

California Faucets Introduces BËL Multifunction Showerhead, the Latest Addition to StyleFlow™

BËL satisfies a desire for traditional style in the modern age shower

(Huntington Beach, CA September 4, 2014) Timeless design fits a home like a couture gown fits the curves of a woman's body. California Faucets embraces the concept of enduring style with BËL, a multifunction showerhead inspired by classic architectural forms and traditional elegance. The new showerhead design is the latest addition to the StyleFlow™ family of multifunction showerheads and handhelds that feature Swiss Shower Technology™.

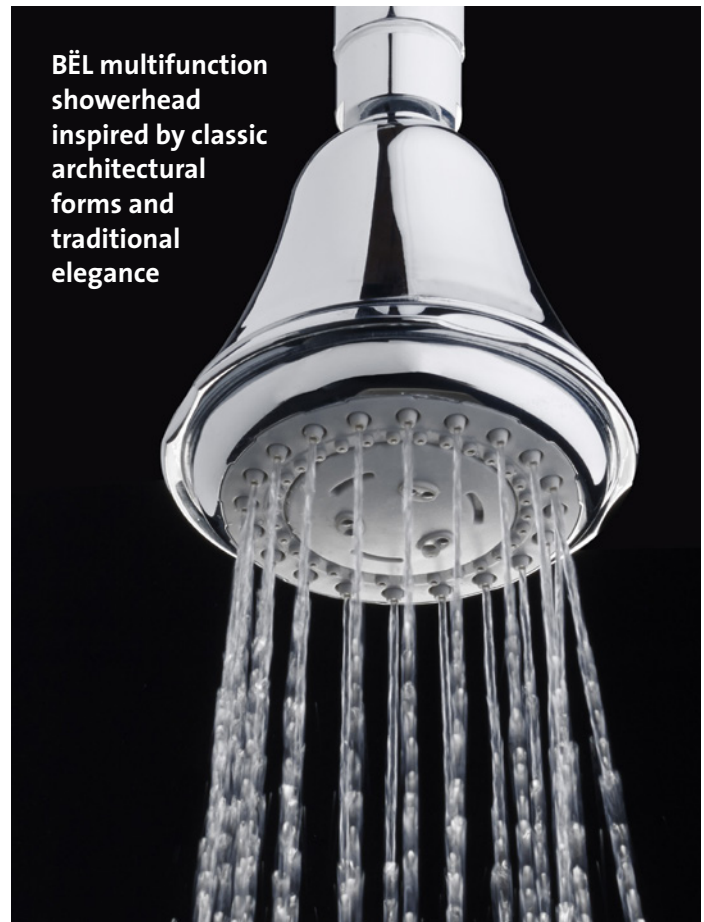
"BËL answers a need in bathroom design for traditional style multifunction showerheads and handshowers," observes Noah Taft, California Faucets Senior Vice President of Marketing and Sales. "Given the cutting edge nature of multifunction showerheads, most are offered in contemporary or transitional styles, yet we live in a country where traditional décor continually outsells that of contemporary. BËL, with its beautiful tulip shape, is a perfect traditional option."

While BËL emphasizes traditional refinement on the outside, as part of StyleFlow, the company's proprietary Swiss Shower Technology (SST), the design is thoroughly modern on the inside, and possesses everything today's homeowner has come to expect in a luxury showerhead. A simple turn of the 3¼ inch head creates luxurious custom shower experiences in three settings—Air Mix, Jetted, and Booster massage sprays, which range from gentle, rain-like streams to an invigorating, pulsating massage. The showerheads also feature self-cleaning jets for easy maintenance.

The showerhead and handshower are available in a water-efficient 2.0 gallons per minute version to help meet the most stringent of water conservation codes. Choose from more than 15 decorative finishes, including five ultra-durable PVD (Physical Vapor Deposition) finishes that come with a lifetime guarantee against tarnishing. Super hard and molecularly bonded, PVD is the most durable finish available.

BËL, along with 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.

Starting list price for the BËL multifunction showerhead is \$135 in Polished Chrome. BËL handshowers begin at \$125 list price, also in Polished Chrome.



BËL multifunction showerhead inspired by classic architectural forms and traditional elegance

About California Faucets

At California Faucets we believe in artisan hands, not mass production. Since 1988, our factory in Huntington Beach, California has manufactured bath products that can be easily customized or purchased exactly as shown in our catalog. We proudly provide the latest in bath and shower technology with innovations, such as **StyleDrain®**, **StyleTherm®**, and **ZeroDrain™**. These groundbreaking innovations turn utilitarian products into beautiful design statements, and are the heart of our ever-evolving line of faucets, shower fittings, luxury drains, and accessories. For more information about California Faucets call 800-822-8855 or visit www.californiafaucets.com.

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