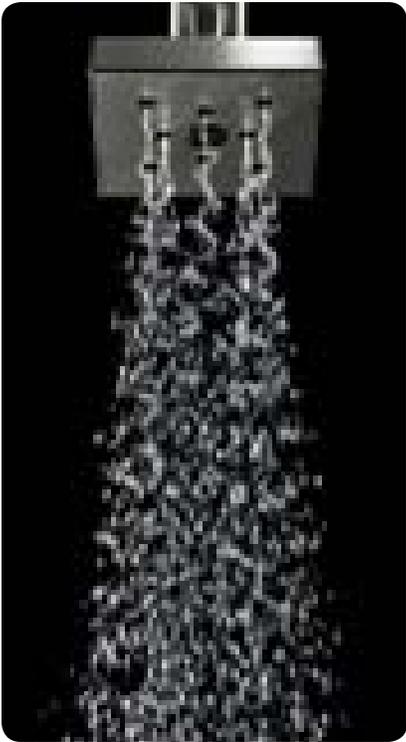




Internal use only.  
Do not distribute.



## H2Okinetic™ Showers

The feeling of more water, without using more water.

## Table of Contents



**Get to Know H<sub>2</sub>Okinetic™ Technology** .....3-5

**H<sub>2</sub>Okinetic Shower Products**

In2ition® ..... 6  
 Handshowers..... 7-8  
 Showerheads ..... 9

**Marketing Materials to Help You Sell H<sub>2</sub>Okinetic Showers**

Consumer Print Ad..... 10  
 Television Spot ..... 10  
 Consumer Rich Media Ad ..... 10  
 Trade Print Ad..... 11  
 Trade Rich Media Ad ..... 11  
 Consumer Brochure..... 12  
 Technical Brochure ..... 12  
 Sell Sheet..... 12  
 Experiential Video..... 13  
 Technical Video..... 13  
 In2ition Video..... 14  
 Multi-Setting Handshower Video..... 14  
 Single-Setting Handshower Video ..... 14  
 Showerhead Video ..... 14  
 Smart Solutions Web Page ..... 15  
 Email Campaign..... 15  
 Standard Presentations ..... 16  
 eLearning Courses ..... 16  
 Key Message Training Card ..... 17  
 Display Sticker ..... 17  
 Pop-Up Banner..... 17  
 Poster ..... 18  
 Counter Plan-O-Gram..... 18

 = MagnaTite® Docking

 = Water-Efficient Product—Flow rate of 1.5 or 2.0 gpm versus Industry Standard of ASME A112.18.1/CSA B125.1 of 2.5 gpm.

 = WaterSense® Labeled Product

## Get to Know H<sub>2</sub>Okinetic™ Technology.



We've prepared this communication guide to provide you with a brief overview of Delta's revolutionary shower innovation: H<sub>2</sub>Okinetic Technology.

This piece is not intended to be used as product literature; rather it's been designed to give you an overview about this technology, its positioning and the marketing materials and sales tools available for you to use.

Please note that this guide is for **internal use only**. Please do not distribute or share it with anyone outside of the organization.

### Why H<sub>2</sub>Okinetic Technology was created.

At Delta®, we're committed to providing better ways to use water. That's why when we created H<sub>2</sub>Okinetic Technology, we designed it to be incredibly efficient, without sacrificing experience.

In fact, the H<sub>2</sub>Okinetic shower experience is quite revolutionary on its own. Larger water droplets move in a unique wave pattern, providing warmer, more drenching coverage.

It's the feeling of more water, without using more water.





### How H<sub>2</sub>Okinetic Showers work.

H<sub>2</sub>Okinetic Showers look different, because they are different. The result of extensive research and development, H<sub>2</sub>Okinetic Showers harness the natural energy of water unlike any shower has before.

