

InSinkErator®

Builder Introduction

Product and Company Review



InSinkErator® Overview

- World's largest manufacturer of food waste disposers
- Company located in Racine, Wisconsin
 - Local architect John Hammes invented disposers in 1927
 - Hammes obtained patent in 1935 and launched company in 1938
- Manufacture millions of disposers every year
- Products marketed in over 100 countries worldwide



1927



2018

in sink erator®

• Why InSinkErator?

- Leader in Global Category Innovation
 - Over 400 Disposer Patents
 - Evolution Series Disposers are the Quietest, Finest Grinding on the Market
- Leader in Food Waste Environmental Initiatives
 - Recognized by the International Code Council/National Green Building Standard
- Brand Preferred by Experts
 - Choice of 9 out of 10 Plumbers
 - Preferred Brand of Builders
 - Long Term Partner/Supporter of PHCC
- Only Disposer Manufacturer that Can Claim Products are:

Assembled in the USA



Motor Comparison

InSinkErator Disposers Feature Induction Motors

- Similar to Motors Used in Large Household Appliances Such as Washers, Dryers, And Furnaces
- Fewer Moving Parts and Consistent RPM, Leads to Longer Life and Less Noise
- Run at a Constant Speed Regardless of the Size of the Grind Load
- Some Disposers Feature an Auto-reverse Mechanism that Reverses Grinding Direction Upon Motor Start-up to Prevent Jams and Increase Life
- Other Disposers May Feature Jam-Sensing Technologies That Increase the Torque of the Induction Motor if it Senses a Jam is Imminent



Most Competitors Feature Permanent Magnet Motors

- Lightweight, Variable-Speed Motor
- Similar to Motors Often Found in Smaller Appliances Such as Power Tools, Blenders, Hair Dryers, and Vacuum Cleaners
- Run at a Higher RPM, But Run Fastest With Smaller Grind Loads



inSinkErator Disposer Grind Technology Comparison

InSinkErator Top and Bottom view of plates:



A Leading Competitor:



Rotating Shredder Area: InSinkErator 21.5 in²
(38% larger).

Rotating Shredder Area: Competitor 15.5 in².

Lug Rotation: 360 degrees and have .125 of radial motion to prevent jamming

Lug Rotation: 120 degrees and have No radial motion

Maximum Thickness: 0.197" (95% thicker)

Maximum Thickness: 0.110"

Support Plate: Increases plate strength under rotating shredder in high impact areas

Support Plate: No Support Plate

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1/2 HP Disposer Motor Comparison

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Heavy Duty vs. Light Duty



Motor type: InSinkErator Heavy Duty Induction Motor -Same motor type used in large household appliances like furnaces and washer/dryers. We recommend using our Jam-Buster Wrench to unjam the disposer.

Motor Weight: **8.26 lbs.**

Unjamming Recommended Method: **InSinkErator Jam-Buster Wrench**

Assembled in: **Racine, Wisconsin, USA**



Motor type: Light Duty Permanent Magnet Motor - Same motor type used in small appliances like blenders and hair dryers. They recommend using a wooden spoon to unjam the disposer.

Motor Weight: **4.23 lbs.**

Unjamming Recommended Method: **Wooden Spoon**

Assembled in: **China**

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Standard Versus Premium Disposers

- **Premium Series Disposers:**
 - Disposers with multi-stage grinding systems and advanced sound technology
 - Disposers that can grind a wider variety of food waste more efficiently and quietly
- **Standard Disposers:**
 - Durable and economical disposers that operate with some noise and offer one grind stage



Evolution Series models are premium disposers



Badger is an example of a standard disposer

Exclusive Patented Technology

GrindShear Ring™

Grinds food in two stages. First, food waste material is ground into small particles along the surface of the ring. Second, the particles are forced through a series of 40 pass through windows and sheared into even finer waste.

