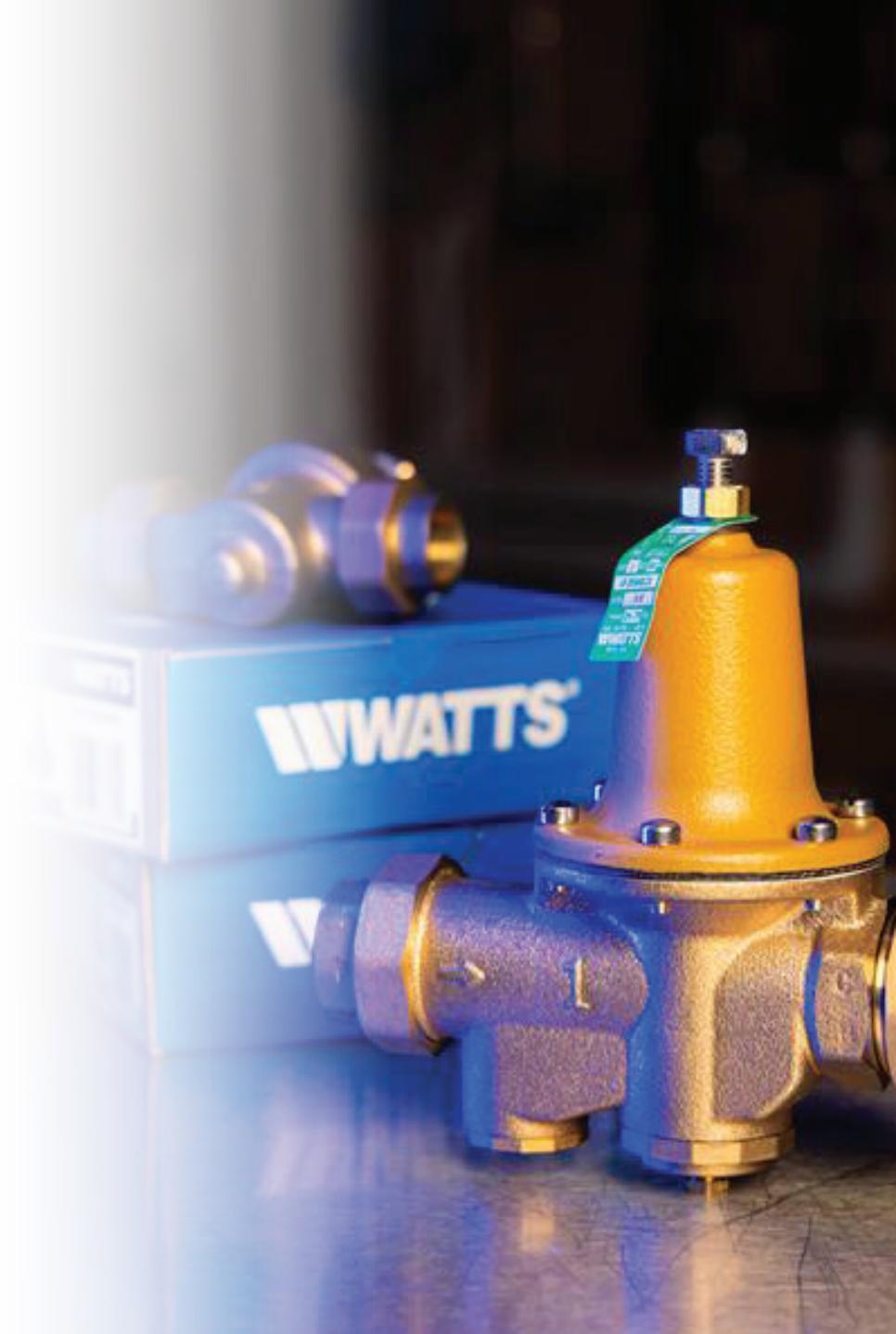




MERCHANDISING GUIDE

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Why Watts?

A Winning Counter Strategy

At Watts, we understand that a well-run counter keeps your business moving. That's why we offer a streamlined, high-impact approach designed to support your success every day.