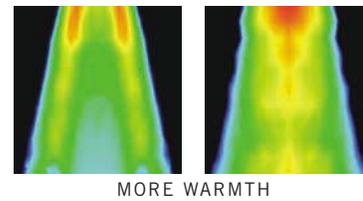
Inside the showerhead, water is channeled through a series of strategically placed, highly engineered chambers. The chambers create velocity and sculpt the water into a unique wave pattern that blankets the body with coverage. And all this happens without any internal moving parts that could break or degrade over time.

### Results you can see. And feel.

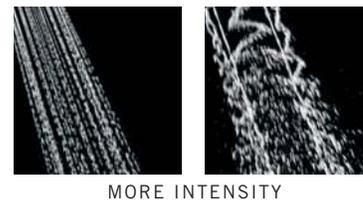
H<sub>2</sub>Okinetic Showers provide 3X the coverage of a standard shower.\*



Larger water droplets and a dense shower spray pattern result in a warmer shower experience.



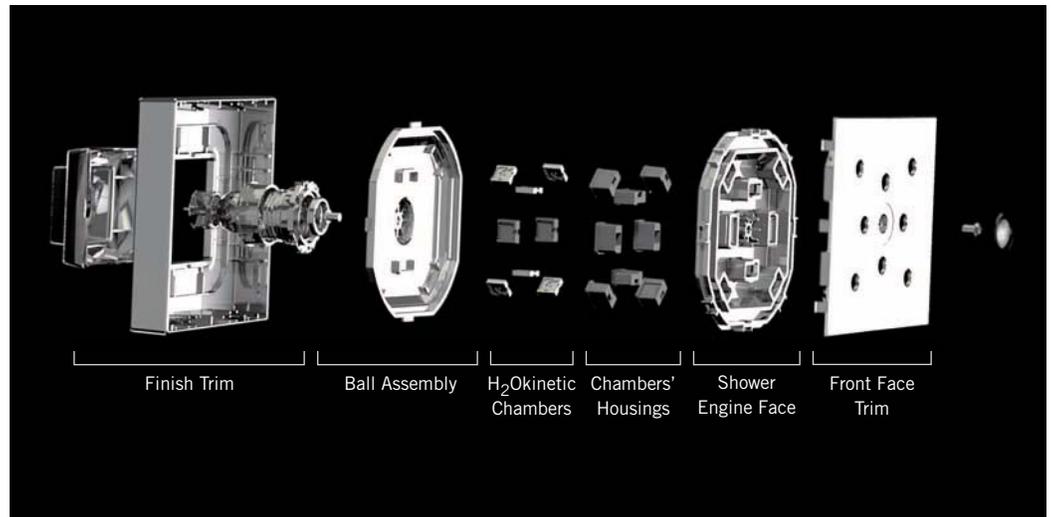
The unique wave pattern and velocity of the water create the feeling of more pressure.



\*Coverage measured in accordance with EPA Watersense® Specification for Showerheads, March 4, 2010.



### How H<sub>2</sub>Okinetic Showers work.



### CONTROLLING THE WAY THE WATER MOVES.

Water enters the chamber and flows through highly engineered channels, which control the shape, size and velocity of the water droplets.

At the bottom of the chamber, the water forms vortices.

The vortices allow water to exit the showerhead in an oscillating pattern.

## H<sub>2</sub>Okinetic Shower Products

### IN2ITION® TWO-IN-ONE SHOWERS



58470



58471-PK



58472



### Spray Settings



= Pause (P)



= Massage Spray (M)



= H<sub>2</sub>Okinetic Spray (H<sub>2</sub>O)



= H<sub>2</sub>Okinetic Spray w/Massage (H<sub>2</sub>OM)

## H<sub>2</sub>Okinetic Shower Products

### HANDSHOWERS



51308



55433



54433-PK



59433-PK



51105



55411



54411-PK



59411-PK



### Spray Settings

 = Pause (P)

 = Massage Spray (M)

 = H<sub>2</sub>Okinetic Spray (H<sub>2</sub>O)

