



California
Faucets' new
DIVA™ faucet
series takes
the show to
the bath

California Faucets Introduces the DIVA™ Series

New high-style, high-performance faucet, shower fittings, and accessories harmonize Italian design and California craftsmanship

(Huntington Beach, CA, February 25, 2014)
Madonna. Cher. Mariah. Beyoncé. These divas have always represented an outstanding harmony of style and performance. Now DIVA™, California Faucets' new faucet series, takes the show to the bath.

Chic and curvaceous, elegant and efficient, the new design owns the stage with that unique blend of fashion and function that gets noticed. "That rare combination of style and performance is what inspired our DIVA series," says Jeff Silverstein, president and CEO of California Faucets, who notes the series premieres a new concept of European designs in 2014. "Like any true diva with a burning desire to stand out a notch above the rest, the design reflects a rare attention to proportion and precise detail."

The DIVA Series invites homeowner and designer fans to complement each installation via its versatile ensemble that includes low- and high-spout, single-hole lavatory faucets, bidet and Roman tub faucets, StyleTherm® thermostatic shower

fittings, and a range of coordinating bath accessories. DIVA was designed in Italy and handcrafted in California from high-grade, solid brass. Like all of California Faucets' distinctive designs, DIVA is available in more than 30 artisan finishes.

The DIVA series, and all California Faucets products, are engineered, assembled, finished, and tested by specially trained artisans at the company's Huntington Beach, California manufacturing facility. Each product comes with the assurance that the purchase is working to support US labor. All products proudly carry the **Made in CA** designation, reflecting the company's commitment to retaining and cultivating as many local jobs as possible.

The DIVA single-hole low lavatory faucet lists for \$695, and \$869 for a high spout in Polished Chrome. A special finish, such as Bella Terra Bronze, lists for \$938 in a low spout, and \$1,173 in a high spout style. A premium finish, such as 24K Polished Gold, lists for \$1,112, and \$1,390 in a low and high spout, respectively.

About California Faucets

Founded in 1988, California Faucets has established itself as an industry leader through its elegant, superior quality decorative fittings. The company has since grown a reputation for innovation and commitment to producing handcrafted **Made in CA** products, highlighted in *The 2-Minute Custom Faucet*. 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 800-822-8855 or visit californiafaucets.com.

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