



YOUR "MADE IN USA" PARTNER

PICTURED:
Elmer Kline, one of several generations of
Klines who have dedicated their careers
to the Mansfield family.



DEEP ROOTS, PROUD HERITAGE

For over 90 years, Mansfield Plumbing Products has been the American Heartland family's choice for toilets, bathtubs, lavatories and urinals.

For the past 20 years, strong relationships with national and regional builders have introduced Mansfield into new areas coast to coast.

With Mansfield's strong position as the third largest supplier of toilets in the USA, the next 90 years of being an American brand for the consumer and tradesman will continue to see Mansfield flourish.



AT MANSFIELD, “MADE IN USA” IS MORE THAN A SLOGAN

Our continuous 90-year history of producing sanitary-ware in Ohio and bathware in Texas speaks not only to our expertise in the industry, but also to our commitment to the American worker. **More than 95% of Mansfield's sales are products made right here in the United States.** Every day, our 600 employees pour their hearts into handcrafting quality products for families and trade professionals across the country.

“MADE IN USA” IS SIMPLY GOOD BUSINESS:

In addition to supporting domestic manufacturing, buying American also provides many **financial, operational and marketing advantages:**

1. Consumers prefer Made in USA
2. Shorter lead times
3. Lower inventory level requirements
4. Higher GMROI
5. Selective Distribution Limits Price Wars
6. Control over quality & faster response times
7. Reduced carbon footprint

1. CONSUMERS PREFER MADE IN USA

Not only do consumers prefer made in USA products, they are willing to pay a premium for them. With the movement across the nation to restore manufacturing, companies like Mansfield Plumbing are in the best position to be ahead of that curve. Other brands, like Craftsman, have paved the way for presenting a message steeped in American heritage.

61%



3 of 5 more likely to **purchase product** made in the USA

70%



7 out of 10 between **35-55 years old** look for US products

80%



4 out of 5 **would pay a premium** for American-made goods than for products made in China.

EAST

60%

MIDWEST

67%

SOUTH

61%

WEST

50%

Densely Populated areas **look for Made in USA** when making purchasing decisions

Sources: Steve Lohr, New York Times; Harris/Adweek Media Poll; Boston Consulting Group

2. SHORTER LEAD TIMES

Domestic manufacturing responds quickly to consumer demand, gets on the truck faster and gets to your warehouse in half the time.

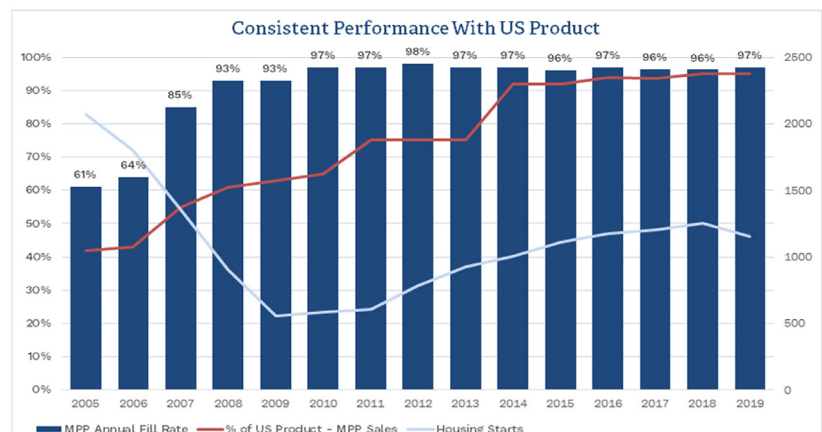


VS.



3. LOWER INVENTORY LEVEL REQUIREMENTS

Shorter lead times and consistent availability mean you have the benefit of carrying lower inventory levels.





4. HIGHER GMROI, UNMATCHED TURN & EARN

A recognized American brand, short lead times and lower inventory translate to higher velocity and peak GMROI.

		Same Cost	Lower Cost	Lowest Cost	Lower Service
	MPP	Imported Product A	Imported Product B	Imported Product C	Imported Product D
ASP	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
Cost	\$60.58	\$60.58	\$54.52	\$49.95	\$60.58
Margin	\$39.42	\$39.42	\$45.48	\$50.05	\$39.42
Yearly Sales (Units)	1,000	1,000	1,000	1,000	1,000
Lead Time (Weeks)	2	10	10	14	14
Gross Profit	\$39,421	\$39,421	\$45,479	\$50,047	\$39,421

Stock at Difference Service levels	Inventory in Weeks of Sales				
Safety Stock @ 70%	2.3	11.3	11.3	15.7	15.7
Safety Stock @ 80%	2.5	11.7	11.7	16.3	16.3
Safety Stock @ 90%	3.1	14.0	14.0	19.5	19.5
Safety Stock @ 97%	3.6	15.9	15.9	21.9	21.9
Safety Stock @ 99%	4.0	17.2	17.2	23.8	23.8

Avg Inventory Cost @ 70%	\$2,732	\$13,150	\$11,835	\$15,130	\$18,348
Avg Inventory Cost @ 80%	\$2,868	\$13,645	\$12,280	\$15,683	\$19,019
Avg Inventory Cost @ 90%	\$3,608	\$16,339	\$14,705	\$18,692	\$22,669
Avg Inventory Cost @ 97%	\$4,194	\$18,471	\$16,623	\$21,074	\$25,557
Avg Inventory Cost @ 99%	\$4,629	\$20,056	\$18,050	\$22,845	\$27,705

GMROI	9.4	2.1	2.7	2.4	2.1
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5. SELECTIVE DISTRIBUTION LIMITS PRICE WARS

Mansfield protects your high velocity and GMROI by only working with strategic customers, and manufacturing products that address their specific needs.



6. CONTROL OVER QUALITY & RESPONSE TIMES

Our quality control is done locally at our two US plants, which leads to more satisfied customers at the end of the consumer journey. When issues do arise, Mansfield's flat organizational structure means you can get to the decision makers quickly for resolution.



7. REDUCED CARBON FOOTPRINT, BETTER FOR THE ENVIRONMENT

Reducing the distance goods are required to travel also reduces the amount of fuel consumed and pollutants emitted into the environment. Mansfield's concern for the environment is also seen in the manufacturing process, where we use the heat from the kiln to run our dryers, lowering the impact on our natural resources.





GO WITH

 **MANSFIELD®**

**REDUCE YOUR DEPENDENCE
ON CHINESE SANITARYWARE**