## H<sub>2</sub>Okinetic™ Shower Products

### HANDSHOWERS (CONTINUED)



51205



55421



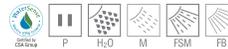
54421-PK



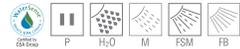
59421-PK



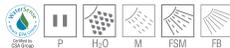
51405



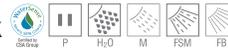
55445



54445-PK



59445-PK



### Spray Settings



## H<sub>2</sub>Okinetic™ Shower Products

### SHOWERHEADS



RP70171



RP70172



RP70173



RP70175



RP61274



RP61265



### Spray Settings



## Marketing Support

### CONSUMER ADVERTISING

#### Consumer Print Ad

An introduction of the technology and its benefits to the consumer audience. Use the tagable versions with your customers to drive demand to their locations.



#### Television Spot

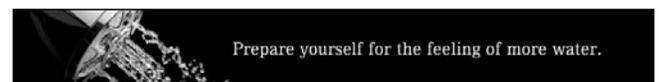
An upbeat, fun call-to-action to consumers to “Get ready for the feeling of more water.”

Find it: [deltafaucet.com/videogallery](http://deltafaucet.com/videogallery)  
[youtube.com/deltafaucet](http://youtube.com/deltafaucet)



#### Consumer Rich Media Ad

Interactive, online H<sub>2</sub>Okinetic Shower experience to engage consumers.

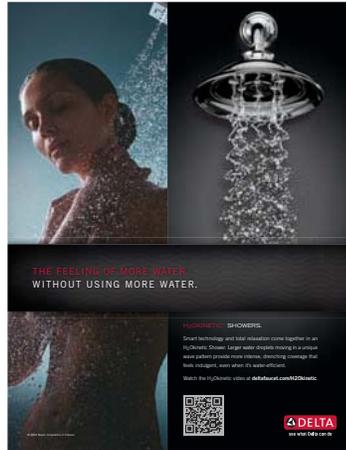


## Marketing Support

### TRADE ADVERTISING: DRIVING DEMAND WITH TRADE AUDIENCES

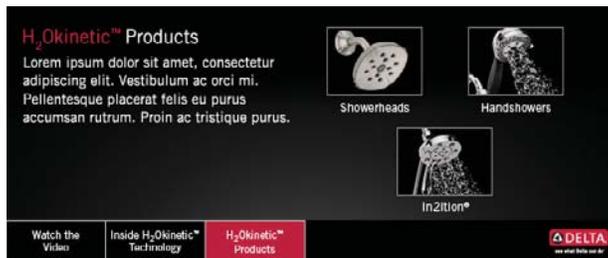
#### Trade Print Ad

An introduction to the technology and its benefits to the trade audience.



#### Trade Rich Media Ad

An interactive experience that highlights the benefits of H<sub>2</sub>Okinetic Showers. Features a video and a product showcase.



# Marketing Support

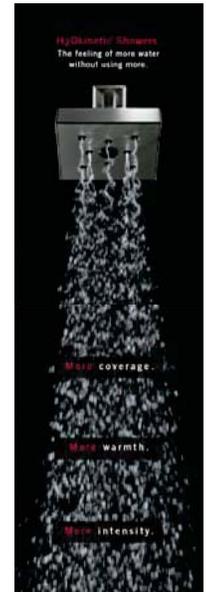
## COLLATERAL

### Consumer Brochure DL-1780

Introduces the concept of the feeling of more water to consumers. Gives a glimpse into how H<sub>2</sub>Okinetic Showers work.

Have your customers (e.g., showrooms, builders, etc.) provide these to their customers.

**Find it:** Available in the literature system.




### Technical Brochure DL-1781

A detailed explanation of how H<sub>2</sub>Okinetic Showers work and the benefit to both the trade and consumer audiences.

Give to your wholesalers, plumbers and other influencers to explain how H<sub>2</sub>Okinetic Showers work.

**Find it:** Available in the literature system.



### Sell Sheet DL-1783

The quick highlights of H<sub>2</sub>Okinetic Showers. Features select products.

