

California Faucets®

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PRESS RELEASE

*Descanso in Burnished Brass finish
with spout and handle knurling detail*



Get a Grip on Industrial Chic Style With California Faucets' New Descanso™ Series

Knurled detailing adds texture that's both user-friendly and fashionable while the new Burnished Brass finish lends a warm, vintage touch

(Huntington Beach, CA, April 30, 2018) California Faucets grabs hold of industrial chic style, bringing it to the bath with the new Descanso™ series. Featuring a cylindrical shape and a distinctive hash mark-textured knurling detail on spout tip and handles, Descanso is a versatile collection that makes a personal statement. With a variety of unique accents to choose from and a complete line of coordinating bath accessories, homeowners and designers can create a one-of-a-kind look that's part raw, part rustic and all function with stylish lever or cross handles offering precise, smooth operation.

5271 Argosy Avenue, Huntington Beach, CA 92649 800-822-8855

www.californiafaucets.com



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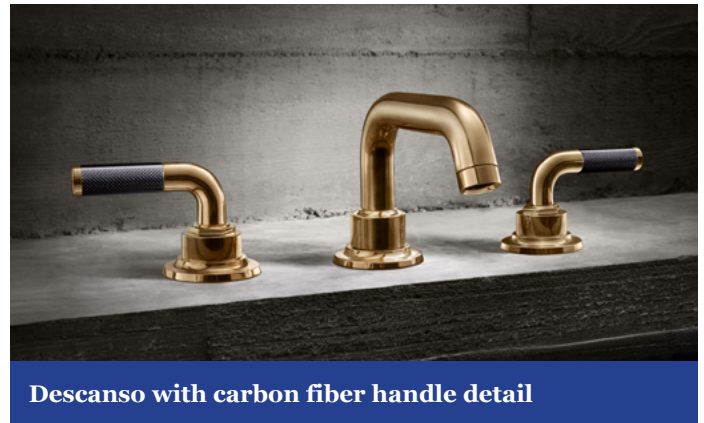
"The knurling on the handles is a stylistic nod to precision tools," says Noah Taft, Senior Vice President of Marketing and Sales, explaining, "It's a distinctive detail that speaks to the industrial look of the series."

At the heart of the Descanso Series is a cylindrical-shaped widespread lavatory faucet with fluid lines and soft curves. The striking low-profile design is featured in Burnished Brass, a new living finish that is lightly abraded to create a worn, natural aged look that will patina over time. This beautifully imperfect vintage finish sets the stylish tone for the entire series, which includes a lever or cross handle option and a choice of low-spout or swanlike arched spout. And for a variation, there's a joystick option, which is ideal for smaller baths and powder rooms.

Joining the Descanso lavatory faucets is a full series that makes pulling together a fully coordinated bath easy. There's a Roman Tub Set Trim, which like the bath faucet is available in a low spout and an arched version with a choice of handle styles. Plus, there's a full range of coordinating accessories that helps further define the industrial chic look.

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.



Descanso with carbon fiber handle detail

In addition to the signature look with knurling detail and Burnished Brass finish, the Descanso series can be further customized with carbon fiber handle detail. The sleek black, ultralight and resilient carbon fiber material adds a touch of modern, high-tech style to the series, according to Taft. "Carbon Fiber is the material used in Formula 1 racecar chassis and road racing bicycles for its weight to strength ratio," he explains. "This gives the black handles a cutting-edge look and feel."

Like all of California Faucets quality fittings, the Descanso series lavatory faucet and coordinating products are made of solid brass and available in more than 30 artisan finishes including 15 PVD (Physical Vapor Deposition) finishes, which are guaranteed for life against tarnishing.

List pricing for the Descanso bathroom faucet ranges from \$529 for the single hole joystick style faucet in Polished Chrome to \$1,124 for widespread designs in premium finishes such as Lifetime Satin Gold.

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