

California Faucets Turns *Bath Time* into Good Clean Fun With Latest Pixar-Style Video

The third in a trilogy of entertaining videos, faucets once again come to life in a whimsical blend of CGI and live action



(Huntington Beach, CA, January 11, 2019) California Faucets proves that faucets can harmonize in the bath in more ways than one. Following the success of *Tub Filler Fever*, which went viral in the industry, and *Aqua Pella*, which won multiple marketing awards, *Bath Time* is the latest in an evolving series of light-hearted kitchen and bath videos from California Faucets. This time, the video features a blend of computer-generated image (CGI) characters with live action. While the supposed star of the video is a woman enjoying some “me” time singing in the bath, it’s a suite of brass-finished faucets that steal the show.

At the start of the video, we join the woman mid-bubble bath, and seemingly alone. But it isn’t long before we learn she isn’t alone at all. Keeping the woman company are some familiar friends: the industrial-styled Descanso Tub Filler, matching Descanso sink faucet, and a

Descanso tub filler starts the chorus

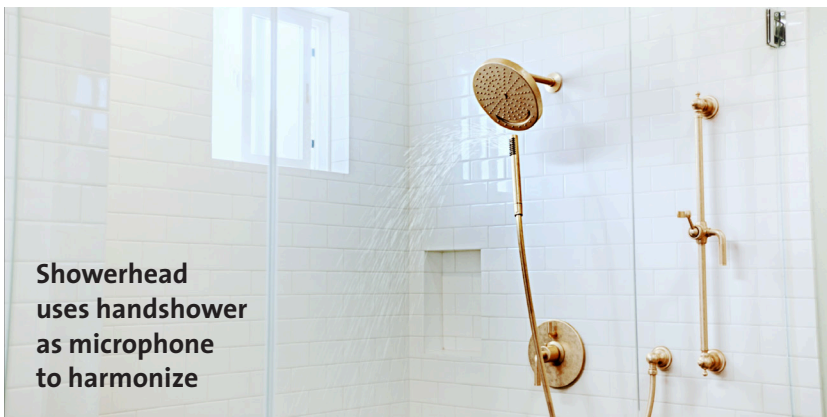


Matching Descanso
faucet joins in

“showerhead and handshower” shower system. Energized and inspired by her CGI friends, the woman begins to sing a lively tune with the same sense of freedom she’d have if she were singing alone in the car. And, just as Snow White sang with animated woodland creatures, her friends, the faucets, begin to join in, delightfully harmonizing with their human pal.

“Always trying to push the envelope in the industry, we thought it would be a really fun challenge to not just animate the faucets again, but this time also have them interact with a real person,” explains Noah Taft, California Faucets Senior Vice President of Marketing and Sales. As the creative force behind the video series and former screenwriter/producer for film and TV, Taft once again turns everyday commonplace objects into lively, memorable characters that resonate with viewers. “The cheeky showerhead really gets into it. He even uses the hand shower as a microphone,” Taft points out.

Launching nation-wide this month, *Bath Time* will be featured on social media, in kitchen and bath showrooms across the country, and potentially as local television commercials in a myriad of media markets.



Showerhead
uses handshower
as microphone
to harmonize

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.

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