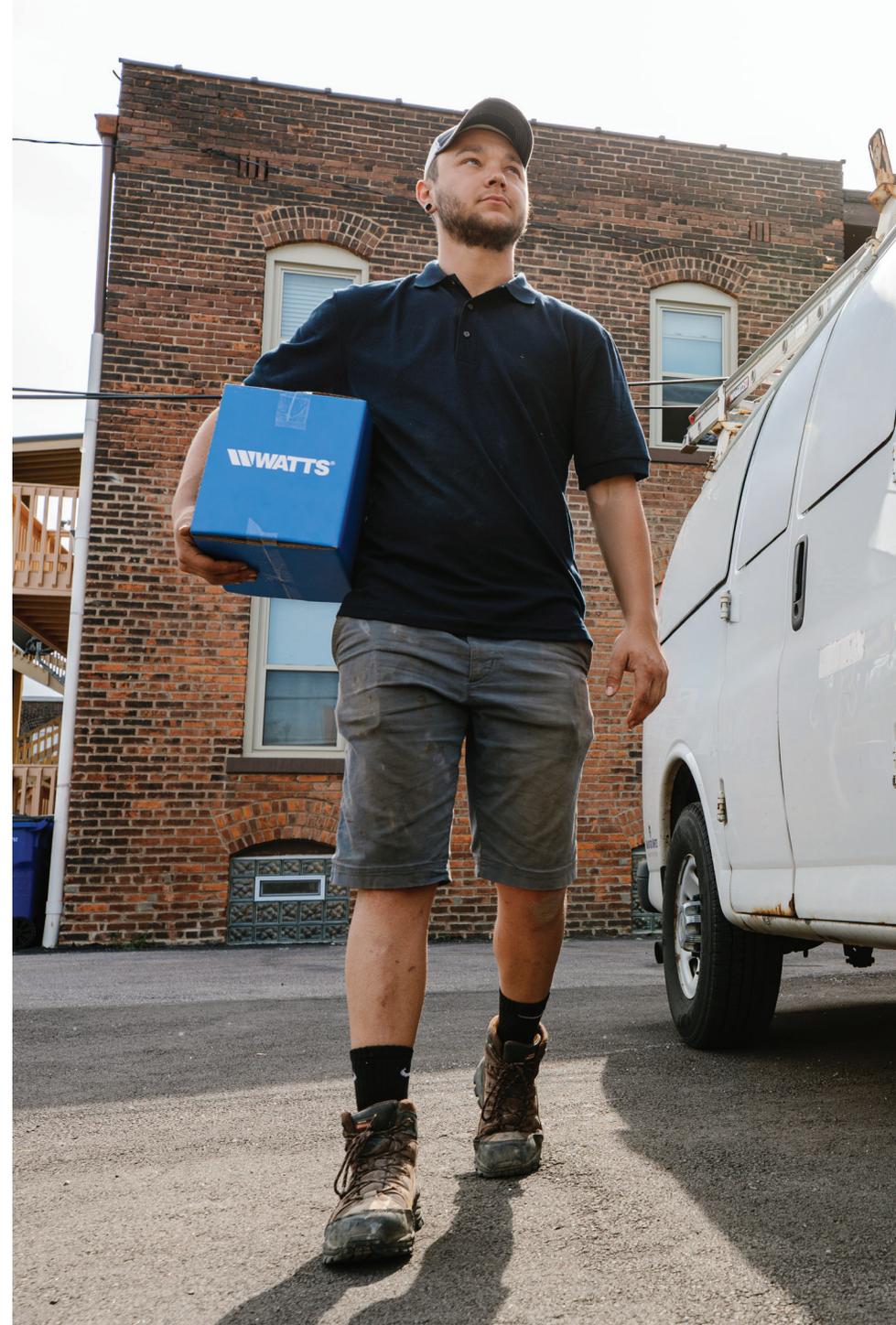
With hands-on support from your local Watts representative, you'll have access to merchandising tools and resources that include enhanced product data to strengthen your internal systems and e-commerce platforms.

