

California Faucets Launches Collection of Contemporary Single-Hole Faucets With *Aqua Pella*, a Pixar-Style Video

In the computer-generated *America's Got Talent*-like video, the new faucet designs show off their distinctively different voices

(Huntington Beach, CA, June 13, 2017) In a sea of product messages vying for our attention every day, it's refreshing to encounter one that puts a smile on our face. That's what California Faucets has done with *Aqua Pella*, its latest Pixar-inspired video introducing the company's new lineup of single-hole faucets. In the tradition of *Tub Filler Fever*, which went viral in the industry, *Aqua Pella* is the fun and memorable story of five faucets showing off their unique design personalities while performing before judges in a singing competition.

The headliners stepping up to the stage in the video production include the clean-lined **Arpeggio**, the geometrically inspired **Bel Canto** and the sleek Zen-like **Morro Bay**. Each single-hole faucet in the group auditions in a different size or artisan finish from the company's wide selection.

The *Aqua Pella* video depicting the single-hole faucets in the Pixar-like singing audition story was produced with computer-generated imagery (CGI). Endowed with human voices and personalities, each of the faucets is determined to achieve its goal of making the pages of the California Faucets product catalog. To this end, each design displays its unique voice and style to win the favor of the stern tub filler judges, and achieve their ultimate dream of being chosen to harmonize with America's best bath interiors.

In the whimsical video, Diva—a chic and curvaceous faucet in a stunning Polished Gold finish—begins the performance, singing a solo, "Everybody's gonna get clean." Meanwhile the rest of the single-hole faucets swag and croon, providing a lush *a cappella* background that allows Diva's vocals to shine. Following Diva, each of the faucets gets a chance to stand in the spotlight and highlight its own unique style.

When the camera zooms in on Arpeggio, the cylindrical standout in Satin Nickel, and Morro Bay, an architecturally bold style in Oil Rubbed Bronze, both faucets contribute their Bass and Contralto voices to the



Top: California Faucets single-hole quintet takes the stage – From Left: Bel Canto (new); Avalon; Diva; Morro Bay (new); Arpeggio (new); Center: Morro Bay and Arpeggio duet; Bottom: Single-hole faucet lineup, featuring unique new styles



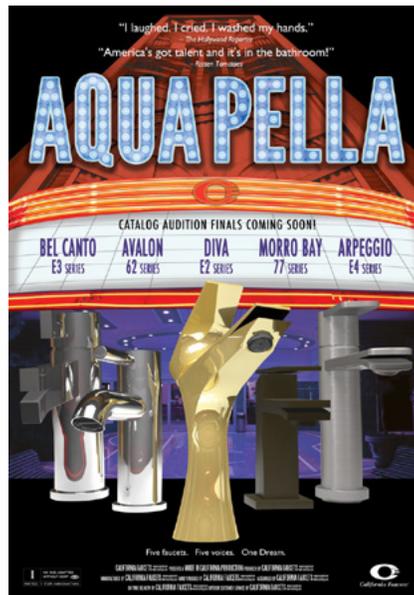
harmony. Also playing a leading role is the Bel Canto, which in Polished Nickel sublimely uses its deep Baritone voice à la Barry White to belt out, “I love how you love my angles, and my first-class quality craftsmanship.” Adding a beautiful Tenor voice to the arrangement is Avalon, a faucet in Polished Chrome with a trumpet-like spout.

As the audition draws to a close, all of the faucets perform together as a quintet. Their diverse voices blend as one, but their gleaming finishes and distinctive silhouettes make it clear each faucet is a star in its own right. The judges—two standing tub fillers—sway along to the music. And when the audition is over and the single-hole faucets have made the cut, their voices fade out as credits roll and the cast of characters comes up on screen.

Noah Taft, California Faucets Senior Vice President of Marketing and Sales, is the creative mind behind the *Aqua Pella* video, along with the rest of the attention-grabbing videos by California Faucets, including *Tub Filler Fever* and *Who Knew a Drain Could be so Beautiful*. A former writer and producer for film and TV, Taft gives a shout out to popular entertainment to explain how he came up with the concept. “Looking at the success of the *Pitch Perfect* film series and the popularity of musical comedies like *Glee* on TV, it struck me: Why not let a group of animated faucets create the same type of a *cappella* magic?” Taft explains the voices used in the video for the faucets were courtesy of a consultant for *Pitch Perfect* with his own *a cappella* group.

California Faucets is launching the new Pixar-style *Aqua Pella* video this month via social media, and it will also appear on television as commercials in multiple local markets nationwide, where the company’s products are sold. Taft explains that the new video follows in the footsteps of *Tub Filler Fever*, a dancing tub filler video that went viral in the industry last fall and has appeared on television nationwide.

“By introducing the new faucets in different styles and finishes via an entertaining video, we can show off the diversity of our newest product designs without a single yawn in the audience,” says Taft.



Aqua Pella movie poster

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. 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.

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