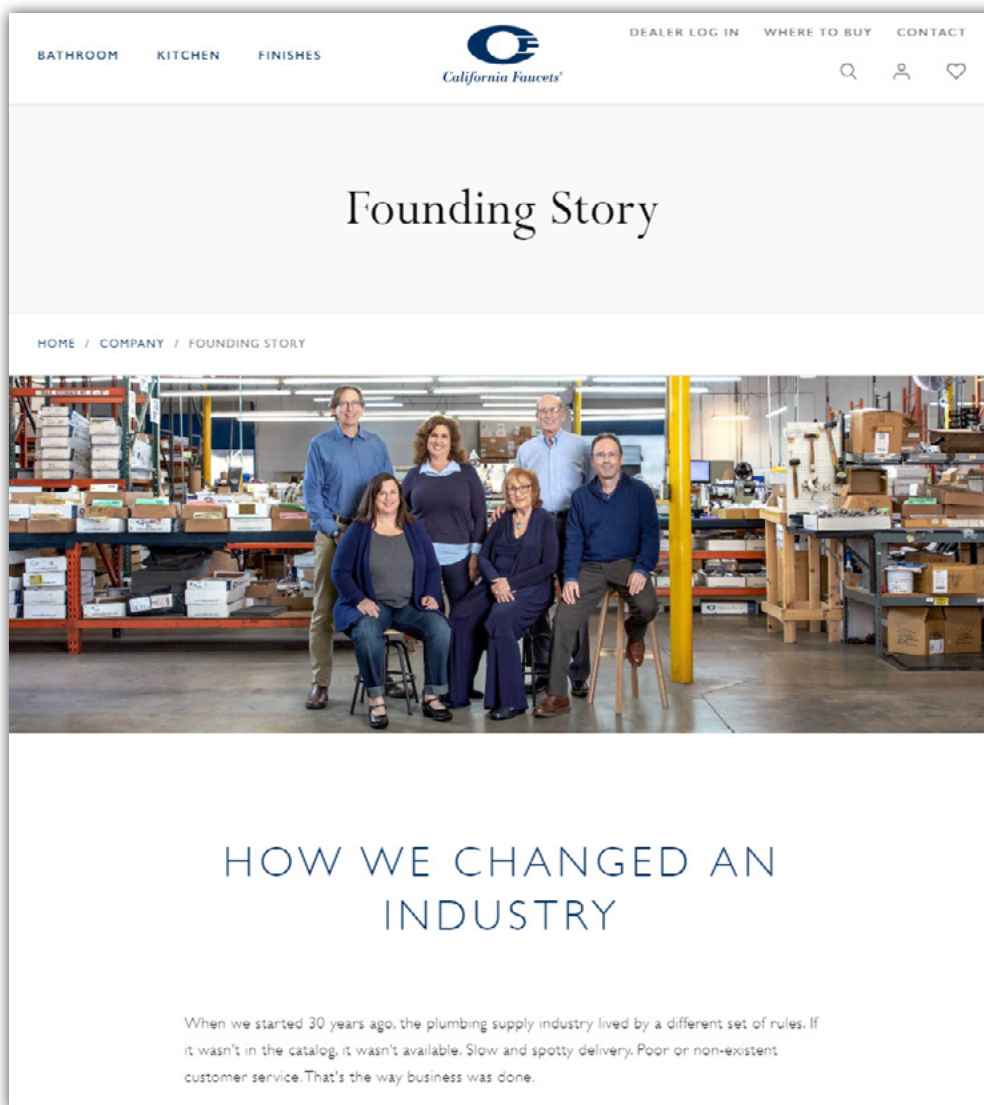


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# New California Faucets Website Highlights “From Our Hands to Your Home®” Philosophy

An authentic reflection of the company’s proud “handcrafted manufacturing” heritage, the newly redesigned site delves deeper into the artisan nature of the brand



BATHROOM KITCHEN FINISHES

DEALER LOG IN WHERE TO BUY CONTACT

California Faucets®

## Founding Story

HOME / COMPANY / FOUNDING STORY

HOW WE CHANGED AN INDUSTRY

When we started 30 years ago, the plumbing supply industry lived by a different set of rules. If it wasn't in the catalog, it wasn't available. Slow and spotty delivery. Poor or non-existent customer service. That's the way business was done.

