



The Practical Idea that Built a
POWERFUL BRAND





The Spirit of St. Louis



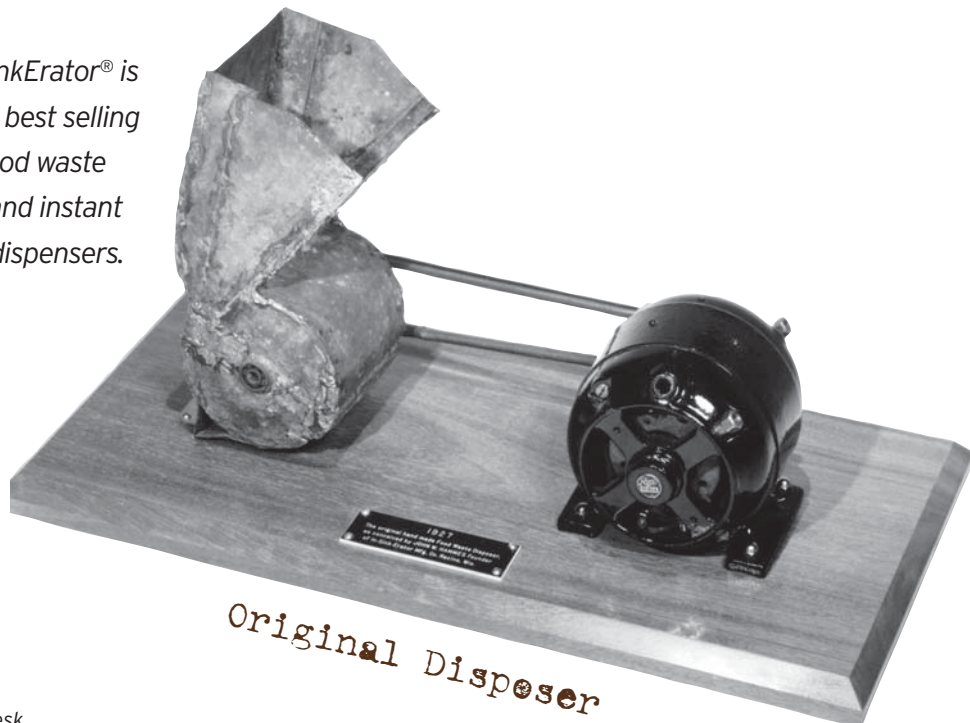
His Idea. Our Story...

It was 1927. Lindbergh flew solo from New York to Paris. Coolidge was in the White House trying to make life better in America. And John W. Hammes, a prestigious Racine architect, was in his basement trying to make life better in the kitchen. After watching his wife clean up messy food waste after dinner, he had an idea. What if food scraps could be ground into tiny pieces and flushed down the kitchen sink?

