

> LIXIL BUILDER ADVANTAGE

*American
Standard*

GROHE

DXXV

FIAT
PRODUCTS



**> TAP THE
POWER
OF WATER**





LIXIL Water Technology Americas (LIXIL) is a growing and influential water company that unites leading bathroom, kitchen and sanitary brands for the builder market. Together, we bring better living solutions to people everywhere.

Tap the power of water for your homebuyers. Our wide range of style options, including traditional, transitional and contemporary, will provide you with great flexibility and trending designs while also delivering long-lasting performance to you and your homeowners.

Our LIXIL Builder Advantage program positions you to achieve a competitive advantage while exceeding customer expectations.

➤ ONE SOURCE FOR EVERY LIFESTYLE

Our well-established bathroom and kitchen brands offer a wide range of style options—from traditional to transitional to contemporary—to help bring overall project design visions forward while delivering long-lasting performance, enduring beauty and value for the investment.



Inviting style, superior performance, built-to-last quality and purposeful function improve everyday living and raise the standard of health, safety and beauty in and around the kitchen and bathroom.

- Broad array of design-matched ensembles
- More than 130 high-efficiency toilets with 1,000 g MaP rating
- Water-conserving showerheads and faucets that never sacrifice performance for efficiency
- EverClean® Surface: Antimicrobial technology that inhibits the growth of stain- and odor-causing mold, mildew and bacteria on the surface



German engineering, advanced technologies and cosmopolitan designs merge in this line of kitchen and bathroom faucets, delighting homeowners while exceeding their expectations.

- Distinctive design aesthetics suitable across the style spectrum, from traditional to modern and contemporary
- Leading technology that enhances use, enjoyment and longevity
- Superior water- and energy-saving performance



A multitude of exceptional bathroom collections that reimagine the most influential design movements of the past 150 years, fusing state-of-the-art technologies with inspired design.

- › Handcrafted elegance to elevate every environment
- › Complete collections representing Classic, Golden Era, Modern and Contemporary design movements
- › State-of-the-art features that deliver convenience and trouble-free operation

Durability and functional beauty for shower, laundry and work rooms bring utility to life.

- › Durable and versatile materials, including terrazzo, molded stone, acrylic and polyethylene
- › Complete specialty line of shower floors, laundry tubs and mop basins



› HOW LIXIL BUILDER ADVANTAGE WORKS FOR YOU

We have developed a tiered rewards program featuring a variety of key support opportunities, including product solutions, rebate programs, dedicated rep support and more.



LIXIL BUILDER ADVANTAGE

CHOICE REWARDS

- › Specify or install LIXIL branded products
- › Partner with LIXIL distributors/showrooms



LIXIL BUILDER ADVANTAGE

SELECT

- › Minimum of 3-year exclusive commitment
- › Advertisements and photography must not reference competing plumbing manufacturers
- › Participate in an annual audit of model homes and communities



› YOUR COMMITMENT

To become a member of the LIXIL Builder Advantage program, we require a level of commitment that ensures homeowners experience the design excellence, craftsmanship and performance our brands deliver. Builders must agree to the following to be eligible for the program:

- › Complete the terms and conditions agreement before benefits begin
- › Allow LIXIL to promote the builder's brand on social media



	LIXIL BUILDER ADVANTAGE CHOICE REWARDS	LIXIL BUILDER ADVANTAGE SELECT
MARKETING ASSISTANCE		
Access to our exclusive library of photography, videos and national advertising campaigns	✓	✓
New product signage detailing key features and benefits	✓	✓
Dedicated sales representative	✓	✓
Quarterly Builder Newsletter Subscription	✓	✓
Product warranty booklet	✓	✓
Eligibility for model home co-op:		
Open-house sponsorships starting at \$250 per year	✓	✓
"LIXIL Builder Advantage: Products <i>At a glance</i> ," our product reference guide	✓	✓
Listing on builder landing webpage with direct link to your website		✓
TRAINING AND RESOURCES		
Eligibility for onsite plumber/installer training	✓	✓
Personal product specification consultation with a LIXIL representative		✓
Access to personalized product training		✓
Access to LIXIL's training centers		✓
MODEL HOME AND DISPLAY BENEFITS		
Take advantage of no-charge select products and displays for your model home and selection center.		
Up to \$750 in brass		✓
Up to \$750 in chinaware		
Up to \$1,750 in bathing		
Up to \$5,000 for complete model based on a case-by-case basis		
1 model per 50 homes. No-charge product amount is based on list price.		
ANNUAL PRODUCT REWARDS		
5% DXV on list price	✓	
3% GROHE on list price		
2% ASB on list price		
CUSTOMIZED ANNUAL OR QUARTERLY REBATE		✓

Let's get started. Sign up now
at LIXILBuilderAdvantage.com



Link to Good Living