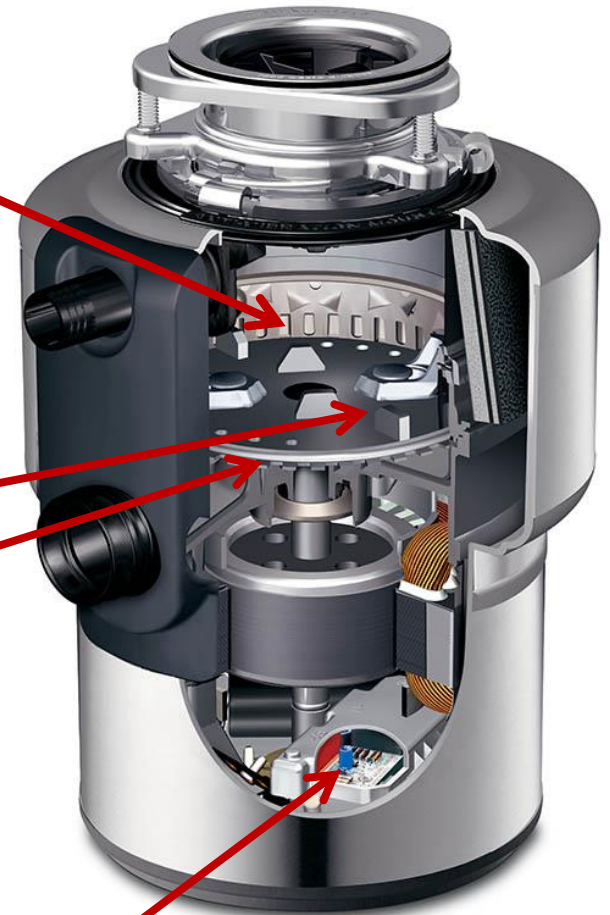
Tri-Action Lug System™

Swivel lugs work with the GrindShear Ring to perform the first and second stages of grind. Fixed lugs grind particles finer than swivel lugs alone. And the system's lug configuration propels water throughout the grind chamber, helping to rinse clean.

Undercutter Disk™

Located along the leading edge of the shredder plate, the undercutter mechanism performs the third stage of grind. It cuts particles one more time after they've passed through the GrindShear Ring to help eliminate clogs.

Jam-Sensor Circuit™



Why Disposer Upgrade Makes Sense

- For You

- Upgrade sale = More profit potential
- Incorporating the latest technology in your kitchen reflects well on your brand name in the market
- Premium performance results in satisfied customer
- Can complement other items in your kitchen, based on your price point and market: we have various features to offer you in different series

- For Your Home Buyer

- More convenient kitchen clean up
- Advanced grind technology = No more worrying what can or can't go in disposer
- Advanced sound technology = much quieter operation
- Disposers are environmentally responsible...



Environmental Benefits of Disposers

- Disposers can be an environmentally responsible alternative to landfills reducing:
 - Truck emissions
 - Landfill methane emissions
 - Landfill leachate
- At capable wastewater treatment plants, food waste can be recycled into renewable energy and fertilizer



Did You Know?

- Disposers use less than 50¢ a year in electricity
- Disposers use less than 1% of total household water consumption

Badger® Series Disposers



er 5™

Series Disposers Offer Solid,

Badger 5

- 1/2 Horsepower Heavy Duty Motor**
- 3 Year In-Home Warranty**
- 26-Ounce Grind Chamber**
- Rugged Galvanized Steel Construction**
- Plastic Stopper**
- Space-Saving Compact Design**

- **Space-Saving Compact Design**



The New PRO Series



Contractor333™ and Contractor1000™

Upgrade Disposer Line, Contractor Series Disposers Offer Better Performance with More Horsepower Than Standard Badger Performance



1.0 HP Heavy Duty Motor

- 7 Year In-Home Warranty
- 26-Ounce Grind Chamber
- Rugged Stainless Steel Grind Construction
- Plastic Stopper
- Space-Saving Compact Design

Contractor 1000

- 1 Horsepower Heavy Duty Motor
- 8 Year In-Home Warranty
- 26-Ounce Grind Chamber
- Rugged Stainless Steel Grind Construction
- Plastic Stopper
- Space-Saving Compact Design