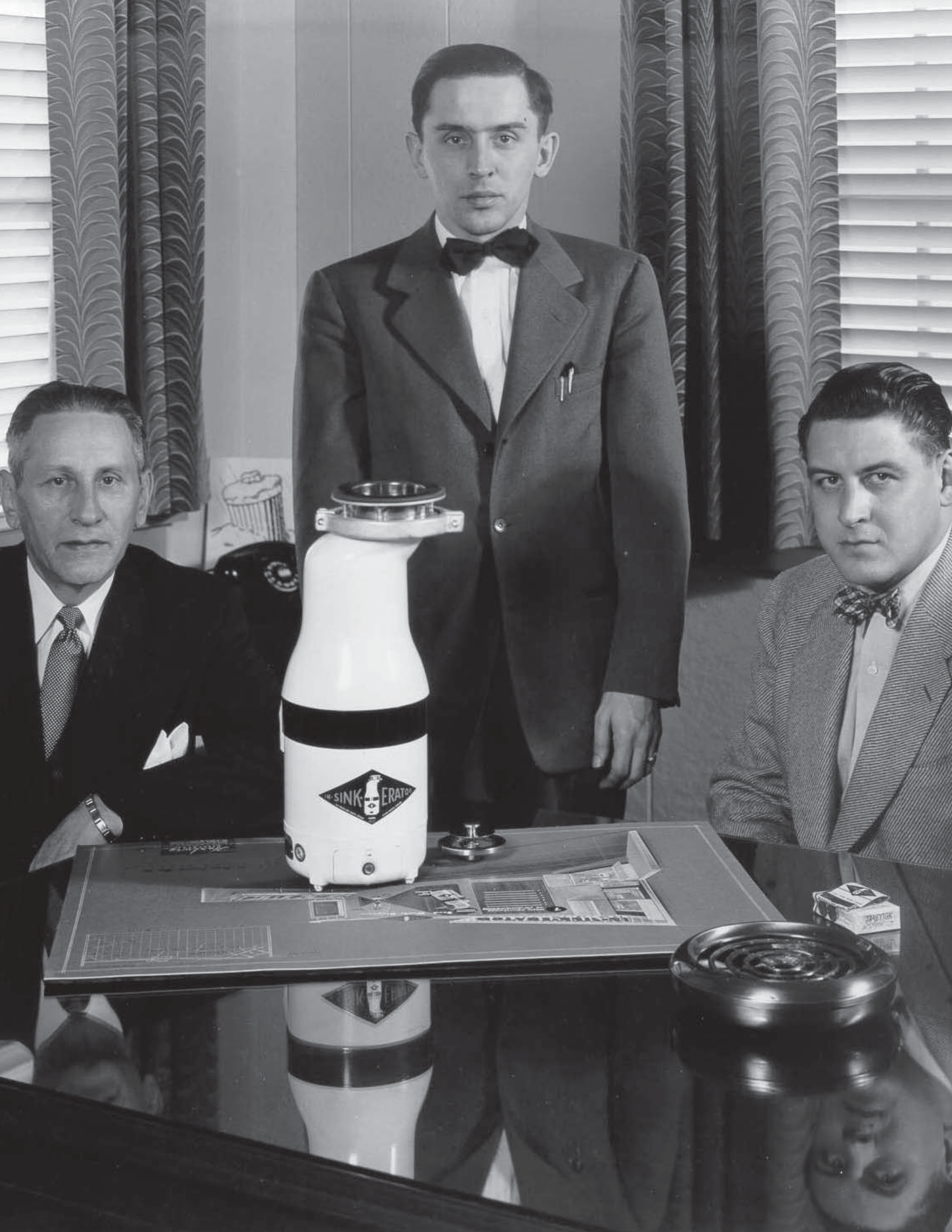
Before dark, he found himself tinkering with sheet metal, a make-shift grind mechanism, a small motor, and a big idea. He wasn't trying to change how the world works, he was simply trying to change the way his wife works. But by the end of the night, he was on his way to accomplishing both. The food waste disposer was born. And kitchen clean up would never be same.

Thomas Edison once quipped, "There's a better way to do it. Find it!" That's exactly what Hammes did. He found a better way to dispose of food waste. And over the next 11 years he perfected it. By 1938, he had not only built a brand, he had built a company.

Today, InSinkErator® is the world's best selling brand of food waste disposers and instant hot water dispensers.



At left, InSinkErator president and founder John W. Hammes at his desk at the 14th street facility in Racine.





John W. Hammes

1927

Tinkering with an idea and some sheet metal, Racine architect **John W. Hammes** invents the first food waste disposer.

the 1930s

While America strived to overcome the Great Depression, Hammes strived to capitalize on a great opportunity. **In 1935**, after eight years of design refinement, he obtains U.S. Patent #2,012,680 for his new-fangled food waste disposer. **By 1938**, he launches **InSinkErator® Manufacturing Company** with sons Ever and Quinten. Fifty-two disposers are produced and sold the first year.



