

# delta

getting new  
ideas flowing

By creating a host of new product designs in record time, Proteus helped Delta change the direction of their market.

## The Company

Based in Indianapolis, IN, Delta Faucet Company ([www.deltafaucet.com](http://www.deltafaucet.com)) is the largest manufacturer of residential and commercial faucets and related accessories in North America.

## The Situation

By the late 1990s, the faucet industry was becoming more style and technology driven. Despite 50 years of experience in the category, Delta had begun to see its market share eroded by Kohler, Moen, Price Pfister and private label brands.

Big box retailers like Home Depot and Lowe's were asking Delta for a considerable number of new designs, and they simply didn't have the in-house resources to meet those demands. At stake were the number of SKUs Delta could expect to have at a retailer like Lowe's, where a single SKU can represent as much as \$12 million in revenues. For help Delta executives turned to Proteus.

case study



- ▶ Multiple Proteus designs in top ten of Delta faucet sales including the #2 best-seller for Delta
- ▶ First year incremental sales in excess of \$20 million

## Our Approach

It was clear that Delta needed to add fresh new designs to the product mix or face marginalization. Within a matter of months, Proteus produced several hundred new potential faucet design concepts – kitchen, bath, single-handle, double-handle, high-spout, low-spout and more.

To keep the process on track, we confirmed that the new designs met with approval from consumers and retailers. We also ensured that critical manufacturing and cost objectives were met — including a trip to China to meet with Delta's manufacturing partners. We worked closely with Delta's team of engineers to make use of as many existing internal components and innovations as possible.

## The Results

- ▶ In their very first year of working with us, Delta saw an incremental sales increase of more than \$50 million.
- ▶ Of the 300 design concepts we initially developed for Delta, more than 40 eventually entered the market at The Home Depot and Lowe's.
- ▶ One of our designs, Lewiston, quickly became the second best seller in their entire line.
- ▶ Additionally, multiple Proteus designs made their way into Delta's Top 10 best-selling SKUs.
- ▶ For the first time in a long time, Delta found itself playing offense rather than defense in the category.

“We've had a long standing relationship with Proteus. I've been here 13 years and I believe Proteus was doing work for us back then. There has always been a connection there. For this particular project it seemed like a natural fit.”

Judd Lord, Delta Faucet Company.

Concept Ideation



Engineering CAD Models



Alias Renderings

