

# California Faucets—Designers' Choice at 2013 Pasadena Showcase House of Design

The faucet manufacturer's bathroom fittings were a recurring theme, showcasing its style, versatility, and innovation throughout one of the nation's largest house and garden tours

(Huntington Beach, CA, June 18, 2013) **California Faucets** was given the nod by designers when its faucets and shower fittings were used in four distinctly different bathrooms in the **2013 Pasadena Showcase House of Design**. The prestigious event, held annually in Pasadena, California since 1965, ran this year from April 21 through May 19. The showcase house displays products that represent the ultimate in modern bath amenity with the newest technology and most appealing designs.

The bathrooms, along with the rest of the rooms in the showcase house, featured the latest design trends and techniques by leading **ASID**-affiliated designers. California Faucets bath fittings and accessories were sourced through local showroom **George's Pipe & Plumbing Supply Company** of Pasadena for The Symphony Suite, The Bedroom Suite, The College Man's Suite, and the powder room in The Gentleman's Office. In a fourth bath, **StyleDrain®** Tile, the company's newest luxury drain, was selected to beautify the shower floor. George's Pipe & Plumbing Supply Company, widely regarded as the plumbing showroom of choice among L.A.'s top designers, was recognized by *Los Angeles Magazine* in its list of "101 Things We Love About L.A."

"We chose California Faucets products for The Bedroom Suite bathroom, because we wanted something modern with an element of the traditional," says Stephanie Leese, designer for **L2 Interiors** in Los Angeles. "Everything in the bedroom leans contemporary, but we brought in traditional materials and retro patterns, and we wanted to carry out this theme in the bath with more classic, Euro-style fixtures," she points out, specifying California Faucets Cardiff Series in Polished Nickel finish. In addition to the design sensibility they had sought, Leese relays that technology and innovative features were other important considerations in the selection process that led them to California Faucets. In the shower, for instance, L2 Interiors chose **StyleFlow™**, the company's new Swiss Shower Technology (SST) multifunction showerheads and handshowers.

Other technology innovations chosen for the event included the **CALGreen**-compliant version of **StyleTherm®**



Shower column with 72-jet showerhead and contemporary handshower, together with **StyleTherm®** displayed in The Gentleman's Suite

Thermostatic Systems, which showcased in The Bedroom Suite, The Symphony Suite, and The College Man's Suite. While StyleTherm offers all the superior features and benefits of a thermostatic shower system, including volume control, anti-scald safety protection, and exact water temperature setting, the Cal-Green version fulfills California's stringent water conservation requirements, without sacrificing the spa-like showering experience.

In The Bedroom Suite bath, StyleTherm was installed with a dual outlet integral diverter, as well as an independent diverter. "This allows you to have three different devices in one shower—in this case, a showerhead, handshower, and tub filler—yet still comply with stringent CALGreen codes, because they won't operate simultaneously," explains Noah Taft, senior vice president of sales and marketing for California Faucets. Taft further notes that a special feature of this particular StyleTherm valve is its unique diverter, which allows you to divert water from one device to another, while still allowing full volume control for each device. According to Taft, this is a groundbreaking feature, since most diverter-type valves do not allow you to modulate water flow—the volume must either be fully on, or off.

In The Symphony Suite, where StyleTherm was also installed, the designer's creative setting included the **Humboldt** series faucet, which enhanced the bath's timeless décor with its teardrop-handled design that evokes early 20th century style. The thoughtful choice for this children's bath illustrated the obvious benefits of installing a state-of-the-art thermostatic shower into a secondary bathroom. The system includes anti-scald temperature protection with a safety temperature override button, a comforting feature for parents of young children. "StyleTherm makes thermostatic showers affordable for every bath in the house," says Jeff Silverstein, president and CEO of California Faucets, who opines that prior to StyleTherm, thermostatic showers were limited to the luxury market, due to their high cost.