(Huntington Beach, CA, February 12, 2020) “From Our Hands to Your Home®” is more than just a tagline for California Faucets. It’s the very essence of the company’s innovative heritage and brand philosophy. The company’s **newly redesigned website** is a proud reflection of this ideal. With a wealth of beautiful new photography and a focus on the artisan spirit that infuses every California Faucets product, the new easy-to-navigate site tells the complete story of the brand—and the people behind it.

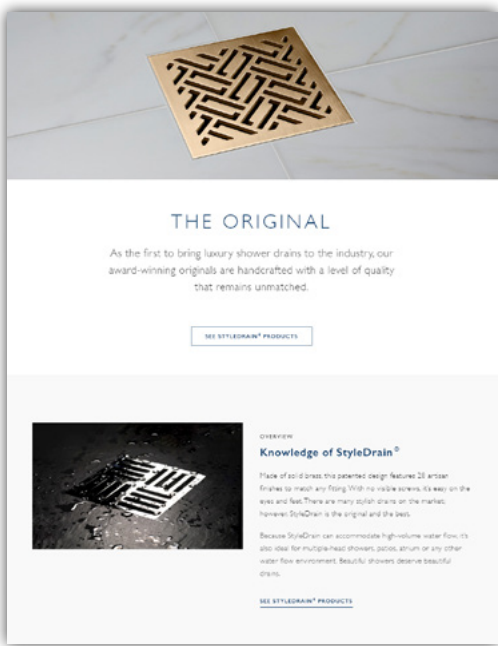
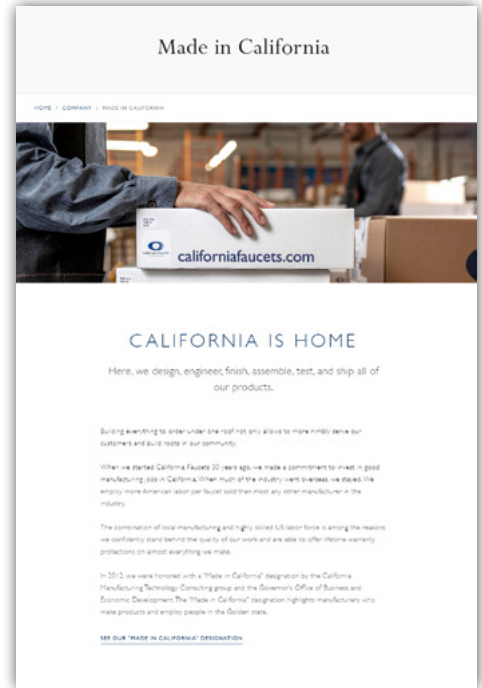
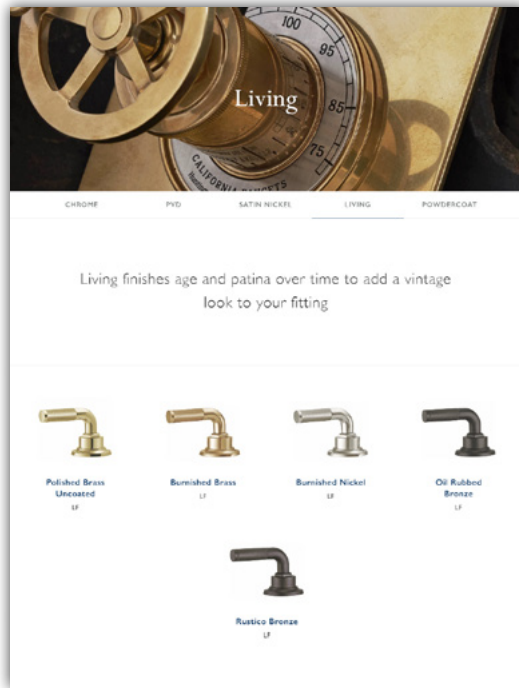
“In our high-tech, machine-driven world it’s important to recognize the value of handcrafted products versus everyday mass-produced widgets,” says Noah Taft, Senior Vice President of Marketing and Sales. “The new site gives industry professionals and consumers a look into the humanity and customization that go into each of our products,” Taft adds.

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In addition to an expanded **Finishes** section with videos that demonstrate the various processes, there is a library of inspirational photos and videos of kitchen and bath products to get creative juices flowing. Other highlights of the new design include enhanced searchability and navigation, detailed information on care and maintenance, an expanded FAQ section, and the **Founding Story** of California Faucets.

The website is now mobile compatible to view products on your smartphone or tablet. Explore the new mobile-friendly site at [californiafaucets.com](http://californiafaucets.com).



### 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 **28 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](http://CaliforniaFaucets.com).

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