



IT'S THIS EASY

**TACKLING FOOD WASTE IS SIMPLE
WITH INSINKERATOR'S
FOOD WASTE DISPOSERS**



ACTIVELY ENCOURAGING HOUSEHOLDS TO REDUCE FOOD WASTE IS IMPORTANT BOTH FINANCIALLY AND ENVIRONMENTALLY

60% of UK food waste comes from households¹

In 2021/22, UK households generated

6.4m tonnes of food and drink waste²

4.7m tonnes were edible and **2m tonnes**

of which were inedible or unavoidable³

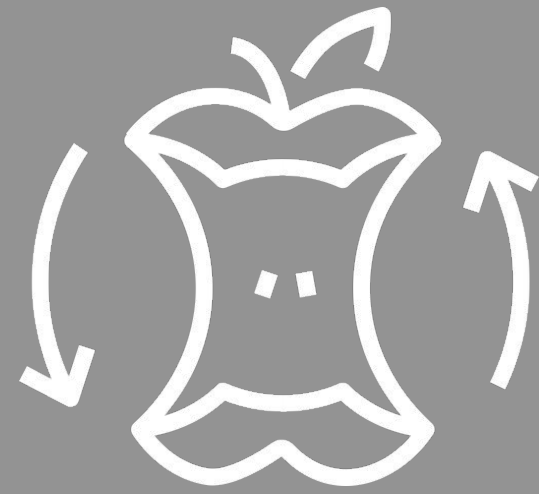
This equates to **95kg per person** per year⁴

¹ <https://wrap.org.uk/resources/report/food-surplus-and-waste-uk-key-facts-updated-november-2023>

^{2,3,4} WRAP Household Food Waste Collections Guide v 17, February 2024



HOUSEHOLD FOOD WASTE CAN BE MANAGED IN DIFFERENT WAYS:



Composting

While consumers are advised to compost inedible food waste, it is not practical for many people, especially those living in cities or in apartments.



Food Waste Caddy

Many local authorities provide food waste caddies – however, there are many key barriers to food waste recycling including smells, leaks, spills and flies.¹



Food Waste Disposer

Food waste disposers are a practical alternative way to manage food waste.

According to BusinessWaste.co.uk commercial waste disposal experts, **97% of British households have never used a compost heap** to recycle their food waste, meaning that thousands of tons of unused food goes directly to landfill or incineration every year.*

*Source: BusinessWaste.co.uk '97% of UK households don't compost. Britain forgets the art of composting

¹ WRAP's Recycling Tracker Survey, Spring 2023

FOOD WASTE MANAGEMENT OPTIONS

InSinkErator is an active campaigner focusing on the prevention of food waste and disposing of any unavoidable food waste responsibly.

While consumers are advised to compost inedible food waste, this isn't always practical and many councils are providing food caddies for separating food waste in the home.

An **InSinkErator food waste disposer** offers a complementary solution to this method.





COMPLEMENTING THE NEEDS OF MODERN KITCHENS

Today's open plan kitchens require products that help you to maintain a quieter, cleaner and healthier environment where family and friends can come together.

Our exclusive Advanced Series and Power Series **food waste disposers** and our collection of **instant hot water taps** are ideal for upgrading kitchens – improving hygiene and providing convenience.

INTRODUCING INSINKERATOR

WHO ARE WE AND WHERE DO WE COME FROM?

There's a good reason why the name InSinkErator has been synonymous with food waste disposers for nearly 100 years. After all, **we created the world's first disposer back in 1927** and are proud to be the only manufacturer who can say they have invented, designed and assembled their products in America.

What began as a simple idea to help American families dispose of after-dinner food scraps has evolved to a more hygienic and sustainable way to manage many tonnes of food waste every day.



The **ONLY** manufacturer with disposers
**INVENTED, DESIGNED &
ASSEMBLED in the USA**



InSinkErator was founded in 1938, after **John W. Hammes** invented the first food waste disposer in 1927

in **sink** erator



Hammes' invention offered a hygienic solution to managing food waste and an alternative where composting isn't possible

As the global category leader, our mission is to **change how people manage food waste** and create a new 'norm'



Formerly owned by Emerson, we're now part of **Whirlpool Corporation** and the world's largest manufacturer of food waste disposers

Whirlpool
CORPORATION

in **sink** erator

HIGHLY TRUSTED, HIGHLY RATED

Our product reputation for reliability is matched by our commitment to customer service and aftercare.



