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## INTRODUCING INSINKERATOR



[InSinkErator Website](#)

### Building Brands and Reaping Rewards



Economics professionals and marketing experts alike agree that consumers are more willing to pay a higher price for brand-name products than they are for those that do not have an established brand name. This is because consumers have learned to expect that products with well-respected brand names have earned their reputation over long periods of time by consistently delivering high quality products. If you doubt that brands hold value for consumers, consider the Brand Finance Top 500 report this year in which Apple's brand is valued at over \$100 billion and Coca-Cola at over \$33 billion. Their brand reputation makes them a clear choice to consumers, for whom the brand name serves as an intrinsic quality “cue.”

By extension, this principle can be applied to the home building industry, in which a house may contain distinguished branded products or non-branded products – and frequently both. If you want to enhance *your* builder brand and charge a premium at the same time, pay close attention to the brands you offer. They reflect on you and *your* brand – positively or negatively—and impact your ability to command top-dollar from home buyers. If you are looking at garbage disposals, for example, consider the leading brand that’s been around for more than 75 years, which is the same one endorsed by 8 out of 10 plumbing professionals and recognized by consumers the world over. Including this brand – InSinkErator® – in kitchens, and letting your home buyers know it’s there, is one more way you can charge a premium for your quality housing product that buyers will be happy to pay for.

InSinkErator, the world’s largest manufacturer of food waste disposers based in Racine, Wisconsin recently re-introduced Evolution® PRO Series® disposers to professional plumbers in response to their specific suggestions. Listening to customers is one more reason why the InSinkErator brand reputation continues to be strong decade after decade. All five models in PRO Series feature advanced Evolution SoundSeal® and MultiGrind® technologies, (so they grind finer with less noise), an Auto-Reverse Grind System® and a rich black trim shell. Here’s a look, model by model, at what sets apart this exciting series of disposers from competitive models.



#### **PRO 1100XL™. The Ultimate Performing Disposer**

In addition to SoundSeal and MultiGrind technology (three-grind stages), the PRO 1100XL model also features a 40-oz. grind chamber, 12-year warranty, an Auto-Reverse Grind System® to help prevent jams and a Jam-Sensor® circuit which generates extra torque to break through tough jams. An anti-vibration sink mount and anti-vibration tailpipe mount help eliminate noise typically associated with vibration while an antimicrobial Quiet Collar® sink baffle ensures ultra-quiet operation.

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### **PRO 1000LP™. Superior Performance in a Low Profile Design**

When you want to include grinding power but must compromise on space under the sink, PRO 1000LP is the answer. This compact, low profile design is perfect for restricted spaces, while the 1.0 horsepower induction motor delivers superior performance. This workhorse also combines a 34.6-oz. grind chamber, a 10-year warranty, three-grind stages, an Auto-Reverse Grind System®, a Jam-Sensor® circuit and an antimicrobial Quiet Collar® sink baffle to quietly and efficiently grind almost any food waste.

### **PRO 880LT. The Ideal Choice for a Wide Range of Kitchens**

If there was a one-size-fits-all disposer this would be it. The PRO 880LT features two-grind stages and is able to grind everything from artichokes to rib bones. This popular model also features SoundSeal® and MultiGrind® technology, a 34.6-oz. grind chamber, an 8-year warranty, an Auto-Reverse Grind System® and an antimicrobial Quiet Collar® sink baffle for quieter performance. Quieter performance allows for a conversation to be held with elevated voices in the same room.



### **PRO 750™. Compact Design for Tight Areas**

The PRO 750 features a ¾ horsepower induction motor and features two-grind stages. It is powerful enough to grind foods such as bones, potato peels and carrot peels, while still delivering quiet performance versus a standard disposer. And, this compact model also features a 34.6-oz. grind chamber, a 6-year warranty, an Auto-Reverse Grind System® and an antimicrobial Quiet Collar® sink baffle.

### **PRO Cover Control™ Plus**

PRO Cover Control Plus features the Magnetic CoverStart® Switch. Just twist the magnetic stopper to activate disposer operation. This model provides the extra assurance of covered operation and the added convenience of not needing a wall switch. This model features 7/8 horsepower induction motor, two-grind stages, a 40-oz. grind chamber, a 9-year warranty and the Auto-Reverse Grind System®. Covered operation also assures ultra-quiet performance.



### **Evolution Septic Assist®. Specifically Designed for Homes on Septic Systems**

Although most disposers can be used on septic systems, Evolution Septic Assist® was specifically designed for homes on septic systems. This model uses Bio-Charge® injection technology which injects more than 300 million enzyme-producing microorganisms into the grind chamber each time it is activated. The enzymes help break down food waste (fats, grease, proteins and starches), solid waste, including toilet paper, and deodorize to control sink and drain odors. Septic Assist comes with a 4-year warranty.

Evolution PRO Series can be offered to customers who expect their kitchen to include the best in brands because they equate it with a quality performance and a quality home, for which, research says, they will happily pay more.

For more information, contact Dan Murphy, Director of Sales, (317) 726-7018.