

California Faucets and Italian Filmmaker Create Video for Biggest Product Launch in Company History

Video, directed by Federica Gregotti of FG Films and filmed on location in Milan, creatively introduces the effortless beauty and function of The Kitchen Collection

(Huntington Beach, CA, January 14, 2015) California Faucets has produced a captivating, short **video** introducing **The Kitchen Collection**, the company's first-ever line of kitchen faucets, which includes the **Corsano Culinary Pull-Out Kitchen Faucet**, recent winner of the coveted *Interior Design BoY Awards*. Directed by Italian filmmaker Federica Gregotti, the video captures some whimsically warm moments in the life of a young family, while subtly demonstrating the effortlessness of the Davoli kitchen faucet. Filmed on-location in Milan, the video will run on-air as a television commercial, as well as in select California Faucets showrooms.

In the video, the mother has just baked a mouth-watering cake with vanilla frosting. As she's cleaning up, the father and son dash in, fling their jackets aside, and head to the kitchen. The duo continues to play in the kitchen while mom washes up at the sink, using the coordinating Soap Dispenser and the pull-down spray head, which seamlessly toggles between single stream and spray modes. Meanwhile, the father and son spy the irresistible cake. As the mother serves them glasses of water—filled via the Davoli's cold-water dispenser—the guys concoct a plan to sneak a slice of cake. As mom finishes cleaning up, she appears to be thoughtfully admiring how easy cleanup is with her Davoli faucet, when she's surprised by her husband and son's smiling faces covered in frosting. Mom happily shrugs off the harmless connivers, who concede with a look of guilty pleasure.



Filmmaker Federica Gregotti directs California Faucets "Kitchen" video shoot

“Our goal in producing the video was to demonstrate how the kitchen faucet is part of the family,” says Noah Taft, California Faucets Senior Vice President of Marketing and Sales. “While telling the charming story of a mischievous father and son duo sneaking a slice of cake, it conveys the sense that the kitchen faucet is an organic part of everyday family life,” Taft adds.

As the creative mind behind the video script, Taft traveled to Milan with California Faucets President and CEO Jeff Silverstein, where they worked alongside Gregotti, who studied filmmaking in New York. “We saw her reel and felt an instant connection. Like our kitchen faucets, she encompasses the best of Italian design mixed with American ingenuity. She has a fresh, lyrical eye and was able to exquisitely capture the warm moments we set out to convey,” Taft explains.

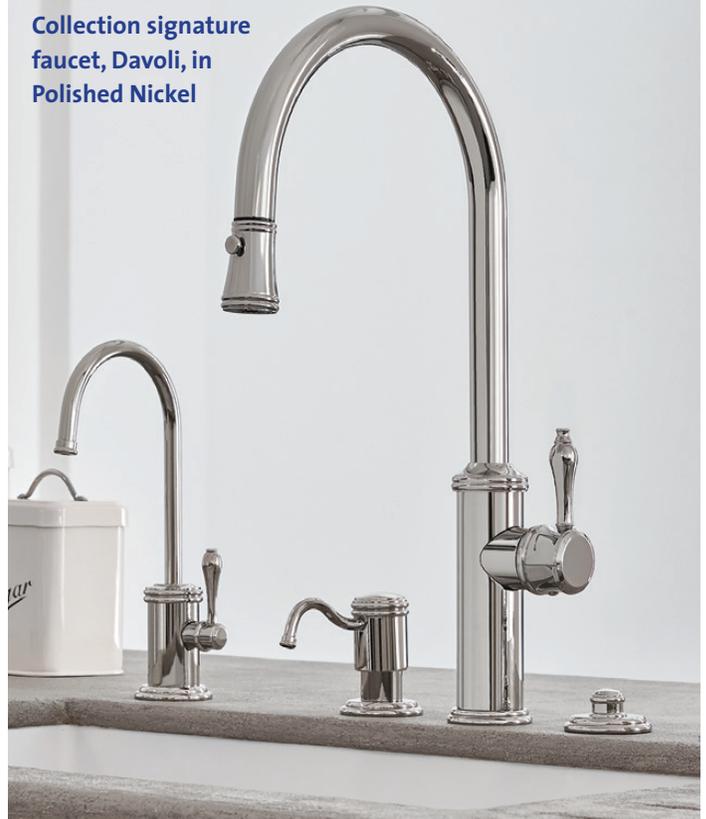
The video will air as a commercial in California, eventually expanding to New York and other major US markets. In addition to being featured on the California Faucets website and in social media, the video will play in select California Faucets showrooms across the nation. To see the complete video, visit www.californiafaucets.com.

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. Utilizing 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.

###

The Kitchen
Collection signature
faucet, Davoli, in
Polished Nickel



BoY Award Winner
Corsano Culinary
Pull-Out Kitchen
Faucet in Ultra
Stainless Steel (PVD)

