

Four New StyleDrain® Designs

New shower drain designs from California Faucets have bathers stepping in style

(Huntington Beach, CA, January 14, 2010) California Faucets has introduced four new patent-pending StyleDrain designs, each with its own distinctive decorative characteristics. The smart new additions keep the eyes returning again and again to the shower floor for another glimpse of a new concept in shower drains: Style. What was once a functional device is now a conversation piece and finishing touch to bath décor.

The expansion of the StyleDrain collection bolsters the first-of-its-kind notion that showers drains need not be industrial looking, round metal plates with visible sheet metal screws. The new forged-brass-finished designs, called MISSION, WAVES, DECO LINE, and DECO SWIRL, are as easy on the installer as they are the eyes and the soles of the feet. Installers in the know prefer StyleDrain to conventional round shaped drains, because cutting and fitting tile around the patent-pending square-shaped design makes installation a much easier task. Consumers choose StyleDrain for its decorative characteristics and flush grill, featuring smoothened edges and no visible screws for noticeable foot comfort. In addition, the functional benefit of StyleDrain is its extraordinarily fast draining capacity that handles water flow at the highest level of efficiency, even when tasked with simultaneous body sprays, rain bars, multiple showerheads, and more.

In terms of style, the new StyleDrain designs are as individual as your four closest friends. MISSION, a timeless, classic look, is clean and symmetrical with a pattern of 64 small squares in eight rows of eight to suit those who like everything in its place. WAVES has a set of five soothing transverse waves that take the popular spa-inspired water theme under foot. DECO LINE, with shapes reminiscent of the Frank Lloyd Wright architecture upon which American art deco was built, will appeal to decorative arts aficionados. And DECO SWIRL offering a cross-cultural, retro experience, à la the Roaring Twenties meets the psychedelic sixties, with art deco shapes displayed the way Andy Warhol might have envisioned it.

StyleDrain complements California Faucets' wide range of designs perfectly, from custom faucets to shower systems. All six StyleDrain designs are available in a selection of 30 decorative finishes. List pricing for the four new StyleDrain designs, which includes the decorative grid

and the entire drain body, is \$349 in Polished Chrome, \$414 for a Special Finish such as Satin Nickel, and \$460 for a Premium Finish such as English Brass or Black Nickel.



StyleDrain Deco Swirl



StyleDrain Mission



StyleDrain Waves

About California Faucets

California Faucets has been providing its customers with the very best customer service and delivery of the finest selection of decorative fittings in the industry since 1988. With over 25 styles and more than 34 decorative finishes, California Faucets' Custom Faucetry® allows you to combine any spout with any handle in any finish. Design choices now exceed two million, and offerings range from traditional and transitional to contemporary and art deco. And with the Virtual Faucet Creator® www.calfaucets.com/virtual/, a revolutionary new online tool by California Faucets, you can create thousands of designs with just a few clicks of the mouse.

As part of Custom Faucetry®, California Faucets offers Thermostatic Shower Systems, Tub and Shower Sets, Trim, and Bathroom Accessories. California Faucets' products are sold at prominent decorative hardware and plumbing showrooms and at select kitchen and bath dealers nationwide. For more information, call 1-800-822-8855 or visit www.calfaucets.com

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StyleDrain Deco Line