



The Water Saving Message is On The Move!

Leader in water saving innovation, Methven has taken its message on the road with the launch of the **Methven Road Trip**. The 'state-of-the-art' specially fitted **Methven Cruiser** is a new communications tool devised to bring the latest innovations and technologies of water saving showers, tapware and valves to the door fronts of trade and consumers - wherever they are!

The **Methven Cruiser** carries a full demonstration installation and wet area to show builders and plumbers the new advances in **water flow technology**. Installation tips and clever ideas are shared face to face across Australia.

Plumbers visiting the **Methven Cruiser** can enter a competition to win \$3,000 of Methven water saving plumbing products, and everyone receives complimentary 'Turn on the Tap of Good Fortune' Sportsbet cards - ranging from \$5 to \$500 value bets. It's some good news visiting some of the country's most challenged areas.

The **Methven Cruiser** is an initiative of Methven's Matthew Crichton.

"Our business is water and how to use it more efficiently and responsibly. Our research team of 20 engineers and designers have come up with acclaimed, world first technologies which have been applied to our water saving shower and tap ranges. We need to take this information to everyone in Australia - particularly in the drought stricken regional and country areas. So we built a one stop technology centre that actually comes to you!" said Crichton.

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METHVEN

*a world leader
in water saving innovations*

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“Our van began touring the top end of Queensland and will be making its way down the east coast visiting plumbing groups and stores along the way. Our service team is spreading the message that there are now great, water saving options that solve the wastage problem and deliver a completely satisfying result - defying the belief that water saving equals compromise!”

The **Methven Cruiser** is accompanied by two Methven Specialists who bring their knowledge to plumber groups en route. Featuring the **Flexispray**, **Methven** and **Satinjet** shower and tapware ranges, the **Methven Cruiser** has the products to meet the most demanding installations - whether it is battling limescale in Adelaide or poor bore pressure in Bourke, Methven has products to suit commercial, residential and industrial environments.

“Our commitment to water saving is inherent in everything we do across all our product ranges,” said Crichton. *“We have been rewarded for our efforts recently when Choice Magazine conducted a survey of water saving showers, and our three brands topped the list as numbers 1, 2 and 3. We certainly have a great story to tell and we decided that going on the road was the best way to tell it!”*

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The **Methven Cruiser** is available in New South Wales throughout September and October and Victoria in November and December for trade visits. Call: 1300 METHVEN (1300 638 483).

IMAGES ‘ON THE ROAD’:



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