



MARKETING BULLETIN

To: All Mansfield® Plumbing Distributors and Sales Team

Date: January 5, 2006

Re: New Model 136NS-163NS New Aleur™ Toilet Launch

Mansfield® Plumbing Products LLC is proud to introduce the new 136NS-163NS New Aleur™ elongated front toilet. This new model has the same close-coupled design simulating a one-piece look and will replace the discontinued 136-163 Aleur™ toilet.



New Aleur™ Toilet (Model 136NS-163NS): A 1.6 Gpf/6.0 Lpf elongated front, two-piece toilet combination. Features a fully glazed two-inch trapway, a large water surface area, and a 12" rough-in installation. Complete with tank trim and a chrome plated, plastic trip lever. Less toilet seat and supply. Available in White, Standard and Designer colors.

With the introduction of the 136NS-163NS New Aleur toilet, the 136-163 Aleur toilet (Pictured right) will be discontinued immediately. Discontinued →



Old Aleur Toilet
Model 136-163

This **Mansfield®** product **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*.

List Pricing: List pricing is the same as published for the model 136-163 Aleur™ toilet. Adding a "NS" has modified the model numbers for both the bowl and tank. The product follows the Mansfield® Plumbing discount program.

Model/Description	White	Standard	Designer
136NS-163NS New Aleur™ Toilet	\$ 233.00	\$ 298.00	\$ 362.00
136NS New Aleur™ Toilet Bowl	\$ 143.00	\$ 178.00	\$ 216.00
163NS New Aleur™ Toilet Tank	\$ 90.00	\$ 120.00	\$ 146.00



To find out more about the New Aleur toilet and other new products, contact your local Mansfield® Sales Representative.

Availability: January 1, 2006

Packaging: Packaging will be reinforced corrugated cartons to protect contents. Toilet tank and bowl combination in separate cartons complete with two (2) tank bolts with nuts and washers, one (1) tank-to-bowl gasket, two (2) bolt caps and installation instructions.

Warranty: Vitreous china – Limited Lifetime; Tank trim – Limited One Year

Colors:

136NS-163NS: White; **Standard Colors:** (Biscuit, Classic Bone) **Designer Colors:** (Black)

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.

Pricing Info: The 2004-05 Mansfield® List Price Book dated November 1, 2004 is accurate. These products with revised model numbers will be included in the next reprint. Please use this sheet in the interim for supplemental pricing information.

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 – 6:00 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:

- 136NS-163NS Aleur™ Toilet Specification Sheet – Now!
- Included in Mansfield® Catalog Binder – Now!
- Included in 2006 Mansfield® List Price Book – February, 2006!
- Included in Builder Brochure – Next Reprint!
- Individual Product Pages on www.mansfieldplumbing.com – Soon!
- Exposure at regional and national trade shows: Including KBIS, ASPE/EPE, water related events 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 Service* toll-free at (877) 850-3060.

Sincerely,

Bryan Morehead



Marketing Communications Manager