26, 1893. Our latest Patent US 8,316,475 was issued on November 27, 2012. During this 119 year spread, the names of American Standard employees receiving patents are as varied as the patents we have received. Engineers, designers, marketers, sales executives, mechanics, foremen and support staff – individuals and cross-company teams – adding their unique voices to our legacy of innovation. Standing out. Standing together. Creating products that fit perfectly into our customers' lives.

No other company comes close to the number of top-rated toilets than American Standard. With the industry's largest trap way and flush valve, impressive water savings and maximum flush rating, the Champion® flushing system has virtually put an end to clogs and call backs.



Because Wellness Starts With  
"We"

Responsibility is Everyone's Responsibility

Responsibility is at the heart of everything we do. We believe that every product, process and action we take as an organization should be as good for today as it is for generations to come. We work with unfailing reliability, uncompromised honesty and unwavering integrity to do the right thing, the right way, every single day. This approach has helped American Standard lead the way in water conservation, elimination of lead in all our faucets and in helping to prevent death from disease associated with improper sanitation.

"We aim to raise the industry standard in developing water saving, life improving innovations that resolve everyday problems while exceeding the performance needs of our customers." *Jay Gould President & CEO American Standard Brands.*

Nearly 2,000 children die every day from water and sanitation related diseases. A majority of these deaths are preventable through access to proper sanitation. American Standard, working with the Bill & Melinda Gates Foundation, has developed a safe, affordable, life-saving sanitary latrine pan for the developing world designed to prevent the spread of disease and improve the lives of people living in poverty worldwide. One more way American Standard is raising the standard for everyday health.

Our Family of Quality Brands  
Raise the Quality Of Life  
for People Everywhere

A portfolio of purposeful brands

Our Collection of brands offer distinctive value to a wide array of customers and markets. While unique in quality, style and performance, each brand shares a fundamental foundation of bringing life improving health, beauty and responsibility to the world.



**American Standard** has been setting and resetting the standard for life-improving plumbing fixtures and faucets since 1875. With the leading toilet position and number two category position in the US and the top category position in Mexico and Canada, American Standard has earned the trust and confidence of millions of satisfied consumers, plumbers, builders, remodelers designers, architects and engineers for generations.



**DXV** by American Standard is the result of nearly 140 years of American Standard's exceptional beauty and craftsmanship. Celebrating the entry into American Standard's Fifteenth Decade, DXV presents the highest standard of luxury expressed in collections of inspired designs that span the great design movements of our time.



**Liberation** by American Standard provides a comprehensive solution for walk-in bath, walk-in showers and ADA compliant accessories that help aging adults and people with mobility restrictions stay safe and comfortable in their own homes. Liberation is direct to consumer business model that provides full-service capability from product selection to installation.



**Eljer** provides a thoughtful blend of performance and style. Smart features and good looks make Eljer the perfect fit for today's home. Eljer is sold exclusively at Menard's Home Improvement stores.



**Safety Tub** is a proven market leader in premium walk in baths and shower systems. Innovation and constant improvement are the hallmarks of Safety Tub. The result is a line of superior products that provide safety, comfort, beauty and freedom for aging populations and people with limited mobility.



**Crane Plumbing** leads the way in hard-working, value-driven performance for residential and commercial plumbing in the United States and Canada.



**Fiat** is a leader in providing specialty plumbing products to the commercial market including acrylic shower modules, and terrazzo mop basins and laundry tubs.



**DPI** has provided high quality utility and designer wall panels for more than 50 years. With a solid hardboard manufacturing facility located in Alpena Michigan, and a superior finishing facility in Toledo Ohio, we are proud to offer one of America's finest wall panels worldwide.

Diverse Markets, Loyal Trade,  
Committed Partners, Engaged  
Consumers, and Award  
Winning Performance

A snapshot of our success

It all begins with an unmatched legacy of quality, value and innovation that has endured since 1875. Our brands participate in all key market categories including bathroom and kitchen fixtures, faucets and furniture, and accessories. We serve a wide range of customers in the residential remodeling, replacement, new construction and commercial markets. Our distribution network includes wholesalers and showrooms, home improvement retailers, specialty and on-line merchants.

35 out of  
Homes in the US have  
American Standard  
products.

98%  
Builder Awareness.

98%  
Total Awareness  
among consumers.

95%  
Plumbers would  
recommmend using  
American Standard again.

## Awards and Recognition

### Bill and Melinda Gates Foundation

Foundation Grant to develop a prefabricated toilet system that is more hygienic, easier to install, easier to maintain and clean, and can be economically mass-produced.

### EPA WaterSense

WaterSense Partner of the Year 2012. Awarded for the development of Watersense labeled toilet that can be installed without tools and overall water conservation education.

### This Old House Magazine

OutReach Faucet - Best New Home Product of 2010.

### Interior Design Magazine

BEST OF THE YEAR products 2010 - Green Tea Whirlpool.

### Good Design

Awarded by the Chicago Athenaeum: Museum of Architecture and Design and The European Centre for Architecture Art Design and Urban Studies recognized for best sustainable designs.

### Design Journal

ADEX Award - Design Excellence. One of the largest and most prestigious award program for product and project design in the A&D industry.

### Handy Magazine

Best innovation - The Home Depot.

### Home Improvement Magazine

Home Builder Executive Innovation Award.

### Consulting Specifier Magazine

Gold Award in plumbing management category.

### Green Builder Magazine

Editors Pick for Hot 50 Products of the Year.

## Markets Segments

Residential  
Multifamily  
Education  
Healthcare  
Government  
Hospitality

## Position

#1 US Toilets  
#2 US Category  
#1 Mexico Category  
#1 Canada Category

## Distribution Channels

Wholesale  
Showroom  
Retail  
Online



Purpose.  
Passion.  
Performance.

Holding ourselves to a higher standard

We hold tightly to our proud legacy as we move confidently forward to meet the needs of a new generation. Improving everyday and eager to make every tomorrow healthier, safer and more beautiful for everyone.

American Standard.



*American  
Standard*