



MARKETING BULLETIN

To: All Mansfield® Plumbing Distributors and Sales Team

Date: April 11, 2005

Re: Mansfield® Plumbing 181 Alto™ Toilet Tank Launch

Mansfield® Plumbing Products LLC is proud to introduce the new 181 Alto™ toilet tank available with a color-match trip lever in White, Biscuit or Classic Bone and Fluidmaster® 400A fill valve. For use on the 117, 130, 131, 135, 137NS, 138 and 139NS. Available in White, Biscuit and Classic Bone.



Alto™ Toilet Tank (Model 181): A traditional 1.6 Gpf / 6.0 Lpf toilet tank with cover, tank trim and left hand color-match plastic trip lever.

List Pricing: These products follow the Mansfield® Plumbing discount program.

<u>Model/Description</u>	<u>White</u>	<u>Standard</u>
181 Alto™ Toilet Tank	\$75.00	\$85.00

These **Mansfield®** products **meets and exceeds all ANSI & CSA standards for performance** including Mansfield's® own rigorous internal testing standards. They are covered by the ultimate in protection - Mansfield's® *Limited Lifetime Warranty*.

Availability: Available now!

Packaging: Packaging will be reinforced corrugated cartons with inserts to protect contents. Including three (3) tank bolts with nuts and washers, one (1) tank-to-bowl gasket and installation instructions.

Warranty: Limited Lifetime Warranty

Color: White, Standard (Biscuit and Classic Bone) colors

Display Program: Mansfield® offers limited number of sales samples for display and sales purposes at 0.54 less 50% (.27 multiplier). Display samples are administered through your Mansfield® Sales Representative and Regional Sales Manager.

Mansfield Plumbing Products LLC
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www.mansfieldplumbing.com , www.windsorcollection.net



Pricing Info: Mansfield® brand products follow the Mansfield® product discount structure. Please retain this Marketing Bulletin until the pricing updates are included in the next List Price Book reprint.

Sales Training: Contact your Mansfield® Regional Managers for comprehensive sales and product training.

Customer Service & Technical Support: For assistance with order processing, order tracking, order changes, shipping information and other issues, please contact our professional and courteous Customer Service staff at (877) 850-3060 - Monday-Friday 8:00 AM - 7:00 PM EST and Saturday 9:00 AM - 5:00 PM EST.

Marketing Support: To ensure the success of this product launch, Mansfield® is developing the necessary sales tools to support this product launch. The package will include:

- Alto™ Toilet Tank Spec Sheet – Next reprint
- Included in all related Toilet Spec Sheets – Next reprint
- Included in all Mansfield® Binders – Next reprint
- Individual Product Pages on www.mansfieldplumbing.com – Now!
- Added to future List Price Books - 3Q05
- Exposure at regional and national trade shows: Including KBIS, ASPE/EPE and many others. – Ongoing
- Sales Tools: Include in many new brochures, sales tools and POP in upcoming months.

We appreciate your past business and look forward to serving your future plumbing fixture and fittings needs. If you have any questions about this information, please contact your area Mansfield® Sales Representative or contact *Customer Assistance* toll-free at (877) 850-3060.

Sincerely,

A handwritten signature in black ink, appearing to read "B. Morehead", written in a cursive style.

Bryan Morehead
Marketing Communications Manager