

A revolution in
under-sink thinking
is here.



Merillat®

COREGUARD™
SINK BASE

A lot happens under your sink.



Sneaky leaks



Goopy globs



Bumps
& knocks



Installation
issues



Stains, smells
& other damage

35% of homeowners
have experienced
under-sink damage.

—Merillat web survey (618 respondents)

There is a better way.

Merillat has taken a common problem—under-sink damage caused by minor leaks, drips and spills—and turned it into an innovative, game-changing solution.

We call it the CoreGuard™ Sink Base. And it's available exclusively with Merillat Classic®.

“Awesome.”

—Consumer focus group member

“I’m thinking resale. My cabinet looks horrible because we’ve had some water damage (to the sink base floor). But if I had this, I could open my cabinet, and say ‘look at this.’”

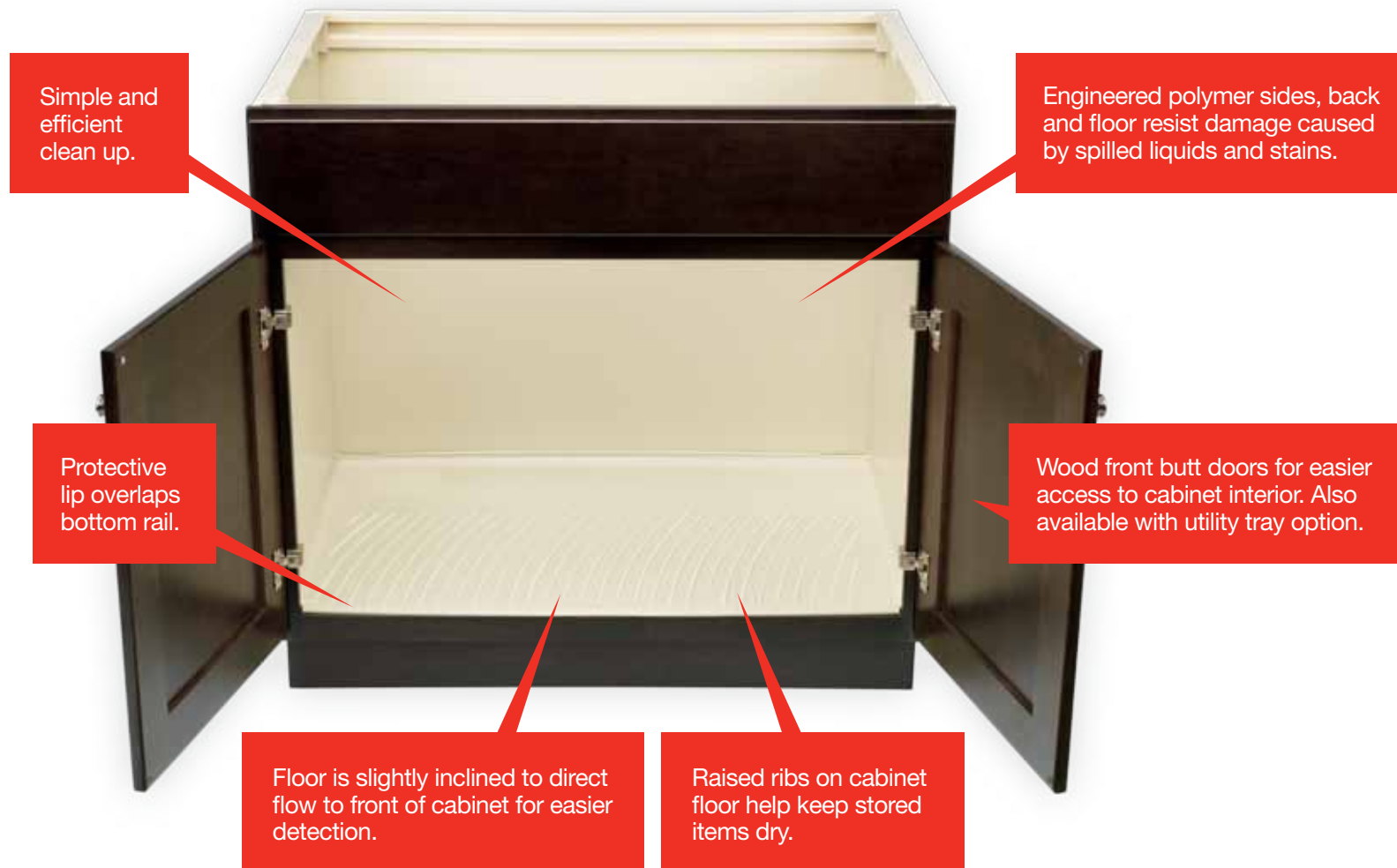
—Consumer focus group member



Introducing **Merillat**®

COREGUARD™ SINK BASE

The CoreGuard™ Sink Base is an extraordinary innovation made from engineered polymers that resist damage from minor leaks, spills and stains.



Available in both 30" and 36" widths with Merillat Classic®.

Patent pending.
Meets or exceeds all KCMA standards.



Helps protect the homeowner's kitchen investment.

- Resists damage caused by minor side sprays, leaks and spills.
- Raised ribs direct liquid flow to cabinet front for easier detection and clean up.
- Engineered polymer surfaces for built-in durability.
- Maximum liquid capacity – 2 gallons (30" sink base); 2.5 gallons (36" sink base).

Gives you a competitive advantage.

- The CoreGuard™ Sink Base can provide a clear competitive advantage – no one else in the marketplace is doing anything quite like it.
- It provides a powerful upgrade option from a standard sink base, giving consumers additional choices within Merillat Classic®.
- Ideal for multi-unit residential and commercial application – little maintenance required.

“This is like an insurance policy for the investment made in your brand-new kitchen. It gives value over the competition.”

–Builder focus group member



Easier clean up



The CoreGuard™ Sink Base works with Merillat Classic® door styles