I don't know how anyone survives...

I don't know how anyone survives without one of these. All small food waste easily and quietly removed from the kitchen. No smells or mess.

Peter



The InSinkErator was a last minute...

The InSinkErator was a last minute addition but has turned out to be one of the best ideas. Every kitchen should have one.

Mr Kelly



Replacement waste disposer

Had the desired product available as a replacement for a previous 13 year old InSinkErator. As we had previous experience with the brand it was an easy choice. Competitively priced & promptly delivered. Installation was straightforward and easy to complete. Great service.

Neil Hamilton



Great product, first class customer service

Great product, used for just over 5 years and makes a huge difference, no food waste in the bin, no foul smells etc. packed in, went out of its 5 year warranty. Without question InSinkErator extended the warranty and replaced the unit under warranty. Fantastic customer service. Highly recommend the product and company.

Alan Reid

InSinkErator products are **highly trusted** by retailers and consumers alike.



THE BENEFITS ARE CLEAR

The InSinkErator food waste disposer is a genuinely practical appliance that quickly becomes one of the most used kitchen gadgets by the whole family for many reasons...

IMPROVED HYGIENE

Being able to dispose of food waste instantly prevents bad smells and bacteria lingering in the kitchen

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SAFE

There are no blades inside a food waste disposer, which means they're completely safe to use by all the family

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EASY TO USE

Whether it's peelings or leftovers, simply place your food waste in the sink, run the tap, press the button and push the waste into the plughole

CONVENIENT

Food waste disposers don't need emptying, as food waste is ground into small particles that pass through your plumbing, just like waste water

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TROUBLE-FREE

Food waste disposers are quiet and require no cleaning or maintenance, and they are easy to install.

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WE COME TO YOU

InSinkErator also offers in-home 'Fit and Forget' limited warranties that provide service in the convenience of your home.




ADVANCED SERIES

AND DON'T JUST TAKE OUR WORD FOR IT...

Our products offer a whole range of benefits, and these are greatly valued and appreciated by our customers.



 **They are fantastic, every home needs one.**

 **The InSinkErator wins!** 

 **The InSinkErator is a must have. I couldn't do without mine.**

 **Simply amazing!!!** 
Wouldn't be without mine!

 **So satisfying!** 

 **Wouldn't be without my InSinkErator, heaven sent device!** 

THE NEXT GENERATION

OF FOOD WASTE DISPOSERS
JUST GOT BETTER



THE NEXT GENERATION

...IS MORE POWERFUL,
WITH ADDITIONAL
GRIND CAPABILITIES
OVER PREVIOUS MODELS*



*Excluding Standard 460

THE NEXT GENERATION

...PACKS NEW
TECHNOLOGY INTO A
MORE COMPACT*, EASIER
TO INSTALL DESIGN



*Advanced Series models only

ADVANCED TECHNOLOGIES

UP TO FOUR GRIND STAGES

MultiGrind Technology equips InSinkErator disposers with up to four grind stages. The 3D Grind Chamber continuously forces food waste onto grind surfaces.

Stage One The GrindShear Ring surface provides a dependable grind for everyday food scraps.

Stage Two Shearing windows grind food waste into fine particles.

Stage Three An Undercutter Disk continues to grind food particles.

Stage Four A cleansing paddle rinses the chamber walls clean of residue.



Maximum Grinding Power

The long-lasting, **Dura-Drive induction** motor features jam-busting torque to power through tough food scraps

EASIER TO INSTALL

We've made our food waste disposer easier to install than ever before. The dishwasher inlet plug is designed for easy removal and **Lift and Latch**

