



FISHER MANUFACTURING COMPANY

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WHY FISHER SALES TIP #2
DECK MOUNT FIXTURES

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The "SHELL" Game

Jeff Westley, CFSP Vice President

In today's world where price is so important, many manufacturers have gone to great lengths to reduce material and labor costs from their products. When it comes to 4 center to center (CC) and 8 CC deck mounted faucets, most manufacturers offer what I call shell faucets. These shell faucets have a stamped brass shell, chrome plated, that hides the rough casting, giving it an attractive finished look.

In a typical commercial kitchen, shell faucets can't hold up to the abuse they encounter by pots and pans being tossed at them all day. The shell being light weight is dented causing the chrome plating to crack and peel off. In most cases this is cause to replace the faucet.

The confusion comes because Fisher's deck mounted faucets and pre rinse units look similar to the shell faucet. **However, there is a big difference! Fisher faucet and pre rise bodies are SOLID brass or stainless steel; there is no shell as the waterways are molded into the solid casting.**

Jeff's Final Thoughts....

Just hold a typical shell faucet in one hand and hold a Fisher faucet in the other, you can feel the difference. Order a sample of our faucet body cut a way to show your customers our stainless steel seats and two part swivel stems.

Review the Why Fisher? section in our catalog as these features are exclusively Fisher. When it comes to Fisher faucets the old saying, Long after price is forgotten, quality is remembered seems to apply.

Deck Mount Specs

[Download specs here...](#)

An often overlooked feature of Fisher faucets and pre rinse control valves is our stainless steel seats and our two part swivel stem. **Only Fisher goes to the added expense of these two features.**

Stainless Steel Seats are screwed and glued into the solid brass or stainless steel casting. The seat is the wearing part of any faucet. Water flows over the seat; water is very corrosive and erodes away the typical brass seat. When a brass seat is worn, replacing the seat washer will not stop the drip! Stainless steel seats are very hard and do not erode. In fact they are guaranteed for life.

Two Part Swivel Stems add great value because the seat washer is attached to the stem using a swivel. When the water is shut off by closing the stem the seat washer comes into contact with the stainless steel seat in a plunging motion. Other manufacturers of faucets do not have swivel stems, when you shut off the water by closing their stem, when the seat washer comes into contact with their worn brass seat, it is a twisting and grinding motion, causing pre mature failure.

Remember, Fisher faucets are made to last a lifetime. Solid cast faucet bodies, stainless steel seats and two part swivel stems.