"We went exclusively with California Faucets for the fittings in The College Man's Suite," said Jerome Thiebault, ASID, and principal designer of **JTID Inc.** in Los Angeles. The array of available finishes, and the option to use the same finish for all California Faucets fixtures is very unique," he explains. "In addition to the bath faucet, and all shower fittings, we were able to get everything, including towel bars, toilet paper holder, and even the knobs for the vanity, in the same Polished Nickel finish, which offered the perfect balance to the gold and silver used in other areas of the room." Thiebault cites the company's **CeraLine®** channel drain, winner of six international design awards, as a particularly



**Above: StyleFlow™ showerhead and handshower displayed in The Bedroom Suite; Below: StyleDrain® Tile integrated seamlessly in the shower floor**





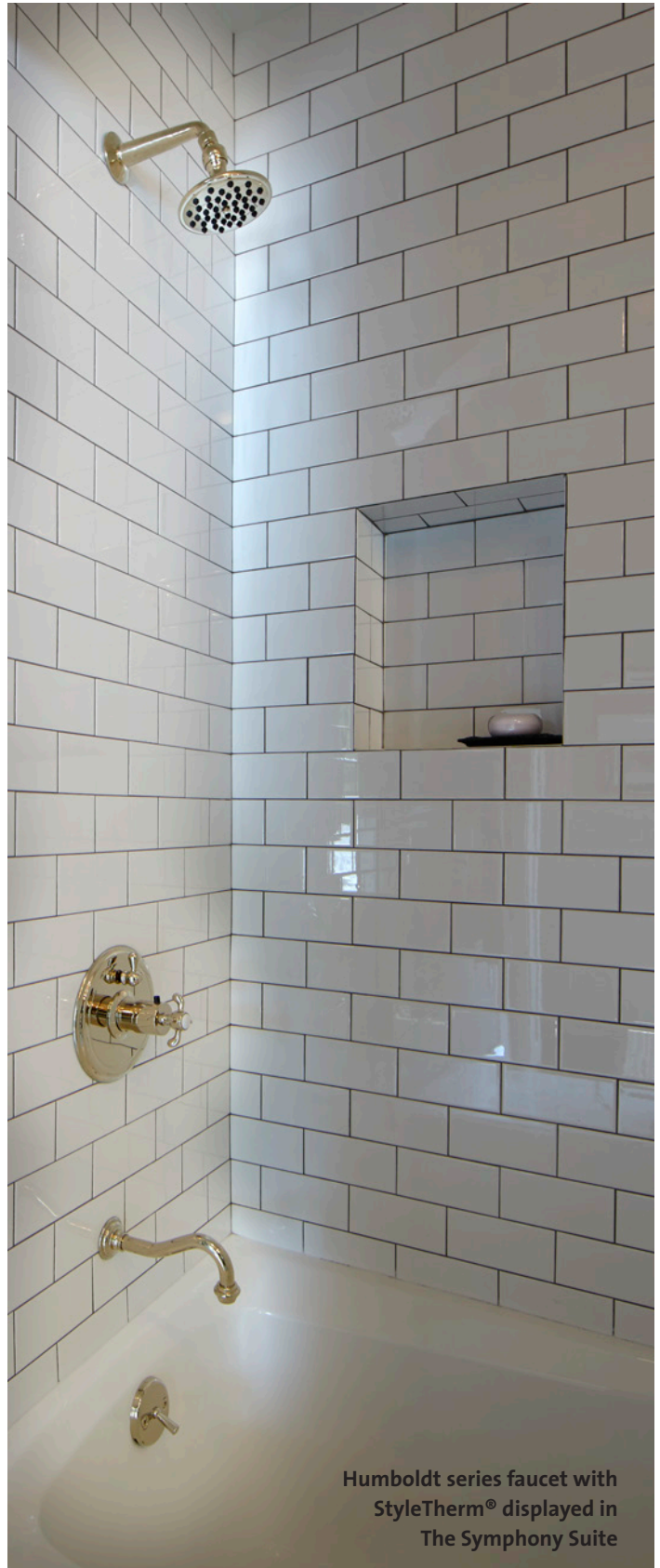
outstanding product. “Its clean lines were ideal for our more contemporary décor. CeraLine allowed us to slope the floor in the direction of the shower, without using a door, for a thoroughly modern experience and look.” While Thiebault chose to set CeraLine with slate to match the floor, the linear shower drain is also available in three decorative cover-plate trim styles.

“Our products received very positive reviews from the showcase house designers, not only for design, but also for technology and other innovative features,” Taft sums up, spotlighting StyleDrain Tile, the latest addition to the company’s award-winning luxury shower drain category designed to enhance and modernize any shower environment, wet room, patio, or atrium. “The decorative drain, which allows for the inlay of any tile or stone to match surrounding flooring, creates the illusion of water disappearing into the floor.”

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

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Humboldt series faucet with  
StyleTherm® displayed in  
The Symphony Suite