

California Faucets Brings Ultimate in European Luxury to North American Market with Debut of CeraLine™

The new award-winning standard in linear
shower drains draws a stylish line
of distinction in the shower floor

(Huntington Beach, CA, May 12, 2010) California Faucets, maker of the groundbreaking StyleDrain® shower drain, has introduced CeraLine™ to the North American market. The decorative linear shower drain, which has for years been popular among the design-conscious in Europe and Asia, brings an elegant new look to the shower floor that is streamlined and integrated. CeraLine's sleek, clean designs can be the eye-alluring focal point of the shower, or, when set with tile to match the floor, water seemingly vanishes without a trace.

Winner of six international design awards, including the prestigious Red Dot Award and Good Design Award, CeraLine is celebrated throughout Europe and Asia for its sleek, minimalist styling that allows for curb-free, fully accessible shower entry. Its clean lines enhance contemporary baths, as well as those outfitted in more traditional décor. CeraLine's stainless steel construction includes unrivalled height-adjustment features that ensure perfectly level installation every time.

CeraLine comes in three cover-plate trim styles. *Metro Trim* displays a less-is-more profile for a simple, graceful effect, while *Edge Trim* features an extra stainless steel veneer for a crisp, streamlined look. And for a fine, integrated appearance that is nearly seamless, *Custom Trim* can be set with tile to match the flooring décor. With the introduction of CeraLine, California Faucets adds another element to its well-rounded line of fittings and trim to complete the decorative bath.

Available in sizes that range from 32 inches to 52 inches, CeraLine is compatible with all common waterproofing systems. CeraLine comes in a Stainless Steel finish, as well as five decorative PVD finishes that include Lifetime Satin Gold, Satin Brass, Mocha Bronze, Satin Rose Bronze, and the newly introduced Graphite. PVD finishes are the hardest, most durable available and include a lifetime guarantee against tarnishing. List prices start at \$859 in Stainless Steel, and include drain rough and decorative trim.



Edge Trim features an extra stainless steel veneer;
Bottom: Custom Trim set with matching tile

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*®, 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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