The Evolution PRO Series®



High Performance Versus Standard Disposers

PRO Series®

Superior Sound and Grind Performance

Badger® Series

Basic, Reliable Performance and Long-lasting Value



PRO 1100XL™



PRO 1000LP™



PRO 880™



PRO 750™



Badger 5XP™



Badger 5™



Badger 1™

GRINDING PERFORMANCE



GRINDING STAGES

3X GRIND

3X GRIND

2X GRIND

2X GRIND

1X GRIND

1X GRIND


1X GRIND



Grind More. Hear Less.®

MultiGrind® SoundSeal®

1x **2x** 3x
GRIND


Quiet





Grind More. Hear Less.[®]

MultiGrind[®] SoundSeal[®]

1x 2x 3x
GRIND

Quieter





ONLY AVAILABLE TO PRO'S!!

Grind More. Hear Less.[®]

MultiGrind[®] SoundSeal[®]

1x 2x 3x GRIND Quieter





• 1-Piece Stainless Steel Stopper



Grind More. Hear Less.[®]

MultiGrind[®] SoundSeal[®]

1x 2x 3x GRIND

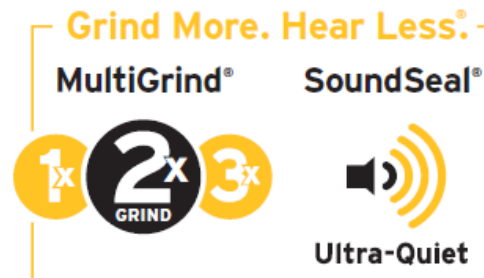
Ultra-Quiet



PRO Cover Control™ Plus

Covered Activation Food Waste Disposer

- 40-ounce Stainless Steel Grind Chamber
- Stainless Steel Grind Components
- 9 Year in Home Warranty
- Auto-reverse Grind System®
- Redesigned Cover Control System
 - Switch Assembly is Permanently Attached
 - Redesigned, Durable, Easy-to-clean Stopper
 - Matches Rough-in of Old Model 17



inSinkErator®

The New PRO Series®



PRO 1100XL®

Ultimate Performing Food Waste Disposer



PRO 1000LP®

Superior Performance in a Low Profile Design



PRO COVER CONTROL® PLUS

Covered Activation Food Waste Disposer



PRO 880LT™

More Performance in a Compact Size



PRO 750®

Compact Size Food Waste Disposer

Grind	MultiGrind® Three Grind Stages	MultiGrind® Three Grind Stages	MultiGrind® Two Grind Stages	MultiGrind® Two Grind Stages	MultiGrind® Two Grind Stages
Sound	SoundSeal® Ultra-Quiet	SoundSeal® Quieter	SoundSeal® Ultra-Quiet	SoundSeal® Quieter	SoundSeal® Quiet
Capacity	40-Ounce Grind Chamber	34.6-Ounce Grind Chamber	40-Ounce Grind Chamber	34.6-Ounce Grind Chamber	34.6-Ounce Grind Chamber
Activation	Wall Switch	Wall Switch	Covered, Batch Feed	Wall Switch	Wall Switch
Stainless Steel Grind Chamber	Yes	–	Yes	–	–
Stainless Steel Grind Components	Yes	Yes	Yes	Yes	Yes
Auto-Reverse Grind System®	Yes	Yes	Yes	Yes	Yes
Jam-Sensor® Circuit	Yes	Yes	–	–	–
Horsepower	1.1 HP Motor	1.0 HP Motor	7/8 HP Motor	7/8 HP Motor	3/4 HP Motor

SUMMARY – Evolution PRO Series®

- ✓ **More Horsepower**
- ✓ **Longer Warranties**
- ✓ **Differentiated Model Names**
- ✓ **New Black Trim Shells**
- ✓ **Auto-Reverse Across the Line**
- ✓ **New Unique Model PRO 1000LP™**
- ✓ **Full Warranty Over-the-Counter Exchange Policy**
- ✓ **PRO Series Distribution Policy**

InSinkErator® Builder Introduction

Thank You

