



*California Faucets*®

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PRESS RELEASE

## California Faucets' Morro Bay® Faucet Receives Prestigious Dealer's Choice Product of Year Award

The Decorative Plumbing & Hardware Association (DPHA) singles out Morro Bay as top pick for its innovative floating handle design

(Huntington Beach, CA, November 8, 2018) California Faucets' **Morro Bay**® floating-handle faucet has earned the prestigious Product of the Year award from the Decorative Plumbing & Hardware Association (DPHA). As the number one pick by the industry's top independent bath product showrooms across the country, Morro Bay was honored at DPHA's annual conference held this year in Ponte Vedra Beach, Florida, Oct. 9-14, 2018. Products entered into the DPHA's Dealer's Choice Award category are voted on by the association's dealers, who display and sell the designs on a daily basis.

"More than an honor, the Dealer's Choice Award is a vote of confidence that our floating-handle design is not only being noticed by our showroom partners, it's making a real impact," says Jeff Silverstein, California Faucets' President & CEO. "Because our showroom partners are devoting valuable showroom space to it, it's a people's choice award in a sense. The award is the kind of endorsement that validates all the time and resources



**Morro Bay single hole faucet with floating handle**



**Morro Bay 6-5/16" height single-hole faucet**

5271 Argosy Avenue, Huntington Beach, CA 92649 800-822-8855

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we consistently pour into creating innovative products that work as well as they look."

A true standout among lavatory faucets, the DPHA noted the model's fluid, well-balanced cubist and modern geometric shape with thin rectangular handle that's as wide as the spout and its innovative "free spirit" operation. "Unlike other single-hole faucets, the handle moves completely independently of its body," explains Noah Taft, the company's Senior Vice President of Marketing and Sales. "The thin and flat rectangular handle moves when turning on the faucet and adjusts both flow and temperature. This is starkly and innovatively different from other single-hole faucets, which require the top portion of the faucet to move with the handle."

Taft further explains that Morro Bay's thin spout balances geometry and fluidity, while accentuating the independent operation of the handle. "A real breakthrough in its category, the design creates the illusion of a thin, flat rectangle balancing atop the faucet body. By ditching any excess, we've managed to create a design with a simple aesthetic that's at once sleek and ethereal."

This year's win marks the fourth year California Faucets was among top honorees at the annual conference.



**California Faucets founder Fred Silverstein accepts award from DPHA Executive Director Jim Babbitt**

The Morro Bay single-hole faucet is made with solid brass and comes in 5-5/16" and 11-9/16" heights. More than 30 artisan **finishes** are available, including 15 **PVD** finishes with a lifetime guarantee against tarnishing.

## ABOUT CALIFORNIA FAUCETS

At California Faucets we believe in **artisan hands**, not mass production. Since 1988, our factory in Huntington Beach has manufactured handcrafted bath products available in more than 30 artisan **finishes** 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 bath faucets, shower fittings, luxury drains, and accessories. We've also applied the same handcrafted quality and custom options to a full line of kitchen faucets. Our **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](http://www.californiafaucets.com).

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