

California Faucets Palomar Art Deco Tub Filler Wins 2015 DPHA Plumbing Product of the Year Award

Tub Filler recognized at the decorative plumbing industry's top annual events for its distinctive bygone-era styling and flexible ability to meet a variety of design preferences

(Huntington Beach, CA, November 12, 2015) California Faucets Palomar Art Deco Tub Filler received the 2015 **"Plumbing Product of the Year, Water Delivery"** award at this year's Decorative Plumbing Hardware Association (DPHA) annual conference. The award ceremony took

**2015 DPHA Plumbing Product of the Year
winner Palomar Art Deco Tub Filler**



place during the October 15-17 event at the Hilton at Torrey Pines in La Jolla, California. DPHA, the industry's premier plumbing industry association, chose the Palomar Art Deco Tub Filler out of a record number of entries for its distinctive bygone-era styling and its unique flexibility, allowing the ultimate ability to create a range of new looks. In addition to the retro-inspired elegance of the winning Palomar Art Deco design in Polished Nickel (PVD) with Matte Black Topanga handles, designers and consumers alike can choose from a range of handle styles and 30-plus decorative finishes.

"We're thrilled that the judges recognized the fresh, cool elegance of Palomar's retro-style and its flexibility to meet a diverse range of design tastes," says Jeff Silverstein, President and CEO of California Faucets. "It's especially meaningful to receive validation from DPHA, the decorative plumbing industry's premier trade association."

The win marks the third consecutive year California Faucets was among top honorees at the annual conference. In 2014, the company earned the Customer Service Department of the Year award. The previous year, StyleDrain® Tile was named Innovative Accessory Product of the Year.

This year, the independent judging panel reviewed a record number of product nominations for categories, including hardware, furniture, accessories, fixtures, and water delivery. Under the direction of DPHA Executive Director Jim Babbitt, the prestigious panel included Veronika Miller, editor of Modenus; Mary Jo Peterson, award-winning designer and member of the NKBA Hall

of Fame; Eliot Sefrin, editor emeritus of *Kitchen and Bath Design News* (KBDN); Stacy Shoemaker Rauen, executive editor for *Hospitality Design Magazine*; and Tony Vecchiarelli of Tony V. Plumbing & Hardware.

The Palomar Art Deco Tub Filler collection, which includes floor mount and deck mount versions, is available in over 30 decorative finishes and 20 unique handle options, providing flexibility to meet specific design preferences. The Palomar Art Deco is not just versatile from a design vantage point; its engineering advances also make it extremely adaptable in terms of installation in either concrete or wood sub-flooring. Solid brass construction and innovative rough valves add to the solidity and durability of the Palomar Art Deco, or any of the customizable styles.

“The Palomar Art Deco design’s by-gone era sensibility is refreshingly unique,” says Noah Taft, California Faucets Senior Vice President of Marketing and Sales, adding that this is especially true in the tub filler category, which is often viewed as a commodity. Adding to the product’s innovativeness is the tremendous flexibility of design options, he further notes. “Unlike typical tub fillers, which are buy-it-as-you-see-it, Palomar is completely flexible to meet a variety of diverse design tastes. Just change out the finish, the handle style, or both, and you have a completely new look.”

The Palomar Tub Filler, which is one of the four new designs joining the company’s original Balboa series, contributes to making California’s Faucets tub filler collection the largest in the industry. The new tub filler series, which is built-to-order and finished by artisan hands at the company’s Huntington Beach factory, was introduced earlier this year in a whimsical, Pixar-style video – *Tub Filler Fever*. The video features each style of tub filler dancing to a different music genre, including disco, tap, hip hop, and ballet, to creatively illustrate their distinctively individual designs.



Award recipients (from left) Noah Taft, California Faucets Senior Vice President of Marketing and Sales; Jeff Silverstein, California Faucets President and CEO; Steven Weinberg, California Faucets National Sales Manager

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. With 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. **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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