Raised ribs direct liquid flow

In-store support materials

Giving your customers a chance to see and touch the CoreGuard™ Sink Base.



- ▲ CoreGuard™ Sink Base Showroom Video
Order #15883846



- ◀ CoreGuard™ Sink Base Consumer Brochure
Available in packets of 25
Order #15883812
- ◀ CoreGuard™ Sink Base Care and Cleaning Guide
Available as 1 each
Order #15884364



- ◀ CoreGuard™ Sink Base Tabletop Display
Features CoreGuard™ Sink Base floor sample and brochure holder.

Overall size
11" (W) x 14.5" (H) x 9" (D)
Order #15883853

- CoreGuard™ Sink Base Display Fixture ▶
Features 1/2 CoreGuard™ Sink Base so customers can easily view the CoreGuard™ difference, along with colorful graphics and brochure holder.

Overall size 23" (W) x 63" (H) x 26" (D)
Order #15883820
Note: Display ships as shown, or in the reverse.



COREGUARD™
SINK BASE

Marketing support materials

Helping you spread the word to your customers.

We've created many materials for you to customize including:

- Ad templates
- Direct mail templates
- Radio script

Available August 1, 2010.



National support

Creating a national buzz for the CoreGuard™ Sink Base.



www.Merillat.com

- Online banner ads
- Public relations
- Media coverage
- Promotions
- Social engagement
 - MerillatRoundtable.com
 - [facebook](https://www.facebook.com/merillat)
 - [twitter](https://twitter.com/merillat)





Installation

The CoreGuard™ Sink Base comes fully assembled and installs just like a standard sink base.

- 20% lighter than our standard sink base.
- Lift and carry handles for easier transport and installation.
- Face frame and door assembly can be removed and replaced.



Warranty

The CoreGuard™ Sink Base comes with the Merillat Classic® 25 year limited warranty. To see the full warranty visit www.Merillat.com.

Want to learn more?

Visit www.Merillat.com. Coming late August 2010.

Need marketing support?

In-store support materials available at www.MerillatBusiness.com now. Marketing support templates available August 1, 2010.

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the dream kitchen for the real world.