**Find it:** Available electronically at [deltafaucet.com](http://deltafaucet.com) and [deltafaucet.biz](http://deltafaucet.biz).

Also available in the literature system.

## Marketing Support

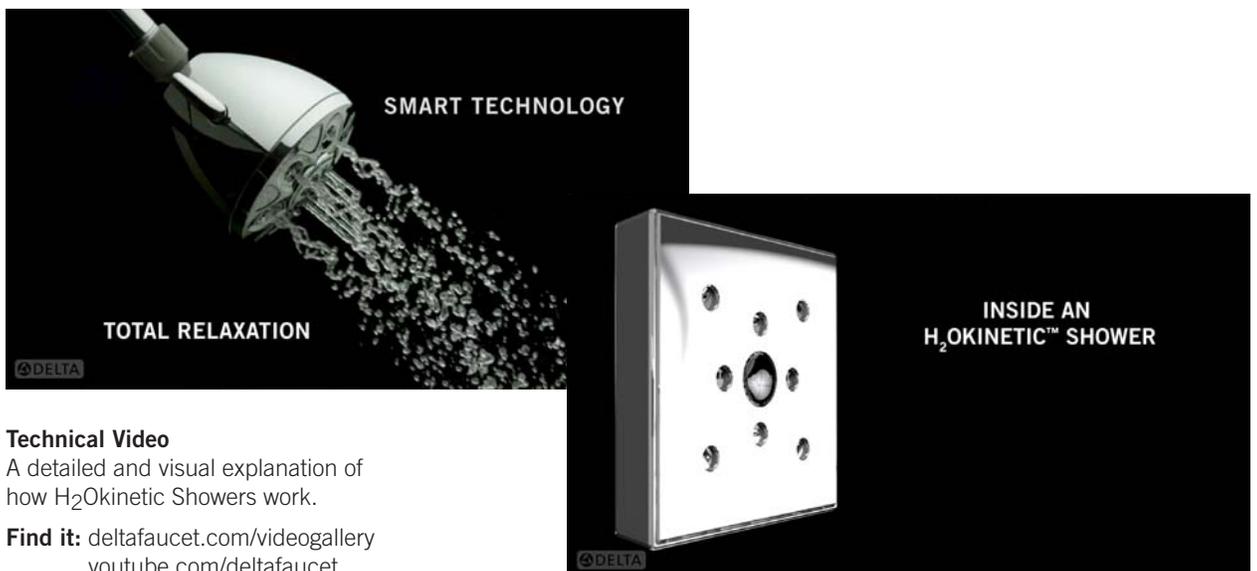
### MARKETING AND TECHNICAL VIDEOS: DELIVER THE EXPERIENCE OF MORE WATER, WITHOUT ACTUAL RUNNING WATER



#### Experiential Video

Used online for both trade and consumer audiences, this video brings to life the idea of the feeling of more water.

**Find it:** [deltafaucet.com/videogallery](http://deltafaucet.com/videogallery)  
[youtube.com/deltafaucet](http://youtube.com/deltafaucet)



#### Technical Video

A detailed and visual explanation of how H<sub>2</sub>Okinetic Showers work.

**Find it:** [deltafaucet.com/videogallery](http://deltafaucet.com/videogallery)  
[youtube.com/deltafaucet](http://youtube.com/deltafaucet)

## Marketing Support

### PRODUCT VIDEOS

#### In2ition® Video

Product video highlighting In2ition showers with H<sub>2</sub>Okinetic Technology.

**Find it:** [deltafaucet.com/videogallery](http://deltafaucet.com/videogallery)  
[youtube.com/deltafaucet](http://youtube.com/deltafaucet)



#### Multi-Setting Handshower Video

Product video highlighting H<sub>2</sub>Okinetic handshowers with multiple settings, including the pause feature, full body spray, massage spray and more.