Our smart packaging, easy to set up planograms, and signage make it easier to stock, organize, and sell. Branded displays, mats, and promotional tools help grab attention and guide customer decision making.

With Watts, you also have access to industry-leading product training, available both online and in person, built to match the fast pace of counter sales. Short, focused sessions help your team stay sharp and confident in their product knowledge.

Reliable fulfillment through our distribution center network means product stock arrives in just days.

The result is a smoother experience for your customers, a more informed counter team, and a setup that helps drive real growth.



Tools & Training

PRODUCT TRAINING

What is Watts Works?

Watts Works is a world-class training program built on four key pillars: online training, in-person sessions at Watts Learning Centers, on-demand webinars, and live training brought directly to your location. For wholesale distributors, it's a powerful way to turn product knowledge into sales power. Education builds confidence, strengthens customer service, and drives better recommendations at the counter.

Custom Counter Connections Poster Program

Boost engagement with a personalized training poster featuring your branding, key Watts products, tailored eLearning topics, and the Watts Learn & Earn program. With space for testimonials and promotion support, it's a powerful tool for inspiring staff and building product knowledge.

Online Learning Program

Watts Works Online is a free, valuable tool that provides flexible, on-demand training for staff to quickly build product knowledge across Watts' full range of solutions. With short, engaging modules available anytime on any device, employees can sharpen their skills without disrupting their day.

- ✓ Train counter and inside sales staff quickly and efficiently
- ✓ Drive more sales through improved product knowledge
- ✓ Simplify onboarding and standardize training across locations



Learn more at
watts.com/training

IN-PERSON TRAINING

Tap into decades of industry expertise through our in-person training opportunities. These sessions are led by seasoned pros who understand the challenges you face at the counter and in the field. You'll get hands-on experience, real-world product knowledge, and practical tips that help your staff better serve customers and confidently recommend the right solutions.

Lunch & Learns

Your local Watts representative can provide in-depth product training on a wide range of topics through our Lunch & Learn program. This is a great opportunity to educate your team and your customers over lunch - on site, in 60 minutes or less.

Learning Centers

Our state-of-the-art learning centers are built to give your team an immersive training experience. With working product displays and interactive demonstrations, your staff can learn how systems function in real-world applications and build the kind of confidence and product knowledge that sticks.

Locations:

- North Andover, MA
- Fort Worth, TX
- St. Pauls, NC
- Woodland, CA
- Blauvelt, NY
- Burlington, ON

Request an In-Person Lunch & Learn Session



ONLINE TOOLS

Watts' suite of online tools is built to help your sales team quickly find the right products, answer customer questions with confidence, and close sales faster. From up-to-date product data to streamlined search features and support resources, these tools give your team the knowledge and speed they need to better serve contractors at the counter.

Digital Tools for Wholesalers

Data Exchange: Download all basic product information, list prices, and digital assets in different file formats.

Advanced Ship Notices (ASN) & Sales Order Confirmations: Receive advanced ship notices and real-time sales order confirmation emails.

Electronic Data Interchange: Automate your order processing from Watts.

