



ZeroDrain™, the world's
first "pop-down" drain

California Faucets Introduces ZeroDrain™ —the World's First "Pop-Down" Drain

The new, patent-pending drain creates a new standard for sink drains,
with its sleek beauty and incredibly easy installation

(Huntington Beach, CA May 14, 2014) **ZeroDrain™**, the latest patent-pending innovation from California Faucets adds to the beauty of a bathroom sink, rather than detracting from it. In place of a standard pop-up drain with a protruding stopper and cumbersome lift rod, the world's first "pop-down" drain sits flush with the sink, and it requires no lift knob to operate it. Measurably **easier to install** and clean, ZeroDrain removes a longstanding blemish on the bath sink—the traditional pop-up drain—and decoratively enhances it instead.

ZeroDrain sets a new sink drain standard for mid-level to luxury baths that is as easy to look at, as it is to use. A one-finger touch is all that is needed to "pop-down" the stopper into the closed position and allow water to fill the sink. The revolutionary ZeroDrain features a piston design for a perfect seal every time. Press it again to release it, and watch the water sensuously disappear into the thin circular gap around the stopper.

"Installing a standard pop-up drain with a decorative faucet is like wearing sneakers with a tux," observes

Noah Taft, California Faucets Senior Vice President of Marketing and Sales. “Anyone who has installed a standard pop-up drain knows how frustrating and time consuming it can be. But installing ZeroDrain is fast and easy.” Taft explains that ZeroDrain eliminates the need for the archaic rod-and-clip of the multi-mechanism pop-up drain, which has a myriad of finicky components that require assembly and painstaking adjustments. ZeroDrain has just two simple components that take the average person two minutes, or less, to install. “Standard pop-up drains are dinosaurs,” says Taft. “Your bathroom deserves better, and ZeroDrain delivers.”

Maintenance and cleaning are equally easy. Simply pull out the stopper, rinse, and reinsert. With standard drains, cleaning requires awkwardly climbing under the sink to detach the stopper every time the drain clogs, or the mechanism misaligns. Those familiar with the gunk and hair buildup that pop-up drains are prone to, and the inevitable clogs and calls to the plumber that follow, will appreciate ZeroDrain’s simple design that renders such calls obsolete.

“We’re approaching everyday plumbing in a new and innovative way with products that work better, look better, and are easier to use,” states Taft, explaining that ZeroDrain is the latest innovation in California Faucets’ growing array of products that includes, **StyleTherm®**, **StyleDrain®**, and **CeraLine®**. “With ZeroDrain, we’ve again turned something utilitarian into a design element. We believe it will create a higher level of expectation in a category consumers didn’t realize they could expect more from.”

ZeroDrain, 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 chrome-finish ZeroDrain is priced at \$129, or \$61 when purchased with a California Faucets faucet.

About California Faucets

Founded in 1988, **California Faucets** has established itself as an industry leader, with elegant, superior-quality decorative fittings. With products such as **ZeroDrain™**, the company has demonstrated its commitment to innovation, and handcrafted, **Made in CA** workmanship, which is overviewed 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 Faucet Creator®**. For more information about California Faucets call 800-822-8855 or visit californiafaucets.com

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