**Find it:** [deltafaucet.com/videogallery](http://deltafaucet.com/videogallery)  
[youtube.com/deltafaucet](http://youtube.com/deltafaucet)



#### Single-Setting Handshower Video

Product video highlighting H<sub>2</sub>Okinetic single-setting handshowers.

**Find it:** [deltafaucet.com/videogallery](http://deltafaucet.com/videogallery)  
[youtube.com/deltafaucet](http://youtube.com/deltafaucet)



#### Showerhead Video

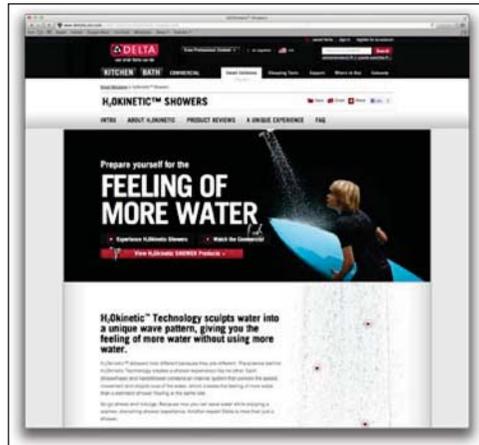
Product video highlighting H<sub>2</sub>Okinetic showerheads in a variety of styles.

**Find it:** [deltafaucet.com/videogallery](http://deltafaucet.com/videogallery)  
[youtube.com/deltafaucet](http://youtube.com/deltafaucet)



## Marketing Support

### WEB PAGE, EMAIL AND FLASH DRIVE



#### Smart Solutions Web Page

The online source for comprehensive information on H<sub>2</sub>Okinetic Technology.

Find it: [deltafaucet.com/smart-solutions/h2okinetic-showers.html](http://deltafaucet.com/smart-solutions/h2okinetic-showers.html)



#### Email Campaign

Targeted digital communication that introduces H<sub>2</sub>Okinetic Technology to showroom professionals and the trade audience.

## Marketing Support

### STANDARD PRESENTATIONS AND eLEARNING COURSES



#### Standard Presentations

Overview of H<sub>2</sub>Okinetic Showers to share with showrooms, wholesalers and other customers.

**Find it:** [deltafaucet.biz/training/standardized-sales-presentation/download\\_powerpoint\\_presentation.html](http://deltafaucet.biz/training/standardized-sales-presentation/download_powerpoint_presentation.html)



#### eLearning Courses

Online training for agency representatives and customers on the benefits of H<sub>2</sub>Okinetic Showers.

**Find it:**

**Agencies:** Delta Faucet University.

**Customers:** [deltafaucet.com](http://deltafaucet.com) in the “Professionals” area under “Training.”

## Marketing Support

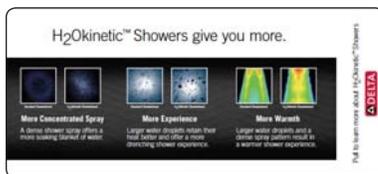
### KEY MESSAGE TRAINING CARD, DISPLAY STICKER AND POP-UP BANNER



**Key Message Training Card  
DL-1784**

Quick visual reminder highlighting key messages of H<sub>2</sub>Okinetic Showers.

**Find it:** Available in the literature system.



**Display Sticker  
POP-1036**

Shows the spray pattern to help customers see the experience an H<sub>2</sub>Okinetic Shower can offer.

**Find it:** Available in JDE.



**Pop-Up Banner**

Serves as the perfect visual backdrop for a meeting or presentation.

**Find it:** Available in the library program.

## Marketing Support

### POSTER AND COUNTER PLAN-O-GRAM



#### Poster POP-1039

Illustrates the feeling of more water. Gets people intrigued about H<sub>2</sub>Okinetic Showers.

**Find it:** Available in JDE.



#### Counter Plan-O-Gram

Visually explains how to position H<sub>2</sub>Okinetic display materials and signage.

**Find it:** Available on [deltafaucet.biz](http://deltafaucet.biz) under "Frequently Used Resources" in the "Key Launch Information" area.