



FOR IMMEDIATE RELEASE

## **Mansfield Plumbing rewards distributors for selling its popular U.S.-made, top-flushing toilets**

*-- Manufacturer's 'American Muscle' promotion celebrates  
'Made in America' products and their performance 'strength' --*

**PERRYSVILLE, Ohio (June 28, 2011)** – Mansfield Plumbing Products (Mansfield) is announcing that all distributors who sell its popular Alto and Summit toilets can accumulate points toward their choice of six awards, including several vacation prizes, sports tickets and more.

Even though Mansfield just launched its “American Muscle” promotion, the majority of its distributor customer base has already signed up to participate.

“In these economic times, our distributors appreciate the fact that most of our products are made in the U.S.A. and understand the importance of keeping jobs here. They will not accept products of lesser quality or value. American products have to be affordable and perform at the top of their categories – just like our Alto and Summit toilets,” says Charles Scott, vice president of marketing for Mansfield. “We have improved the flush performance of the Alto 1.28, alto 1.6 and Summit to 600, 800 and 1,000 grams respectively. This promotion helps us get the word out. We’re happy to have so many distributors on board, and hope to have many more.”

To qualify, all Alto and Summit purchases must be made between Jan. 1 and Oct. 31, 2011. Each toilet is worth between 1 to 2 points which are awarded based on incremental sales. The prizes levels are:

- Level 1 (100 points): \$100 Visa card.
- Level 2 (350 points): A two-night stay for two adults at one of 1100 hotels in Canada and the U.S.
- Level 3 (850 points): One-night sports vacation for two with hotel, breakfast and tickets to any professional, regular season sporting event.

- Level 4 (950 points): A two-night stay for two adults at a luxury worldwide hotel, resort or spa.
- Level 5 (1,350 points): Three-night Baja or Bahamian cruise vacation for two.
- Level 6 (1,850 points): Airfare anywhere in the U.S., plus a one-night hotel stay, breakfast, and two tickets to any professional regular sporting event.

For more information about participating and each toilet's point value, contact Mary Matt at [mmatt@mansfieldplumbing.com](mailto:mmatt@mansfieldplumbing.com).

For more information on Mansfield's products, visit [www.mansfieldplumbing.com](http://www.mansfieldplumbing.com).

### **ABOUT MANSFIELD PLUMBING**

Mansfield precision manufactures more than 2.5 million pieces each year at its U.S. headquarters in Perrysville, Ohio. Two other plants operate in the U.S.: Big Prairie, Ohio, and Henderson, Texas. With almost 500 employees, Mansfield is one of the largest domestic producers of sanitary ware, and is proud to say many of the products are "Made in the USA." Mansfield's plumbing fixtures and fittings are available through one of the industry's most extensive networks of more than 2,800 distributors located throughout the U.S., Puerto Rico and Canada. Additionally, the company's plumbing products are sold through select retail, do-it-yourself home improvement centers and designer kitchen and bath showrooms. Mansfield Plumbing Products, founded in 1929, was purchased by Corona (one of the world's largest manufacturers of china) in 2004 and is a leading producer of top quality, high-design, performance plumbing fixtures and fittings for use in residential, commercial and institutional markets. Visit [www.mansfieldplumbing.com](http://www.mansfieldplumbing.com) or call 877-850-3060 for more information.

### **MEDIA CONTACT**

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### **EDITOR'S NOTE**

Mansfield Plumbing representatives are available for interviews.

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