



**Press Release
For Immediate Distribution**

Riobel Launches a New Custom Faucet Collection: Momenti™

Saint-Jérôme, April 19, 2017 — At the 2017 Riobel Convention in Playa Del Carmen, Mexico, the Quebec-based mid- to high-end faucet designer, launched its new bathroom faucet collection: the Momenti™ collection. The innovative collection enables consumers to personalize their faucets. They can choose between 2 spouts (round or square), 4 handles and 7 finishes (chrome, chrome/black, black*, polished nickel [PVD], polished nickel [PVD]/black, brushed nickel [PVD], brushed nickel [PVD]/black).

The wide range of choices makes Momenti™ a stylistically versatile collection. The faucets distinguish themselves through high quality and reliability, with customization for a wide range of decors including classic, modern, and even industrial.

To create extraordinary moments, consumers are invited to visit the website momenti.riobel.ca to design their own faucet. Once they have made all their choices (spout, handle, and finish), clients can add a background to make the project even more realistic.

The new Momenti™ collection exceeded the expectations of retailers attending the launch event. Blending modernity, elegance, and versatility, the new collection's design adds a touch of refinement to all interiors.

The Momenti™ collection includes several sink faucets (single hole, 8" center, wall mount) and tub filler (roman, freestanding, and wall-mount) options, and various combinations for showers (hand shower rails, rain head, and body jets). An array of matching accessories completes this selection including towel bars, paper holders, towel rings, and so on).

About Riobel

Based in Montreal, Canada Riobel was born out of a vision of innovation and contemporary style. Riobel takes an industry-leading and progressive approach to design, marrying brilliant function with modern simplicity and elegance.

Driven by a deep understanding of consumer needs, Riobel continually seeks to hone their solutions through a combination of modeling and state-of-the-art testing. This quest is fueled by a passion to honor the principles of distinctive design. The result is a superior experience, where refined aesthetics serve a purpose and make a distinctive, modern statement

In 2014, Riobel opened the first institution dedicated to teaching and training in faucet and shower systems: Riobel Academy. Its mission is to showcase the brand's efficient and high-performance products. At the Academy, trainers teach the mechanics of faucets in the company's technical center and in a classroom equipped with a wall of roughs and interactive learning tools. The training program can be customized for diverse participants, including plumbers, designers, sales professionals, and plumbing students.

Riobel Academy is the leading training resource on faucet and shower systems in Canada.

Riobel: Brilliantly Modern.

*The **completely black** faucet (spout and handle) is only available for bathroom sink faucets.

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