

California Faucets StyleDrain[®] Tile Wins 2013 DPHA Innovative Accessory Product of the Year Award

Decorative shower drain design takes top honors for innovation and style at the premier decorative plumbing industry association's annual event



StyleDrain Tile showing mosaic tile inlay

(Huntington Beach, CA, November 5, 2013) California Faucets StyleDrain[®] Tile received the “Innovative Accessory Product of the Year” award for outstanding design at this year’s Decorative Plumbing Hardware Association (DPHA) annual conference. The award ceremony took place during the event on October 9-12 at the Sheraton Wild Horse Pass Resort & Spa in Chandler, Arizona. DPHA, the industry’s premier plumbing industry association, chose StyleDrain Tile for its innovative design, which allows for the inlay of any tile or stone to seamlessly integrate with shower floor tile schemes.

“It’s an honor, and another validation to have received this important recognition from the decorative plumbing industry’s premier trade association,” says Jeff Silverstein, president and CEO of California Faucets. “It’s especially gratifying knowing the voting was left to an independent panel of industry design experts who recognized the innovative attributes of StyleDrain Tile, as well as its design quality.”

The independent judging panel was selected under the direction of Jim Babbitt, executive director of DPHA. The



StyleDrain Tile with Blackened (PVD) frame and basket weave tile inlay

prestigious panel included Veronika Miller, founder and CEO of Modenus; Mary Jo Peterson, award-winning designer and member of the NKBA Hall of Fame; Eliot Sefrin, founding editorial director and publisher of *Kitchen & Bath Design News*; and Stacy Shoemaker Rauen, executive editor for *Hospitality Design*. In addition to considering the style and uniqueness of each product entry, the jury also evaluated innovative functional applications incorporated, according to Babbitt. StyleDrain Tile is the latest and most innovative addition in the evolution of California Faucets' award-winning StyleDrain® series. A drain that is virtually invisible, StyleDrain Tile allows you to integrate any tile or stone within an artisan-finished brass frame that can be finished to accent the floor, or blackened to further the illusion of "no drain at all." By displaying a clean, minimalist appearance that harmoniously blends in with any tiled, decorative shower environment, StyleDrain Tile gives bath designers a creative edge that playfully begs the question: "Where's the drain?"

About California Faucets

Founded in 1988, California Faucets has established itself as an industry leader through its elegant, superior quality decorative fittings. The Made in CA-recognized company has since grown a reputation for innovation. Within the shower system category, its groundbreaking StyleTherm® thermostatic shower has brought affordable thermostatic technology to the mainstream consumer. StyleDrain®, the industry's first decorative shower drain, and the international award winning CeraLine® linear shower drain have revolutionized the shower drain category. Offering the ultimate in flexibility, Custom Faucetry®, continues to grow with dozens of designs and decorative finishes that mix and match. Thousands of custom designs are made possible through the company's user-friendly online tool, the Virtual Faucets Creator®. For more information about California Faucets, call 1-800-822-8855 or click www.californiafaucets.com

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