



## **FLUIDMASTER EXPANDS INTO NORTHERN EUROPE**

SAN JUAN CAPISTRANO, CA and ARNHEM, NETHERLANDS – April 18, 2016 –

Fluidmaster, Inc., the world’s largest manufacturer of toilet tank components and trim, announced today it has acquired WISA BV, a leading sanitary equipment business based in the Netherlands. With a company history spanning more than 150 years, WISA is an innovative manufacturer and marketer of a wide range of concealed and exposed cisterns, controls, and other sanitaryware products such as toilet seats, flush pipes and couplings across Europe, as well as wellness products including spa baths in the company’s home market.

“The WISA operations, people and products are a great addition to our company as we continue to grow globally,” said Robert AndersonSchoepe, Chairman and Chief Executive Officer of Fluidmaster. “This acquisition also builds upon our expanding Fluidmaster global family of brands which includes Schwab, LIV, Torbeck, the Fluidmaster PRO Series line and Fluidmaster itself.”

“It is a privilege to welcome WISA’s Mark Grosfeld and his experienced management team into the Fluidmaster organization,” stated Todd Talbot, Fluidmaster President. “Through this acquisition, we anticipate significant synergies with our other European businesses, with even greater service and value delivered to our customers in Europe and around the world.”

“WISA shares the core Fluidmaster values centered on customer satisfaction and delivering innovative, value-rich products to our partners,” said Grosfeld. “We believe the depth and breadth of the Fluidmaster brands will be of significant interest to our current and prospective customers.”

## **About Fluidmaster**

Established in 1957 and reaching across the world, Fluidmaster remains a family owned and operated company known for its superior engineering of efficient and reliable toilet components. The company has become an icon in the plumbing industry, with operations in North America, Europe, the United Kingdom, China and Turkey as well as a worldwide distribution network across more than 80 countries selling more toilet tank replacement valves than any other manufacturer in the world. In addition to the original fill valve developed by founder Adolf Schoepe and enhanced through the years, Fluidmaster's complete line of toilet care parts include exposed and in-wall cisterns, standard and dual flush valves, flappers, activation systems, bowl wax and wax-free products, toilet repair kits, and supply line connectors.

The company's global headquarters is located in San Juan Capistrano, California. For media inquiries or for more information, contact Scott McDonald at 949-728-2255 or by email at [smcdonald@fluidmaster.com](mailto:smcdonald@fluidmaster.com), or visit [www.fluidmaster.com](http://www.fluidmaster.com).

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