

California Faucets Expands Kitchen Collection with New Industrial-style Descanso™ Series

Knurled detailing, the hallmark of industrial design, adds texture that looks as good as it functions



(Huntington Beach, CA, March 28, 2019) California Faucets infuses industrial chic style into the kitchen with The Descanso™ Series Pull-Down Kitchen Faucet. A new addition to The Kitchen Collection, Descanso features a cylindrical shape and a hash mark-textured knurling detail on the lever handle. The versatile collection features special accents to choose from in addition to a coordinating collection of matching accessories to create a complete ensemble.

“The textural knurling on Descanso’s handles is like what’s used on precision tools and creates a cool, industrial vibe,” says Noah

**Left: New Descanso kitchen series with knurling on handle;
Top Right: Carbon fiber detail;
Bottom Right: Smooth handle**

Taft, Senior Vice President of Marketing and Sales, explaining, "It's a distinctive detail that, when combined with the hex nuts on the spout, defines the industrial look of the series."

For more of a high-tech take on industrial style, the Descanso Series offers another customization option: a sleek, black carbon fiber detail. Lightweight yet strong, the resilient carbon fiber is the same material used for its weight to strength ratio to build Formula 1 racecar chassis and road racing bicycles. "The carbon fiber adds an unexpected, futuristic accent to the kitchen sink area," says Taft, who notes that the Descanso Series also offers a smooth version, without the knurling detail or carbon fiber.

Taking its design cues from the successful Descanso bath series, the new kitchen version allows designers and homeowners to create seamless industrial style throughout the home. Lending to the harmonious look is the complete line of coordinating accessories, including a pull-down prep/bar faucet, hot and cold-water dispensers, pot filler, soap dispenser, air activation switch for disposer, and air gap, which further accentuates the design's industrial chic look.

Like all of California Faucets' quality fittings, the Descanso series lavatory faucet and coordinating accessories are made of solid brass. Even the sprayhead, a part that's often cheapened by other manufacturers with plastic or other inferior metals, is solid brass. Each piece in the series is available in more than 30 artisan finishes including 15 PVD (Physical Vapor Deposition) finishes, which are guaranteed for life against tarnishing.

List price for the Descanso Pull-Down Kitchen Faucet is \$1,059 in Polished Chrome, \$1,271 for Standard Finishes, and \$1,694 in Premium Finishes.

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 CaliforniaFaucets.com.

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