

# 2017 Industry Insights from Mansfield Plumbing

*Cleanability, Performance and Environmental are the three key trends leaders at Mansfield Plumbing see for the plumbing industry in 2017.*

PERRYSVILLE, OHIO, USA, October 18, 2016 /EINPresswire.com/ -- Leaders at [Mansfield Plumbing](http://MansfieldPlumbing.com) say there are three words that sum up the focus of the plumbing products industry for 2017: Cleanability, Performance and Environmental.

"The sanitaryware industry has seen a distinct escalation in the growing consumer demand for cleaner toilets this year," says Gary Pember, vice president of marketing at Mansfield Plumbing.

"People are tired of the almost daily chore of cleaning toilet bowls and rims ... they're looking for easy-care solutions combined with high performance toilets."



Made in America products from Mansfield Plumbing meet current consumer demand.

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*Gary Pember, Mansfield Plumbing*

Pember relates that this push toward cleaner toilets is being addressed by unique changes in toilet products by many manufacturers. "From the development of easier to clean glazes on the toilet to advanced developments of waste removal to built in washing treatments, manufacturers are working hard to answer the demand from consumers for cleaner toilets," says Pember.

"We're closely following industry trends and have already introduced the PuraClean™ bacteria-resistant glaze finish for toilets this year. We plan to develop even more ways to address this cleanliness issue in the future."

## Water-Saving High-Performance Toilets

According to Pember the desire for reliable, high-performing sanitaryware products is a recurring trend that ties in with the desire for low water usage of toilets.

"We said last year that water efficient toilets are here to stay and we stand behind that statement," says Pember. "Homeowners want one-flush confidence while knowing they're minimizing water usage."

"As manufacturers, we're continually trying to 'up our game' by developing products that answer this

demand. We did that this year by introducing the Denali™ Power Flush toilet --- which moves 1,200 grams of waste with just 1.6 Gpf."

Pember points out that WaterSense® toilets, which generally use 1.28 Gpf or less water, remain top sellers in the industry. "In the drought-ridden areas of our country every drop of water counts," says Pember. "Many builders, remodelers, plumbers and homeowners are reviewing their options for toilets using less water. This can include dual-flush toilets that use a lower quantity of water to remove liquid waste compared to using slightly more water to remove solid waste."

**Made in America: Made at Mansfield**

Pember relates that other secondary trends are also influencing industry sales. "Whether because it's an election year or people are tired of waiting for products shipped from overseas, there's a strong request right now for Made in America sanitaryware products," says Pember. "Certainly we know products made in the USA mean more employment of Americans and faster delivery times. However, the current push right now also appears more 'patriotic' than in previous years."

Recent research shows that almost eight out of 10 American consumers show preference to purchasing an American-made product than an imported one.\* In the same survey, more than 60 percent of those interviewed said they would also be willing to pay 10 percent or more for American-made products. This supports the 2012 findings of the Boston Consulting Group that shows more than 80 percent of consumers in the United States said they would be willing to pay a higher price for American-made goods than for those products made in China.\*\*

Operations at Mansfield Plumbing have accelerated to meet the growth of current orders and anticipated product demand for 2017. The company hired a record number of people in 2016 and now employs almost 700 American workers.

"Even though we're incorporating more robotics into our operations, we continue to hire people on an ongoing basis," says Pember. "The increased automation makes it better and easier for people to work in the plants by having machines do some of the heavy lifting. Robotics help increase efficiencies in our plants along with allowing us to quickly and resourcefully manufacture products.

"These advances are important because we're preparing for



PuraClean finish on Mansfield Plumbing toilets meets consumer needs for cleanliness.



High-performing Denali toilet meets consumer household needs.

2017 --- a year when we plan to grow our product offerings with toilets that meet all the trends of cleanability, performance and environmental that are desired by consumers."

Mansfield Plumbing precision manufactures millions of pieces of sanitaryware and bathware each year at its facilities in Perrysville and Big Prairie, Ohio and in Henderson, Texas. Founded in 1929, Mansfield Plumbing, which is owned by Corona, is a leading producer of top-quality, high-design, performance plumbing fixtures and fittings for use in residential, commercial and institutional markets. For more information, visit [www.mansfieldplumbing.com](http://www.mansfieldplumbing.com) or call 877-850-3060.

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\* <http://www.consumerreports.org/cro/magazine/2015/05/made-in-america/index.htm>

\*\* <http://www.inc.com/kathleen-kim/consumers-prefer-products-labeled-made-in-the-usa.html>

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