# Delta Faucet Company Pro Communication Guide

*DFC Pro messaging is limited to aided marketing materials only (presentations, tradeshows, trainings, etc). We should not speak to DFC Pro in any consumer facing marketing (paid ads, social, etc).*

**[INTRO]**

## What is the Pro Communication Guide?

Our professional audience takes their jobs and status seriously, and we want to communicate with them accordingly. This guide should be referenced for messaging best practices to reach and build advocacy with our Pro Installer audience. All Pro messaging within this document is meant to be used when speaking to the professional installer of any Delta Faucet Company product.

# [SECTION 1 - Defining a Pro]

## Who is a Pro?

Delta Faucet Company considers a Pro Installer as any paid installer of DFC faucets or fixtures (i.e., Plumbers, General Contractors, Contractors, Remodelers, etc.). Additionally, Pro Outreach is inclusive of those who work closely with a paid installer (i.e., developers, builders, etc.). As a whole, Pro Outreach is intended to be a way for these professionals to clearly understand the services, promotions, programs and products that are intentionally designed with them in mind.

**Do’s and Don'ts**

Don’t refer to Pro as a separate brand from Delta Faucet Company.

Do use it as a way to categorize/label offerings or communications for DFC’s Pro audience.

Don’t use lowercase when Pro is a noun: referring to our Pro Outreach and DFC’s specific Pro audience. Do use PRO in main headlines, subtitles, graphic treatments. Subtext and paragraphs use Pro.

Do use lowercase structure when pro is an adjective (e.g. pro plumber)

# [SECTION 2 - Descriptions]

### Pro Outreach Headline

From inception to installation, Delta Faucet Company brands make products with Pros in mind.

### Pro Outreach Short Description

Delta Faucet Company brands make products that are designed with a focus on **easy installation, high quality materials,** and value to fit every budget in order to meet the needs of our Pros.

### Pro Outreach Long Description

From inception to installation, Delta Faucet Company brands make products with professionals’ needs in mind. With over 65 years in the industry, high-quality materials, easy installation, and value at every budget—DFC products are ideal for every Pro.

### Pro Outreach Value Proposition:

Delta Faucet Company brands make products that offer a range of high-quality faucets and fixtures to fit any Pro project or budget.

# [SECTION 3 - Voice]

## Tone and Voice

Our Pro Installers are the experts and we should treat them like it with messaging that feels authentic and gives them credit for their years of installation experience and training. Clear concise messaging should be used that focuses on the benefit to the installer first, and end user second. Leading with quality, durability and value as the top priorities a Pro Installer looks for.

We are Genuine Confident To the point Experienced

We are not Forced Arrogant Flowery

Over-explanatory

## End User vs. Pro Examples

### Innovations/Products

End User: The MultiChoice® Universal Valve gives you the flexibility to change the style of your shower, including finish and design, as often as you want.

Pro: The MultiChoice® Universal Valve is made out of the highest quality materials to last. With just a single installation, trim options are endless across the full Delta Faucet Company portfolio of brands. Updates become easy for future renos or if the end user changes their mind mid-project—reducing the need for return appointments or costly repairs to go back behind the wall.

### Tradeshow/Promos

End User: Purposeful design to transform everyday life.

Pro: Stringent standards and an installer-focused approach to product design ensure products from Delta Faucet Company brands perform as promised and are **built to last.**

# [SECTION 3 - Copy Resources]

## Pro Boilerplate

Delta Faucet Company is the industry leader in quality and long-lasting kitchen and bathroom products. With a focus on the entire experience, from installation to everyday use, we’re changing the way you and your customers think about water. Our drive for innovation adds functionality and durability, like our Diamond Seal® and MultiChoice® technologies, giving you products you can stand behind. For more information, visit [DeltaFaucetCompany.com](https://www.deltafaucetcompany.com/).

Pro Technology Language Examples

### MultiChoice® Universal Valve

One Installation. Unlimited upgrades.

The MultiChoice® Universal Valve is made out of the highest quality materials to last. With just a single installation, fixture options are endless across the full Delta Faucet Company portfolio of brands. Upgrades become easy for future renos or if the end user changes their mind mid-project—reducing the need for return appointments or the need to alter plumbing behind the wall.

### Diamond Seal® Technology

Leak-free technology that lasts.

Diamond Seal® Technology uses a patented design to reduce leak points and ensure leak-free operations for the life of the faucet. Integrated supply lines, a DIAMOND valve, and ongoing enhancements\*, mean faster install time and fewer callbacks.

*\*Please refer to the Platforming Messaging Communication Guide for more information about our updating product platforming*

### H2Okinetic® Technology

Sprays that satisfy.

H2Okinetic® Technology uses science to create a more satisfying spray. By channeling water through a series of strategically placed, highly engineered chambers, it creates a wave pattern that feels like a larger and higher pressure shower. This technology allows for multiple spray options, while also saving water, to provide more functionality for your clients.

### Lumicoat™ Finishes

Like-new finish that lasts.

With Lumicoat™ Finishes, fixtures are guaranteed to resist mineral buildup and hard water stains—leaving the faucet looking exactly how you installed it.