At left, John W. Hammes with sons Quinten, center, and Ever, right.





the 1940s

It was a decade of tragedy and triumph. The war was on and to support the effort, InSinkErator manufactured defense parts in addition to disposers for hospital ships. But the war wasn't the only thing that boomed in this decade, the economy boomed too.

After the war, 18 competitors burst on the scene. To differentiate the product and the company, Bob Cox, vice president of sales made two critical decisions to get noticed. He sold disposers to plumbers instead of appliance dealers and by 1952 he pitched the product out of pink Pontiac station wagons.

The war was on and disposer production was on hold. To keep the company running, InSinkErator became a subcontractor to the military cranking out defense parts. When the war ended, disposer production resumed and soared with the economy.



In-Sink-Erator[®]

GARBAGE DISPOSER

*Only In-Sink-Erator gives
you 5 exciting colors*

*"Quick as a wink
through any sink"*





InSinkErator built the business and the brand in this building—1225 14th street. The company manufactured disposers here from 1950 to 1962. In 1962, InSinkErator built a manufacturing facility at 4700 21st street where it resides today.

the 1950s

It was the age of Rock and Roll and the company was rocking by expanding its product line and its footprint. A foodservice division was born and the company relocated to a new 75,000 square foot facility. In **1952**, a direct sales force was added to meet the rigors of competition from national brands like Whirlpool®, General Electric®, Waste King® and KitchenAid®. John Hammes died in **1953** at age 57 before seeing the full potential of his after dinner thought.

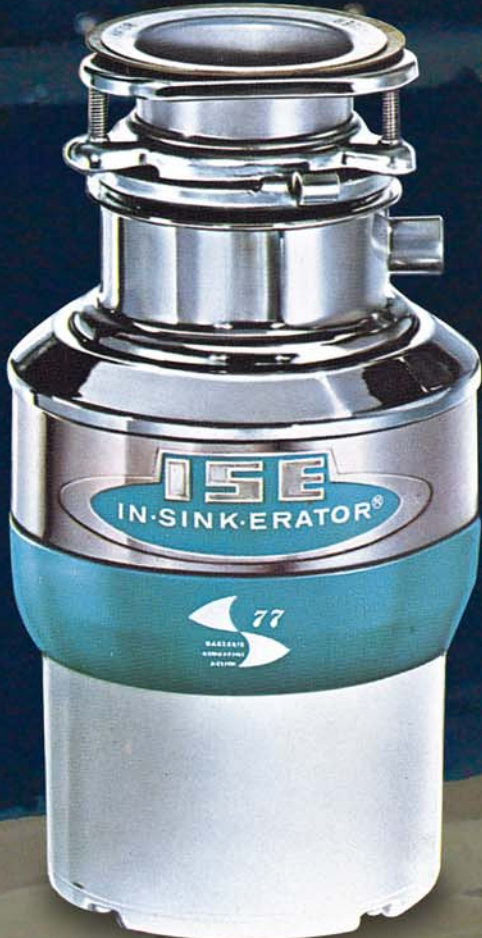
Ever J. Hammes, John's oldest son assumed the leadership of the company. By **1954**, the company introduced the Model 77 featuring a 5-year warranty and assembled a network of authorized independent service representatives.

As television came of age, so did television advertising. And InSinkErator went along for the ride capitalizing on the power of celebrity endorsements by George Burns, Gracie Allen, Sam Snead, Bob Barker, Doris Day, and later Billy Jean King, Barbara Walters and Phyllis Diller.



Model 77 (1958)

1950s
Commercial Disposer





In • Sink • Erator®

the 1960s

In **1962**, when John Glenn was orbiting the earth, InSinkErator was moving earth by breaking ground for a new 114,300 square foot facility on 21st street. In **1963**, as a nation mourned the death of President John F. Kennedy, InSinkErator employees would also mourn the sudden death of company President Quinten A. Hammes. He was 44. Older brother and Chairman Ever J. Hammes would later appoint George E. Shoup to take the reins of the company. Under his leadership, the company continued to grow and our international division established a presence in Europe.