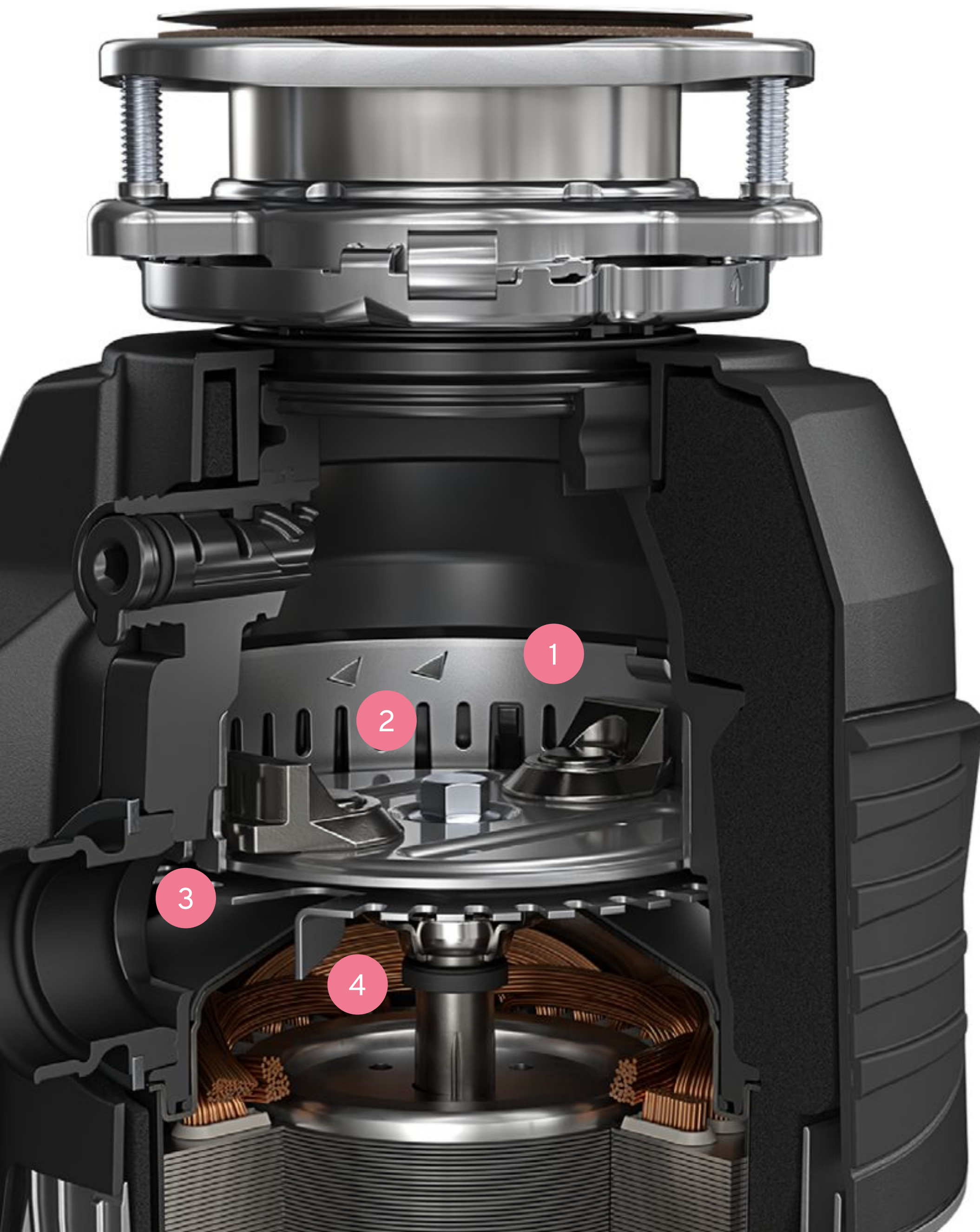
technology makes it easy to attach the disposer to the sink. Plus, rubber grips make the unit easier to hold when installing*.

SOUND REDUCTION

Thanks to **SoundSeal Technology****, you can grind more with InSinkErator disposers and hear less. Our innovative **SoundSeal Technology** delivers

advanced-level insulation, vibration-reducing connections, and a special **Quiet Collar Sink Baffle** to block sound for up to three levels of noise reduction.

*Rubber grips on Evolution Plus 1000 only **Excluding Standard 460



MULTIGRIND TECHNOLOGY



GrindShear Ring

Food waste is ground into small particles along the surface of the ring.

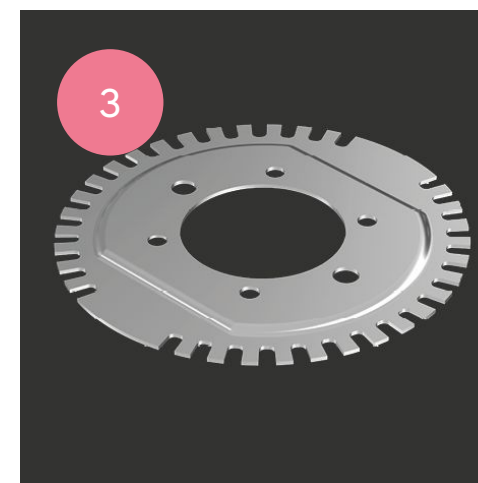
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Shearing Windows

Food waste is forced through a series of windows, shearing it into smaller pieces.

