

California Faucets Launches Enhanced New Website

The redesign features more intuitive navigation that makes specifying and locating bath products for projects fast and easy



(Huntington Beach, CA, January 23, 2013) California Faucets has redesigned its website with easier navigation attributes, marked by a new, more streamlined design. Key features of the upgraded site include direct links to social media channels, and a new dealer portal. Also notable is a new multi-interface that allows accessibility via computer, smart phone, and tablet.

“Our new website enables customers to quickly and easily find the precise decorative product they desire,” states Noah Taft, senior vice president of marketing and sales at California Faucets. “We’ve streamlined the look, enhanced our Virtual Faucet Creator®, and vastly improved access to important technical data. The goal of our new site is simple—To protect our dealers, and their customers, while offering more user-friendly navigation to consumers and trade, alike.”

Taft points out that while the site empowers consumers to envision their ideal bath environment and make more educated purchasing decisions, trade customers also stand to benefit greatly from the new and improved site. “Architects and designers, as well as builders and showrooms, now have a more valuable resource for our groundbreaking, proprietary products, such

as StyleTherm®, StyleDrain®, and CeraLine®. According to Taft, the enhanced new California Faucets website is part the company’s steadfast commitment to the brick and mortar showrooms that serve the consumer and the design community.

The Virtual Experience

Visitors to California Faucets’ redesigned website will find immediate inspiration. The homepage displays rotating faucets, shower systems, drains, and trim systems meant to inspire creative ideas for elegant and stylish bath designs. Moreover, they can access an updated New Products page that highlights the latest in bath innovations via a new, more streamlined and user-friendly navigation menu.

The enhanced website also invites visitors to step into the role of an interior designer when they use the Virtual Faucet Creator, the company’s online faucet design tool. A popular feature since 2008, the Virtual Faucet Creator enables users to create nearly unlimited Custom Faucetry® design and finish combinations in the comfort of their home.



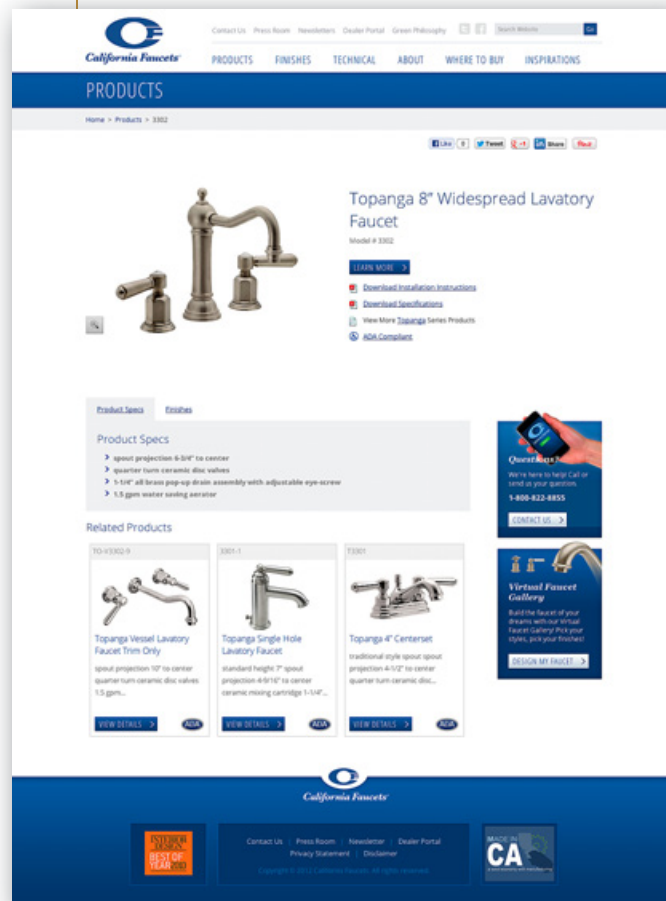
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Among the newest features is the Dealer Portal, which gains authorized dealers special access via a user name and password. Once logged on, dealers benefit from useful information, including cooperative advertising claim forms, and terms and conditions.

Additional Website Features:

- Multi-interface capability allows easy access to the website, whether computer, smart phone, or tablet
- Direct links to social media sites
- Direct link to opt-in for more information via an email newsletter
- Improved **Virtual Finish Gallery**
- Improved navigation to technical data
- An **Inspirations** page, illustrating examples of popular room decors, including: traditional, contemporary, transitional, and art deco styles
- Improved **Pressroom**, featuring easier location of press releases and images, and dedicated Awards, Video, and Image sections
- Improved **Where To Buy** page now employs Google Maps technology to search by address, state, or zip code, and includes a “Get Directions” to a showroom feature



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.

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