

California Faucets Poetto Series Takes Italian Style and American Craftsmanship to Contemporary Kitchens

Part of the new Kitchen Collection from California Faucets, Poetto's sleek, gently curved silhouette perfectly complements today's modern styles

(Huntington Beach, CA, February 25, 2016) California Faucets brings signature Italian style to the modern kitchen with the debut of its Poetto Series Pull-Down Kitchen Faucet. Introduced along with **The Kitchen Collection**, the company's long-awaited sophisticated new series of designer kitchen faucets, Poetto combines sleek modern Italian design with American craftsmanship. Available in a selection of more than 30 artisan finishes, including the world's first stainless steel PVD finish Ultra Stainless Steel™, the Poetto features a minimalist, uninterrupted silhouette. Plus, like every faucet in The Kitchen Collection, Poetto offers a full range of matching accessories—just one of the many reasons for The Kitchen Collection's recent wins in the Best of Year Awards by *Interior Design* as well as The Product Innovator Awards by *Kitchen & Bath Business*.

“By offering not only the faucet but also a full ensemble of accessories to go with it, we're fulfilling a niche not addressed by most kitchen faucet lines,” explains Jeff Silverstein, President and CEO of California Faucets. Designed to create a complete kitchen sink ensemble, Poetto's complementary accessories include a pull-down prep/bar faucet, hot and cold water dispensers, soap dispenser, air activation switch for disposer, and air gap. “Though our kitchen collection is just out of the starting gate, the reception by our select dealers has been immediate and truly gratifying. We are also finding that, as with our bath line, our ability to customize and fully



Above: Poetto Pull-Down Kitchen Faucet ensemble in Polished Chrome finish; right: Poetto Pull-Down Kitchen Faucet ensemble in Satin Nickel finish



suite products has made specifying our line especially appealing to the design community,” adds Noah Taft, California Faucets Senior Vice President of Marketing and Sales.

For added personalization, the Poetto Pull-Down Kitchen Faucet features a choice of either tall or short handles, each with a dramatic matte black finish option. Just like California Faucets lavatory faucets, the Poetto Series kitchen faucet comes in 30 decorative finishes, including 15 PVD finishes with a lifetime guarantee against tarnishing.

Another feature that illustrates special attention to quality and detail is the Poetto’s pull-down spray head. Including a magnetic docking for easy return, it offers seamless toggling back and forth between single stream and spray modes. In addition, whereas most manufacturers offer spray heads made of plastic, California Faucets instead uses solid brass for this commonly cheapened faucet element.

Pricing for The Poetto Series begins at \$875 for the Pull-Down Kitchen Faucet in Polished Chrome. For a brief, entertaining video featuring The Kitchen Collection, as well as a list of California Faucets Select Dealers nationwide, 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.

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Above: Poetto Series Pull-Down Kitchen Faucet; right: Poetto Series faucet with black short stick