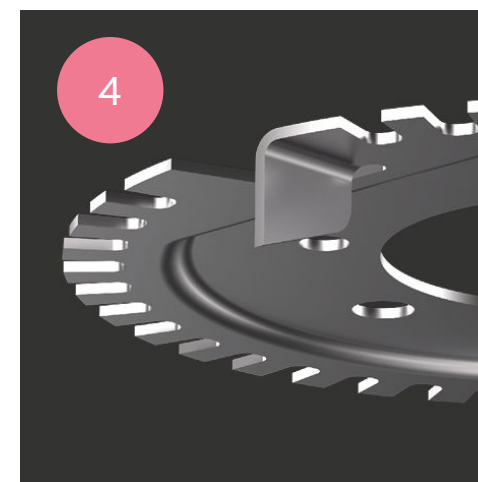
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Undercutter Disk

The undercutter performs the third stage of grind. It grinds particles one more time after they've passed through the GrindShear Ring.

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Cleansing Paddle

The cleansing paddle helps rinse chamber walls clean of residue.

LIFT AND LATCH MAKES INSTALLATION EASIER THAN EVER!



Just Lift and Latch!
We've simplified the installation process by eliminating the challenge of having to hold the disposer with one hand, while adjusting the mounting ring with the other hand.

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Designed to Align
Lift and Latch technology features a notch in the disposer body that aligns with a tab on the lower mounting ring, holding it in place.

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Simplified Mounting
Our exclusive design enables you to use both hands to lift the disposer and twist it over the mounting ramps until locked.

Compatible with all previous InSinkErator installations and available on all Standard, Power, and Advanced Series food waste disposers.





SOUNDSEAL TECHNOLOGY



Quiet Collar Sink Baffle

Baffle design causes running water to pool in the sink opening. The “water dam” acts as a cap on the disposer and reduces the amount of noise that comes up through the sink opening.

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Anti-Vibration Mount

An anti-vibration sink mount helps stop the transfer of noise and vibration from the disposer to the sink.

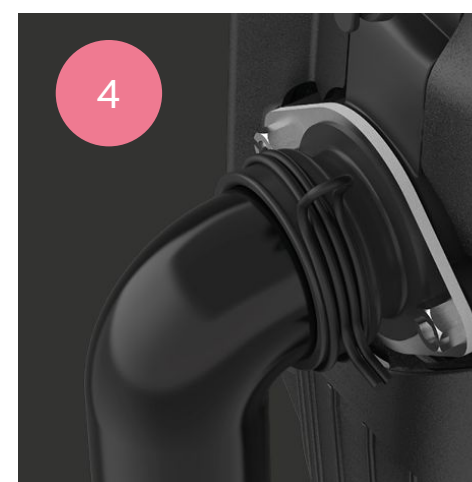
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Sound Jacket

A custom-moulded sound jacket traps and muffles noise from the disposer.

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Anti-Vibration Tailpipe Coupler

Mounts the tailpipe in a cushion of rubber that reduces the vibration transmitted to downstream plumbing, reducing noise.

ADVANCED SERIES DISPOSERS

InSinkErator Advanced Series disposers feature up to four stages of MultiGrind Technology to grind even the toughest food waste into the finest particles.



EVOLUTION PLUS 1000EC

MultiGrind Technology



SoundSeal Technology



QUIETEST

AIRSWITCH ACTIVATION
in Chrome

4+1 YEAR WARRANTY*

1.0 HP MOTOR

*Additional warranty upon product registration within 60 days



EVOLUTION PLUS 750EC

MultiGrind Technology



SoundSeal Technology



QUIET

AIRSWITCH ACTIVATION
in Chrome

3+1 YEAR WARRANTY*

0.75 HP MOTOR

*Additional warranty upon product registration within 60 days



POWER SERIES DISPOSERS

Our Power series disposers feature 2-Stage MultiGrind Technology which grinds food waste finer and offer reduced sound levels compared to our Standard Series models.



