

Dreaming of a White Christmas? California Faucets Makes Dreams Come True With Cool Matte White Faucet Finish

Today's hottest kitchen faucet finish trend is cool
Matte White, just in time for the holidays

(Huntington Beach, CA, November 2, 2016) With the winter holidays just around the corner, and white finishes trending in far more than just cabinetry, the immortal words of Irving Berlin have never rang more true. For those dreaming of a beautiful kitchen along with a "White Christmas," California Faucets' Matte White finish offers a head-turning alternative to everyday chrome finishes. Available for the company's newly introduced **Kitchen Collection** of Italian-inspired, handmade faucets, Matte White will majestically deck your sink for the holidays and beyond.

"Orange may be the new black, but when it comes to faucets, it's all about white," says Noah Taft, California Faucets Senior Vice President of Marketing and Sales. "Our Matte White finish gives designers and homeowners a fresh alternative to typical polished chrome finishes, plus the matte texture lends a cool, modern vibe."



**Corsano Culinary
Series faucet in
Matte White**

Noted as one of the top trends of the year by **Decorator's Wisdom**, among others, white faucet finishes offer a clean and updated look while blending beautifully into contemporary, classic, and transitional décor styles. Available in the **Davoli, Poetto, Corsano, Rosolina**, and semi-professional Culinary Series, Matte White offers a distinctive look that's edgy and modern, yet familiar at the same time.

Artisan hands produce the durable powder coat Matte White finish in the California Faucets Huntington Beach factory. The clear powder coating, designed to allow the underlying color to show through, offers an extra layer of protection, further enhancing the integrity of the finish. While Matte White is a seasonal favorite that looks great all year long, it's just one of over 30 hand-applied finishes available from California Faucets full line of solid brass kitchen and bath faucets.

In addition to faucets, the **Kitchen Collection** offers a complete selection of coordinating accessories in Matte White, allowing designers and homeowners to create a fully coordinated sink ensemble. Accessories include: Pull-Down Prep/Bar Faucet, Hot/Cold Water Dispensers, Soap Dispenser, Air Activation Switch for Disposer, and Air Gap.

Pricing for the Culinary Series in Polished Chrome begins at \$978. The Matte White finish is priced at \$1,223.

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. Utilizing the expertise we've perfected in the bath, we've applied the same concepts of handcrafted quality and customization to our first-ever line of kitchen faucets. Launched Fall 2015, **The Kitchen Collection** combines Italian design with California craftsmanship and offers a full range of matching accessories for a thoroughly coordinated look. For more information about California Faucets call 800-822-8855 or visit www.californiafaucets.com.

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