The 60s was a decade of growth as the company expanded twice with a 35,000 office addition in **1964** followed by a 93,000 square foot plant expansion in **1966**. Yet, the plant wasn't the only thing expanding. The customer base expanded to include the builder segment and major retailer Sears® Roebuck and Co. The company introduced the Quick Lock® mounting system, making like-for-like disposer replacements easy. By the close of the decade, the company opted to build the best-selling Badger® brand and St. Louis-based Emerson Electric Co. opted to buy InSinkErator®.

At left, InSinkErator launches the new Model 77 in 1968. This advanced model contains more stainless steel and larger grind elements.



An elite product, InSinkErator® advertised using extravagant models.

Take it from me,
Phyllis Diller...

Every woman
needs a
LEFTOVER
lover



IN-SINK-ERATOR®

STAINLESS STEEL DISPOSERS



Above, Barbara Walters and Phyllis Diller were featured in InSinkErator advertising. In 1970, Diller became the primary spokesperson and appeared in national ads in LOOK® and LIFE® magazines and a series of TV commercials. At the time, Diller had the starring role in "Hello Dolly" on Broadway.

the 1970s

The 70s was a decade of diversification and acquisitions. In **1970**, the company started manufacturing trash compactors and by **1973** it acquired H&H Precision Products to enter the instant hot water dispenser category. By **1974**, the company captured one-third of the disposer market. In **1975**, the plant expanded by 67,000 square feet and by **1976** the company was manufacturing OEM brands like Whirlpool,[®] Frigidaire[®] and White-Westinghouse.[®] InSinkErator continued its market leadership and by **1978** the plant had grown to 388,000 square feet, the company manufactured 50% of all food waste disposers sold in the U.S., 800 people were employed in Racine and a subsidiary was established in the United Kingdom.



H770 Instant Hot Water Dispenser



Trash Compactor



In the 80s, InSinkErator bolstered its reputation as a major kitchen appliance manufacturer with its product offering of disposers, dispensers, trash compactors and now dishwashers.

the 1980s



In the 80s the company continued its product diversification adding dishwashers to a product line that boasted residential and commercial disposers, instant hot water dispensers and trash compactors. By **1981**, the plant manufactured two million disposers. In **1982**, the H-330, a predecessor to the Hot-1 instant hot water dispenser was born. And by **1984**, plant capacity produced 13,000 disposers per day. International growth continued with the establishment of a subsidiary in Australia. Another poignant moment for the company came when Cadillacs were raffled to fund the NAPHCC Education Foundation - supporting training for professional plumbing, heating and cooling contractors. In 1988, the company celebrated 50 Years of Quality with its 50th Anniversary Limited Edition disposer.



*InSinkErator
50th Anniversary Disposer*

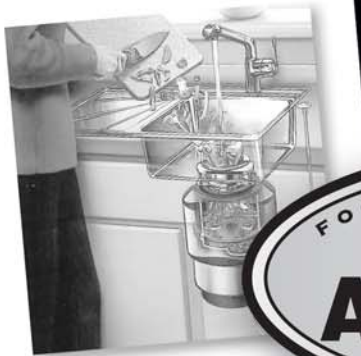


*InSinkErator
H-330 Instant Hot Water Dispenser*



*InSinkErator
Trash Compactor*

Chicken
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A new way for New Yorkers to take out the trash!



Turn on the water and flip a switch. That's how easy it is for you or your tenants to dispose of your food waste with an In-Sink-Erator® food waste disposer. No messy food waste. No odors. No bags. No insects. And no rats.

In-Sink-Erator food waste disposers, approved for ALL New York residences, grind and liquefy existing drain pipes to treatment plants to help keep five million food waste disposers are installed in New York City.

Call your plumber or In-Sink-Erator authorized plumbing contractor today



The In-Demand Brand.