PREMIUM
700EC

MultiGrind
Technology



REDUCED SOUND

AIRSWITCH ACTIVATION
in Chrome

2+1 YEAR WARRANTY* 0.75 HP MOTOR

*Additional warranty upon product registration within 60 days



PREMIUM
550EC

MultiGrind
Technology



REDUCED SOUND

AIRSWITCH ACTIVATION
in Chrome

2+1 YEAR WARRANTY* 0.55 HP MOTOR

*Additional warranty upon product registration within 60 days



STANDARD SERIES DISPOSER

A dependable, effective and value-for-money solution for dealing with messy food waste in the kitchen.



STANDARD 460

Grind
Technology



STANDARD SOUND

CHROME AIRSWITCH INCLUDED

2+1 YEAR
WARRANTY*

0.55 HP
MOTOR

*Additional warranty upon product registration within 60 days



GRIND OUT THE DETAILS



SERIES NAME	STANDARD	POWER		ADVANCED	
Model Name	Standard 460	Premium 550EC	Premium 700EC	Evolution Plus 750EC	Evolution Plus 1000EC
Suitable for	Small households and individuals	Small to medium households	Larger households	Large households and growing families	Large and busy households and cooking enthusiast
Grind Stages	1 - Stage Grind	2 - Stage MultiGrind	2 - Stage MultiGrind	3 - Stage MultiGrind	4 - Stage MultiGrind
Sound Reduction Technology	Standard Sound	Reduced Sound	Reduced Sound	Quiet SoundSeal	Quietest SoundSeal
Sink stopper	Plastic	Stainless Steel	Stainless Steel	Stainless Steel	Stainless Steel
Baffle type	Standard Baffle	Quiet Collar	Quiet Collar	Vented Removable	Vented Removable
Horsepower motor*	0.55	0.55	0.75	0.75	1
Cover control compatible		●	●	●	●
Easy Install Lift & Latch	●	●	●	●	●
Built-in Airswitch	●	●	●	●	●
Airswitch finish - Chrome	●	●	●	●	●
Long-lasting Dura Drive Induction motor	●	●	●	●	●
In-home Warranty**	2+1	2+1	2+1	3+1	4+1

*Laboratory measurement of peak horsepower output of motor, not the operational output at the disposal. ** Additional warranty upon product registration within 60 days



IT'S EASY TO ADD STYLE AND PERFORMANCE

InSinkErator food waste disposer accessories are designed to improve the functionality of your kitchen by adding style, improving performance, and simplifying installation.

DECORATIVE ACCESSORIES



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Airswitch Buttons

Available in five stunning designs, there is an air switch to complement any décor – from antique to contemporary design.

Designer buttons available in: Velvet Black, Brushed Steel, Chrome



CHOP GRIND CHILL

SUPPORTING SALES

INTRODUCING OUR LATEST CAMPAIGN

To raise awareness of **InSinkErator Food waste disposers** and the benefits they offer, we have recently created a multi-channel marketing campaign.

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Its purpose is to encourage consumers to **break free from the perceptions of the past and inspire curiosity** - positioning InSinkErator as the modern way to handle food waste, bringing this to life in a joyful, human way.



CAMPAIGN RATIONALE

At the very heart of this campaign is the **notion of simplicity** and the aim is to convey how InSinkErator food waste disposers make tackling food waste just so simple.

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In fact, from dealing with peelings to getting rid of leftovers, your food waste disposer makes things as **easy as A,B,C/ 1,2,3.**

.....

Or to put it another way, with **InSinkErator IT'S THIS EASY.**



CHILL

CAMPAIGN EXECUTIONS

Running across social, digital and in print, each execution of our campaign features **bold bright colours** and upbeat messaging, designed to capture consumers' attention.

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Unlike competitors who focus on the power, performance and functionality of their products, we have chosen to **use emotion and positivity to connect with our audience.**



@insinkerator_uk



InSinkEratorUK



@insinkeratoruk

ENJOY



CAMPAIGN EXECUTIONS

(EXAMPLES)

The following assets show how one of our hero campaign visuals will be used to promote the launch of our Next Generation Food Waste Disposers.



Banner (static)



Social post



Full page ad



Banner (static)



MPU (animated)

SUPPORT FOR THE SHOWROOMS

Showroom merchandising materials and product displays will be made available with a host of exciting new content including **videos** and **POS**.



OUR SHOWREEL



in **sink** erator

IT'S THIS EASY

