



California Faucets®

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PRESS RELEASE

California Faucets Receives Highest Honor From 2018 AVA Digital Awards for Pixar-like *Aqua Pella* Video

Second “Platinum” award for the CGI animated marketing campaign increases the tally of honors to two platinum and one gold

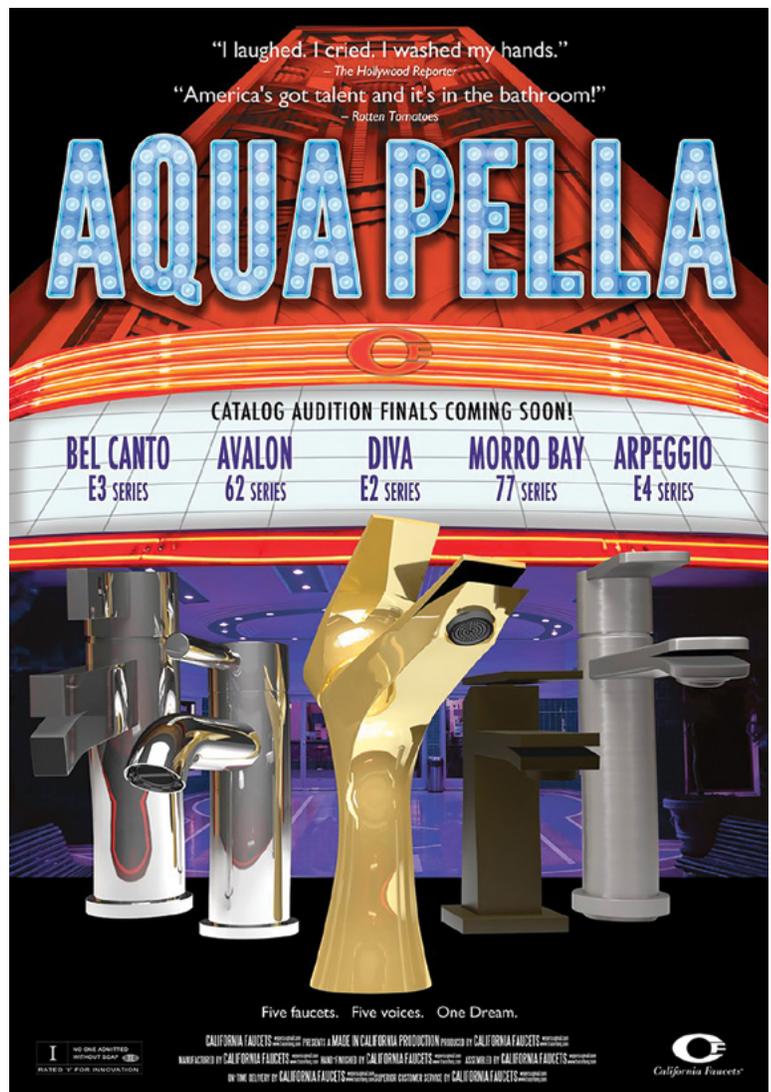
(Huntington Beach, CA, April 6, 2018)

California Faucets proudly announces the receipt of platinum-level honors in the international AVA Digital Awards 2018 competition for *Aqua Pella*, the company’s latest Pixar-inspired video campaign. This nod follows the campaign’s notable recognition from Hanley Wood’s Brand Builder Awards as well as the international Association of Marketing and Communication Professionals’ (AMCP) MarCom Awards.



Aqua Pella, the fun and memorable story of five faucets showing off their unique design personalities in a singing competition, received the Platinum AVA Digital Award in the Digital Video Creation/Animation category. The Platinum Award goes to those entries judged to be among the most

Aqua Pella video poster



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outstanding in terms of quality, creativity, and resourcefulness. Recognized for its innovative approach to product promotion, the Aqua Pella video is completely unique and unexpected in the plumbing fixtures and fittings industry.

“As a growing, family run company, we always look for ways to break new ground and stand out in the industry,” says Noah Taft, California Faucets Senior Vice President of Marketing and Sales. “Aqua Pella turns a commonplace plumbing industry product into a lively, memorable character that emotionally connects with the viewer. This helps the message rise above the sea of noise in today’s media.”

AVA Digital Awards is administered and judged by the Association of Marketing and Communication Professionals (AMCP). The international organization consists of several thousand production, marketing, communication, advertising, public relations, and freelance professionals. Judges are industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry.

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 available in a selection of more than 30 artisan **finishes** 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. Leveraging the expertise we’ve perfected in the bath, we’ve applied the same concepts of handcrafted quality and customization to our first-ever line of kitchen faucets. Launched Fall 2015, **The Kitchen Collection** combines Italian design with California craftsmanship and offers a full range of matching accessories for a thoroughly coordinated look. For more information about California Faucets call 800-822-8855 or visit www.californiafaucets.com.



Morro Bay and Arpeggio duet



California Faucets single-hole quintet takes the stage

Previously, *Aqua Pella* received Hanley Woods’ 2017 Gold **Brand Builder Award**, which recognizes the most innovative and effective marketing campaigns in the residential and commercial design and construction industries. The campaign also received a Platinum level 2017 **MarCom Award**, one of the oldest, largest, and most respected creative competitions in the world, in the category of Video/Audio, Video/Film, Marketing Product or Service.

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