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## **First Wave<sup>SM</sup> Innovation Lab at Delta Faucet Company Introduces Glass Rinser for Increased Kitchen Efficiency**

*Leading Faucet Company Engages Indiegogo Enterprise Services to Optimize Innovation Lab's Products*

**INDIANAPOLIS, October 22, 2018** – First Wave<sup>SM</sup> Innovation Lab at Delta Faucet Company introduces the Glass Rinser, an innovation familiar to bars and restaurants, reimagined for residential homes. The Glass Rinser is the brainchild and first product of First Wave Innovation Lab, a collection of engineers, innovators and explorers whose sole purpose is to ideate and unveil revolutionary products in the world of faucets, showers and related products that change the way people think about water.

“The Glass Rinser is a perfect example of what our Innovation Lab can accomplish, taking a product with longstanding commercial value and reimagining it for use in home kitchens,” said Missi Tate, senior marketing manager at Delta Faucet Company. “Our market research showed us that customers were interested in a solution to more efficiently and effectively rinse items at the kitchen sink, so we decided to make that concept a reality.”

The result is a product that functions much like the one at any local coffee shop but is designed to work in home kitchens. Additional features and benefits include:

- **Versatile and convenient:** The First Wave<sup>SM</sup> Glass Rinser is simple to use. The rinsing spray is center-positioned to clean out a variety of drinking vessels, such as baby or water bottles, smoothie containers and glasses of all sizes. You push downward. Water jets upward.
- **Powerful, yet sleek:** The powerful spray rinses away residue and dust. The low-profile nature ensures it will not disrupt the overall design of the sink area.
- **Effective and simple to install:** The rinser is easily installed on sinks alongside any new or existing faucet. The design allows water to funnel directly into the sink with no concern about making a mess.

To test these features before mass-producing the Glass Rinser, First Wave Innovation Lab utilized [Indiegogo's Enterprise Services](#), which enables established companies to accelerate innovation by engaging directly with Indiegogo's global community of more than 10 million users. The Indiegogo users are early advocates and market validators for soon-to-launch products, suggesting improvements and ensuring their success.

Exclusive pre-offers for the Glass Rinser debuted for a discounted price in the fall of 2018, securing more than 1,000 product orders. By the fall of 2019, the First Wave team will fulfill all Indiegogo orders and continue to evaluate a market strategy, scaling the Glass Rinser to one of the three Delta Faucet Company brands: Delta, Brizo and Peerless.

Learn more about the [First Wave<sup>SM</sup> Innovation Lab at Delta Faucet Company](#).

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### **About First Wave<sup>SM</sup> Innovation Lab**

First Wave Innovation Lab is a collection of engineers, innovators and explorers whose sole purpose is to ideate and unveil revolutionary products that change and enhance the way people interact with water. Creating new products based on consumer demand, the team of trailblazers is committed to cutting edge, functional innovation, exclusively for Delta Faucet Company. Learn more at [www.firstwavelab.com](http://www.firstwavelab.com).

**About Delta Faucet Company**

Founded by Masco Corporation in 1954 with the introduction of the single-handle faucet, Delta Faucet Company is proud to be America's faucet innovation leader, featuring [Delta®](#), [Brizo®](#) and [Peerless®](#) products. A WaterSense® partner of the U.S. Environmental Protection Agency, Delta Faucet is a global organization that offers [kitchen faucets](#), [bath faucets](#), [shower heads](#), [shower systems](#), [toilets](#) and related accessories, selling products in more than 53 countries. For more information, visit [www.deltafaucet.com](http://www.deltafaucet.com).