Access Digital Tools

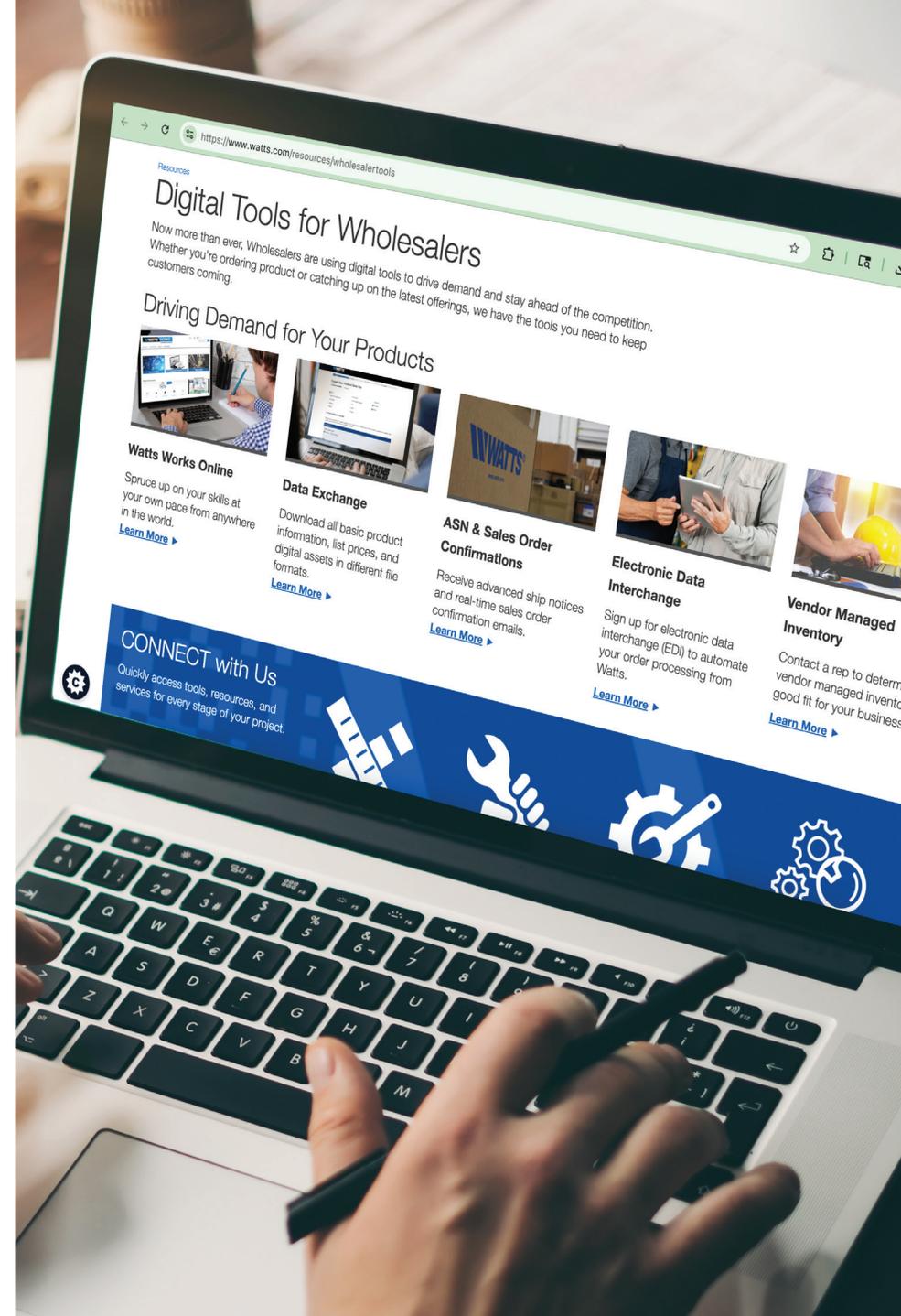


Spec Process Tools

Product Cross-Reference: Enter any manufacturer's part number to instantly get a Watts alternative product so your team can offer an equivalent solution right away and keep the sale moving.



Expansion Tank Sizing (Potable & Non-Potable): Get help with sizing the correct expansion tank for your application.



Point of Purchase

PLANOGRAM PROGRAM

Watts helps optimize merchandising and drive sales at self-service locations. Our packaging strategy organizes products by category, use, and size — making it easier for your customers to find what they need while making it easier for you to quickly identify inventory needs.

- ✓ Prioritizes shelf space for fast-moving, high-demand items
- ✓ Minimizes restocking time and improves inventory flow
- ✓ Easy-to-follow schematics show product placement and facings for quick setup
- ✓ Curated product lists simplify stocking with recommended options and alternates
- ✓ Eye-catching signage directs customers to the right solution by application
- ✓ Packaging is designed to communicate essential product details at a glance

Contact your local Watts representative for planograms specific to your region



8 ft Planogram



4 ft Planogram



PURE WATER ENDCAP

This planogram is a helpful guide for the placement of our residential Pure Water filtration and conditioning solutions. Distinctive color coded packaging, icons, and product guides make it easy for customers to identify and purchase the right solution. This in turn helps them better serve their clients with accessible, easy-to-understand water quality products.

