

INNOVATION NEWS



OUR COMPANY

In September 2017, Mueller Water Products (NYSE: MWA) announced a strategic reorganization designed to accelerate product innovation and revenue growth. The plan reconfigured the Company's divisional structure around five (5) "value streams" and centralized engineering, operations, sales & marketing and other functions to better align with business needs and generate greater efficiencies.

Now – one year later – we are a company with a vast body of expertise, innovation and vision, working toward the common goal of helping our customers address their biggest challenges in new and innovative ways.

OUR NEW LOGO & DOMAIN

To represent our brand's enviable legacy, its personality, and the strategic direction of the Company, we have developed a single stylized company logo that will replace all previous versions of Mueller logos over the next 6-24 months. This means that, moving forward, logos such as Mueller Co., Mueller Systems, Mueller Canada, and others will cease to exist. Implementation will take some time, as we have thousands of documents, tags, and other collateral that requires rebranding.

In addition, each Mueller employee will be issued an email address with a new @muellerwp.com domain. While all current domains will continue to function, outgoing emails will use the new domain.

This new brand identity aligns with the Company's focus on delivering exceptional value to customers. Together, Mueller's collective products, services and professionals position the Company as one of the only providers that can fulfill a utility's water system needs at the source, at the plant, below the ground, on the street and in the cloud.

OUR BRANDS AND TRADEMARKS

In addition to numerous Mueller inventions becoming industry standards, our brands and trademarks are the most widely recognized names in the water distribution market (see www.mwppat.com). Brand research reports in 2010 and 2013 concluded, "... Mueller has the highest awareness, consideration, preference and usage scores of any competitor in the category. In some cases, outpacing the nearest competition by two (or more) to one." "U.S. Pipe [Valve & Hydrant] also performed extremely well, with 2nd or 3rd place position on every market stance issue (awareness, consideration, preference, usage) evaluated." And in 2015, a report stated "...Mueller has a strong brand in the market. Based on the qualities of dependability, reliability, well-built, longevity and proven, The Mueller brand occupies a positive place in the mind of the people who "use" Mueller products (and services)." The same report also stated, "There is confusion about the brands that are owned by Mueller as well as the brand structure/strategy -internally and externally."

In order to leverage the strength of the Mueller brand and clarify the relationship between our well-recognized brands, we have shifted from a "house of brands" to an "endorsed brand" strategy approach. This approach means we will lead with a new Mueller logo and replace our sub-brand logos with endorsed brand marks—simple

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product name “lockups” that help clarify the relationship. This new strategic brand architecture will reinforce our business and sales strategy, helping customers to easily understand, select and purchase our solutions. The Mueller logo will appear on all collateral, accompanied by the endorsed brand mark wherever appropriate. The exception is the U.S. Pipe Valve & Hydrant logo, which will continue to appear as a stylized logo per an agreement with the U.S. Pipe & Foundry Company.

NEW MUELLER COLLATERAL

In concert with our new brand identity, we are excited to release a new Mueller Solutions Brochure, “From the Source to the City”. Featuring a pull-out applications poster, this new six-page brochure provides a brief overview of our four product and service application areas:

- 1 flow control solutions to manage our resources
- 2 fire protection solutions that safeguard our communities
- 3 pipeline management technology for greater insight and control
- 4 metering and communication technologies that enhance service and productivity

The pull-out applications poster comes from an animated applications diagram called Metro H2O. Originally created for www.singervalve.com several years ago, we added all products and solutions offered by the Company and organized them by market segment. Look for this interactive tool to appear on all Mueller-branded websites soon!



MUELLER SOLUTIONS BROCHURE

ENDORSED BRANDS APPROACH



MUELLER® | ECHOLOGICS® | HYDRO GATE® | HYDRO-GUARD® | JONES® | MI.NET® | MILLIKEN® | PRATT® | SINGER® | U.S. PIPE VALVE & HYDRANT

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