

# California Faucets Merges Power of Swiss Shower Technology (SST) with True Style in StyleFlow™

Powered by SST, the innovative new collection of multifunction showerheads and handshowers deliver the ultimate shower experience



GEO™ transitional  
model StyleFlow™ SST  
multifunction handshower  
in Polished Chrome

**(Huntington Beach, CA, December 14, 2012)** California Faucets brings Swiss-precision to shower technology in StyleFlow™, its new state-of-the-art, multifunction showerhead and handheld shower system. The sleek contemporary and transitional style shower fittings are loaded with the company's proprietary Swiss Shower Technology (SST), which delivers a luxurious, custom shower experience, from invigorating, pulsating massages to gentle, rain-like streams. The stylish, hand-

finished shower fittings with SST, which features up to four individual spray functions, further enhance the company's luxury shower environment offerings.

Each StyleFlow SST spray function offers a distinctive, custom shower experience. "We believe StyleFlow offers an unprecedented combination of style and technology that will set a new standard for showerheads and handhelds," says Jeff Silverstein, president and

CEO of California Faucets, adding, “The Swiss are known for precision, and we’ve applied this expertise to our StyleFlow SST to bring the very finest in shower technology to the North American market.” Showerheads include Rain Spray, Air Spray, Booster Massage, and the uniquely exhilarating Blade Spray. Handheld showers are available with three to four functions, including Rain, Hard Rain, and Booster Massage, or Rain, Air, Booster Massage, and Blade. Styles include contemporary IKO™ and transitional GEO™ models, available in Polished Chrome, 13 Special Finishes, and five Premium Finishes. All showers have a 2.5 GPM maximum flow rate, in accordance with the new Federal regulations mandate. And all are available for order with 2.0 GPM to meet more stringent water efficiency codes.

Unlike products from mass-produced competitors that offer few finishes, StyleFlow SST showers are handcrafted and artisan-finished in Huntington Beach, California, and proudly carry the [Made in CA](#) label. A vast selection of decorative finishes, and two signature designs, opens the door to creating a luxurious spa bath environment with the company’s [StyleTherm®](#) thermostatic shower systems and [StyleDrain®](#) decorative shower drains. StyleFlow SST showers are sold by trained, knowledgeable, and experienced professionals at California Faucets select dealers to provide consumers with personalized, full service.

StyleFlow SST showerheads range in price from \$135 to \$264, and StyleFlow SST handhelds range from \$125 to \$264. Showerheads are available in 2 5/8" and 5" face diameter, depending on style, and handhelds come in 3 3/4" and 5" face diameter, depending on style.



IKO™ contemporary  
model StyleFlow™ SST  
multifunction showerhead  
in Polished Chrome

### 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. *Millions* 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](http://www.californiafaucets.com)

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