- ✓ **Green Packaging:** Indicates under counter solutions
- ✓ **Red Packaging:** Indicates whole house solutions
- ✓ Endcap header explains the color-coding system and icons
- ✓ Endcap guide helps educate your customers on the features and benefits of each Watts solution offered
- ✓ Packaging now includes English, Spanish, and Canadian French languages
- ✓ 3 ft & 4 ft options

Contact your local Watts representative to order a Pure Water endcap planogram.



PRODUCT PACKAGING

Watts product packaging is designed to help your customers make informed purchasing decisions right at the shelf. The iconic blue box highlights key features, sizing, and model information in an easy-to-read format, so your team spends less time answering basic questions. A built-in QR code gives direct access to installation sheets, spec details, and repair kit info, putting the critical information your customers need right at their fingertips.

QR code

Ensamble de zona de presión reducida
 • Protege el agua potable del contr flujo de contaminantes que plantean y no plantean un riesgo a la salud
 • Conexiones entrada y salida NPT hembra
 • Diseño de cubierta compacto y de acceso único

Size color

Size 3/4"

Model LF009M3-QT

Product description

LEAD FREE*

Reduced Pressure Zone Assembly

• Protects drinking water against backflow of health hazard and non-health hazard substances
 • Female NPT inlet and outlet connections
 • Compact, single access cover design

Product image(s)

Product Ordering Code

SKU # 0391003

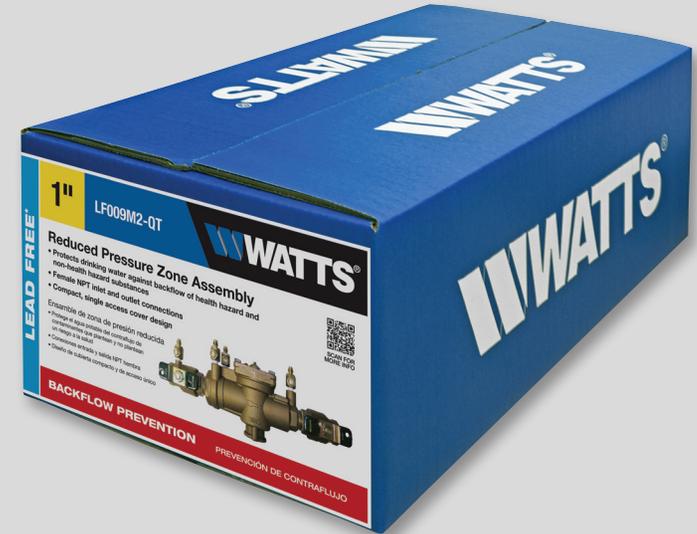
Product category

Lead free (or non-potable) identifier

Features or benefits

BACKFLOW PREVENTION

Product category



DISPLAYS & SIGNAGE

Enhance your counter and showroom with high-impact visuals that serve a practical purpose.

Our digital signage features short, soundless videos built specifically for counter spaces, helping customers quickly understand product features and the latest innovations from Watts.

Printed materials like signage, counter mats, and brochures give customers easy access to the information they need to make confident decisions.

Together, these tools help create a more informative and efficient shopping experience. They make it easier for customers to navigate your space, find what they need, and feel supported throughout the process.

Connect with your local representative for access to these materials.