The Idea That Built A Company

The year was 1927. Coolidge was president. Lindbergh made history flying solo from New York to Paris. And John W. Hammes, a young entrepreneur in Racine, Wisconsin was unknowingly making history of his own— inventing the world's first food waste disposer.

Believing homeowners desired more kitchen convenience in food preparation and clean up, Hammes invested the next eleven years perfecting his design. By 1938 he not only built a brand, he built a company.



EMERSON, CONSIDER



the 1990s

The 90s was a decade of surpassing milestones as sales levels were at an all time high. A defining moment was the decision to support the retail channel while finding ways to continue to serve our traditional plumbing wholesale customers. And the plant produced the 50 millionth disposer since the company's inception.

On the foodservice side of the business, the Waste Xpress® pulper system was commercialized to reduce the volume of waste being hauled out of foodservice facilities. By decreasing waste volume, this popular pulper system reduces labor expense and hauling fees while the AquaSaver Control saves money by reducing water consumption by 70%.

In a monumental development in the late 90s, a two-year analysis by the New York City Department of Environmental Study helped lift the city's ban on disposers.



AquaSaver

SS-750

SS-200

SS-100

LC-50



In 2006, InSinkErator launched the Evolution Series® disposers. Unlike earlier models that were differentiated by horsepower, the Evolution Series were differentiated by consumer need. The Evolution Essential® is the ideal choice for a wide range of kitchens. The Evolution Compact® is perfect for small households or restricted cabinet space. The Evolution Cover Control® provides extra assurance while the Septic Assist® is specifically designed for homes with septic systems. And the top of the line Evolution Excel® grinds almost anything with less noise.

2000 and beyond

The new millennium was filled with the promise of a bright future.

In **2001** the engineering group was staffed to create innovative new ideas in sound and grind technologies. By **2002**, research and development was concepting the new Evolution Series.[®] In **2004**, the company embarked on residential disposer research and market presence expanded to 80 countries and new subsidiaries were opened in Mexico, Japan, and China.

An Environmental Affairs consultant was hired in **2005** and a larger capacity, technologically superior stainless steel tank with an extended warranty was launched.

Introducing the Evolution Series[®] and New Hot Water Products

By **2006**, as an outgrowth of the market research, strategic planning and innovative engineering in the first half of the decade, InSinkErator launched a high performance line of disposers, the Evolution Series. With this new series came advanced sound, grind, anti-jam and anti-vibration technologies. The result? Superior sound and grind performance. The Evolution Excel[®] model will grind virtually any food waste and is the quietest disposer on the market.

A new, mid-level dispenser line, the Wave[®] and View[®] were also launched in **2006** and met great success in the marketplace with retail and wholesale customers.

By **2007**, Evolution Series sales continued to grow while the engineering innovations of the Evolution Series won numerous awards. The water products line continued to expand with the introduction of the Indulge[™] Antique and Tuscan dispenser launch.







The New PRO Series® Disposers and New Hot Water Products Introduced

In **2013**, the company proudly introduced the PRO Series disposers, that included the innovative PRO 1000LP,[™] PRO 1100XL[™], PRO 800,[™] PRO 750[™] and PRO Cover Control Plus.[™] What's more, in **2013** the Water Products Group changed its name to Water Dispensing Technologies and introduced the new Contour and the Classic dispensers, replacing the H-770 and H-990. Two new filters and filter systems were also launched; the new F-2000 and F-1000 filter cartridges and the F-1000S and F-2000S filtration systems.



Indulge[™] Modern

Invite[™] Contour

Invite[™] Classic

HWT Tank

F-1000S and
F-2000 Filters

The Indulge[™] Modern faucet with stunning, clean lines was introduced in 2012.



The China Opportunity

With Chinese middle income families nearing 500 million, China represents a major business opportunity. The company capitalized on this opportunity with the design of a new disposer platform specifically designed for the Chinese diet.

