



## **Delta Faucet Company Opens Flagship Showroom in Chicago's Merchandise Mart DREAM2O Showroom Features Interactive Tools for Architects, Designers, and Homeowners**

Published: Wednesday, 11 May 2011 | 7:10 AM ET  
Text Size

INDIANAPOLIS, May 11, 2011 /PRNewswire via COMTEX/ -- Delta Faucet Company unveiled its flagship DREAM2O(SM) showroom, located in Chicago's Merchandise Mart, during a private grand opening event on Thursday, May 5. The new 3,097 square-foot design center is a hands-on, interactive environment where architects, designers, and homeowners can experience more than 90 fully-functioning faucets and fixtures from the Delta and Brizo brands.

"The DREAM2O showroom was designed to be a one-of-a-kind space where visitors can see for themselves what makes Delta and Brizo products stand out," said Susan Fisher, vice president of marketing for Delta Faucet Company. "From the sound and feel of a laminar flow ribbon faucet, to the size of water droplets coming from our showerheads featuring H2Okinetic Technology and the sensitivity of our touch-activated faucets, the working units and technology within the space are intended to appeal to senses and offer more information about the products than just how they look." The showroom integrates a variety of high-tech resources, including a 9 feet by 3 feet interactive touch wall that features a photo library with the ability to scale and rotate images, view product details and 360-degree renderings, modify the finish on-screen, and view videos and technology overviews. Along with a showroom-exclusive iPad app that comes complete with full product catalogs for both Delta and Brizo products, users have the ability to create an account that enables them to save products to their "favorites" library for future reference and email information about specific products to themselves, a designer, or clients.

The showroom was also designed to reflect the company's commitment to sustainability. Bamboo floors, porcelain tile, and recycled carpet make up the majority of materials used throughout the space. Even the mannequin arms in the front window are recycled from previous displays.

"We also wanted this space to reinforce the values we've established as a company and our commitment to the environment," added Fisher. "Our designer has a deep

understanding of our goals and brought her experience working with sustainable and recycled materials to bear. In the end, 90 percent of the materials used in the space are recycled, recyclable or sustainable." Situated in the LuxeHome collection of boutiques on the first floor of the Merchandise Mart, the Dream2O showroom is now open for visitors Monday-Friday 9 a.m. - 5 p.m. and Saturday 10 a.m. - 3 p.m. For more information, contact 312-420-7374 or visit: [dream2oshowroom.com](http://dream2oshowroom.com) About Delta Faucet Company Delta Faucet Company is one of the largest U.S. manufacturers of residential and commercial faucets. The company manufactures the Delta , Brizo and Peerless faucet brands.

The flagship Delta brand develops stylish and innovative products that add functionality and help consumers find a smarter way to work with water. Brizo, a premium, fashion faucet brand, meets the demand for aesthetics and performance with a collection of distinctively designed faucets that create a fashion statement in the home, while the Peerless brand offers affordable faucets with proven design in a range of styles and finishes for both consumers and trade professionals alike.

Delta Faucet Company places a high priority on products that address today's environmental concerns, such as accessibility to water, water conservation and water quality. To that end, Delta Faucet invests in internal processes and systems that provide innovative solutions and ensure exceptional customer satisfaction. As a manufacturer partner of WaterSense , a program of the U.S.

Environmental Protection Agency (EPA), Delta Faucet Company is committed to working with the EPA to actively protect the future of our nation's water supply. The Company also practices improved manufacturing processes to reduce its ecological footprint.

Masco Corporation (NYSE: MAS), is one of the world's largest manufacturers of brand-name consumer products for the home and family, including Behr paint, Delta and Hansgrohe faucets, bath and shower fixtures, KraftMaid and Merillat cabinets, Milgard windows and doors and Verve(TM) lighting systems. Masco is also a leading provider of services that include the installation of insulation and other building products through Masco Contractor Services and Masco Home Services. Visit [www.masco.com](http://www.masco.com) for more information on the Masco family of brands