AVAILABLE MATERIALS

- ✓ Digital & Printed Literature
- ✓ Counter Videos
- ✓ Merchandising Signs
- ✓ Counter Mats



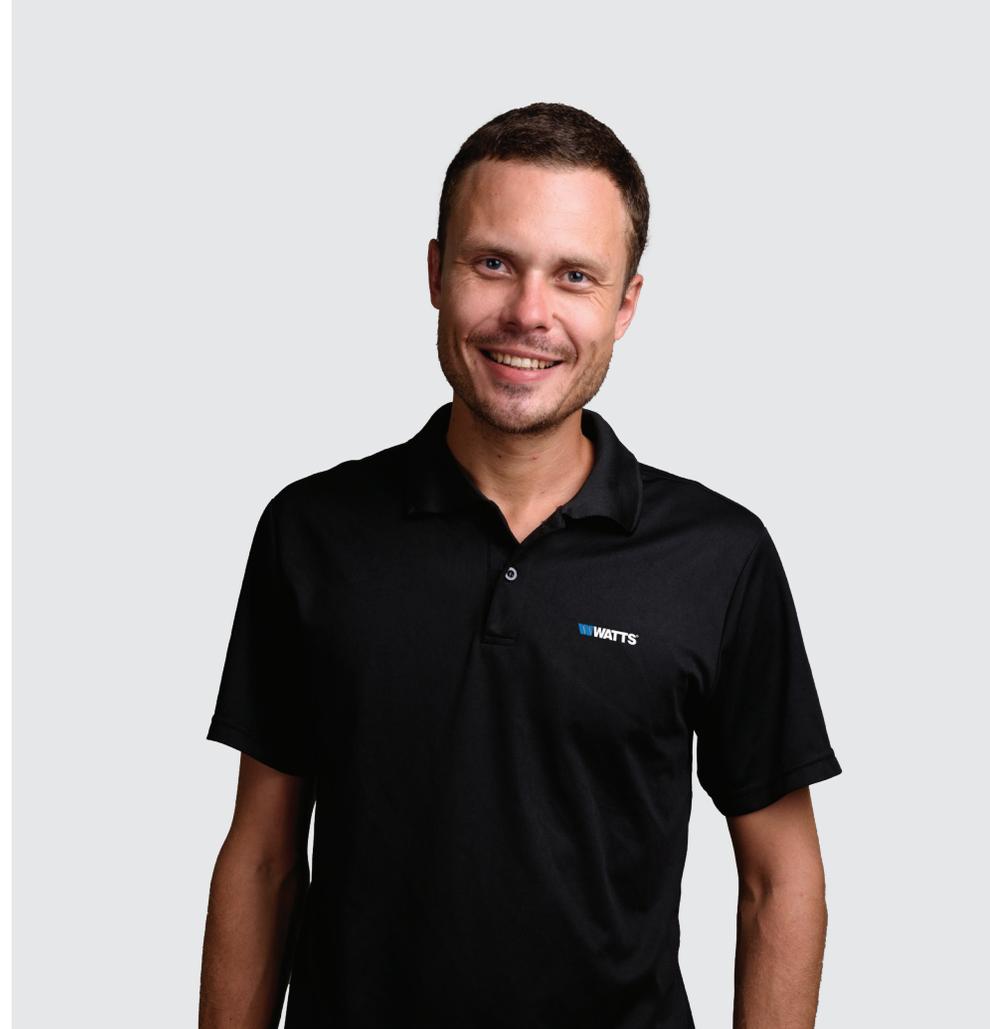
Branded Items

OWN THE COUNTER

From apparel to branded drinkware, Watts offers promotional tools that help keep the brand visible at your counter. These items create memorable customer touchpoints and reinforce the value of the Watts name during everyday interactions.

- ✓ Promotional Materials
- ✓ Accessories
- ✓ Apparel
- ✓ Bags
- ✓ Drinkware
- ✓ Sporting Goods
- ✓ Stationery
- ✓ Electronics

Reach out to your local representative to order Watts branded items.



Safety at Our Core

Keeping People and Water Safe for Generations

We are dedicated to protecting the world's most essential resource. Everything we design is made to keep water safer, cleaner, and more useful for our customers across residential, commercial, and industrial applications.

Through our family of trusted brands, we provide one of the broadest plumbing, heating, and water quality product lines in the world.

For wholesalers, partnering with Watts means gaining access to reliable, in-demand products supported by tools and services that drive business success.

Watts is more than a manufacturer. We are a trusted partner committed to protecting people, property, and the planet while helping our wholesale partners grow and thrive.

Reach out to your local representative with any questions.