Production of this new disposer launched in November 2012 at the Emerson InSinkErator Appliance (Nanjing) Co., LTD plant in Nanjing, China.

The facility consists of a manufacturing plant complete with an office for HR, IT, finance, quality, product and manufacturing engineering functions. Other functions within the plant include QA lab, training, production offices, sound room, finished goods/raw material storage and a canteen.

Future plans for other international disposer lines are currently underway as the company prepares for continued global expansion for disposers.

Telling Our Environmental Story

Our environmental efforts were rewarded in **2008** when disposers were included in the NAHB National Green Building Standard recognizing the environmental benefits of disposers. As outreach expanded in **2009**, we updated the company web site to include a wealth of information on the topic, including a wastewater treatment plant database for public information. By **2011** the company completed a landmark Life Cycle Assessment (LCA) examining the environmental impact of disposers on the most common food waste disposal methods. Momentum continued into **2012** when we partnered with the city of Philadelphia in a program to analyze the amount of residential waste that could be diverted from the landfill through the use of disposers. The program has since expanded to four more major cities.

In foodservice, our WasteXpress pulper system is being used in composting programs in the college/university market. What's more, WasteXpress systems and foodservice disposers using AquaSaver control systems qualify for LEED for Healthcare green building standard.

The Evolution of a Brand

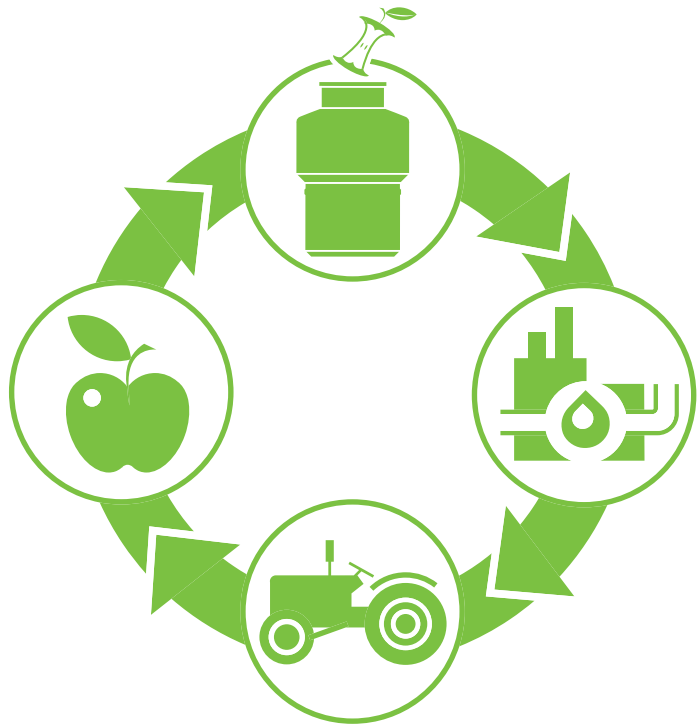


For over **75 years**, the company has delivered on the promise of the InSinkErator brand: long lasting innovative products, superior grind and sound performance, trouble-free operation, fast, easy installation, and a *We Come To You*[®] In-Home Limited Warranty. Today, this brand promise still stands.

Starving Landfills For Over 75 Years

Food waste disposers have always played an important role in responsible waste management. Disposers divert organic waste from landfills where it would otherwise create methane gas emissions (a potent greenhouse gas) and leachate, which could contaminate ground water.

With a disposer, food waste is finely ground and sent to a wastewater treatment plant, where it can be converted to fertilizer, energy and clean water. Disposers also use small amounts of water and electricity. The environmental advantages of food waste disposers have been demonstrated and documented by third party studies from around the globe.



1.800.558.5700
www.insinkerator.com



Commercial & Residential Solutions

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InSinkErator may make improvements and/or changes in the specifications at any time, in its sole discretion, without notice or obligation and further reserves the right to change or discontinue models.

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