

Tub Filler Fever

California Faucets Freestanding Tub Fillers Bust a Move in Video

Pixar-like computer-generated tub fillers come to life and dance their way into hearts



Four new tub fillers surprise Balboa

(Huntington Beach, CA, February 3, 2015) California Faucets has released a short video—*Tub Filler Fever*—to creatively introduce its four new tub fillers. In the imaginative production the company's original tub filler, the Balboa Series, comes to life and to his astonishment is joined by four new tub filler series, each of which hits the dance floor for a solo performance. In addition to their dance moves, the tub fillers display human mannerisms, which whimsically illustrate their unique design and personality.

The Pixar-like production fades in with the sound of chirping birds outside the window of a beautifully appointed bathroom featuring a freestanding tub with Balboa tub filler. As we zoom in on the face of the tub filler, its hot and cold cross handles suddenly begin to turn signifying eye movement as Balboa morphs from an inanimate object into a life form and then steps out from the bathroom onto an empty dance floor. Peering about in lonely isolation, Balboa is pleasantly surprised when four new tub fillers strut in side by side and face him.



Original and new tub fillers perform together

As Balboa looks on with anticipation the four newcomers give each other a mischievous nod and the first—Hermosa—steps into mirror ball lighting and begins dancing to a disco beat. Fascinated, Balboa eagerly watches as Hermosa completes his routine with moves that include throwing its handshower back and forth into the air à la *Saturday Night Fever*. Next up is Bolsa, who sporting an oil rubbed bronze finish and a red bow tie, tap dances to a piano piece with agility and finesse. Palomar, the third of the four new series, then takes us into the golden age of hip-hop, breakdancing to a thumping boom box and even nailing a moonwalk. Not to be outdone, the last of the new series, Asilomar, delivers a graceful prima ballerina performance. Decked out in an elegant gold finish, Asilomar curtsies at the end amid applause and roses being tossed at her feet.

The newcomers then turn their attention back to Balboa, the original tub filler, who knows it's time for him to bust a move. We hear a lively Irish Jig and see a close up of Balboa's face. He's obviously dancing as the camera tilts down his legs to his cross handle feet to reveal him performing *Riverdance*. The others step in line and join in the fun. We hear the music continue as the credits roll introducing the cast of tub fillers one by one.

The creative mind behind the two-and-a-half minute video belongs to Noah Taft, California Faucets Senior Vice President of Marketing and Sales. A former writer and producer for film and TV, Taft explains how he came up with the concept, "I asked myself: 'What does a lonely tub filler do all day while the master is away?' The answer? Dance! I figured if people can identify with the character Lumiere from *Beauty and the Beast* why not a tub filler as well?" Taft worked with a talented local videographer and a special effects company that specializes in computer-generated images to help bring the tub fillers to life. "We wanted to attach emotion to it, like *Wall-E*. It's an innovative way to introduce an otherwise classic product and we hope people will enjoy watching it as much as we enjoyed producing it."

About California Faucets

At **California Faucets** we believe in artisan hands, not mass production. Since 1988 our factory in Huntington Beach, California has manufactured bath products that can be easily customized or purchased exactly as shown in our catalog. We proudly provide the latest in bath and shower technology with innovations, such as **StyleDrain®**, **StyleTherm®**, and **ZeroDrain®**. These groundbreaking innovations turn utilitarian products into beautiful design statements, and are the heart of our ever-evolving line of faucets, shower fittings, luxury drains, and accessories. For more information about California Faucets call 800-822-8855 or visit www.californiafaucets.com

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