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California Faucets Launches Humorous Pixar-Style Video: “California Chameleon”

Starring a cute chameleon who tries to mimic the vast variety finishes available from California Faucets, the amusing video both educates and entertains



(Huntington Beach, CA, December 15, 2022) What happens when a curious color-changing chameleon meets up with the myriad **artisan finishes** offered by California Faucets? Can he keep up? This is the storyline in California Faucets’ newest Pixar-style marketing video: **California Chameleon**. From the award-winning team who also created viral videos starring dancing tub-fillers and singing faucets, California Chameleon entertains while educating designers and homeowners on the company’s unique ability to customize faucets with 25-plus artisan finishes.

**California Chameleon
does his best to match
California Faucets
artisan-applied finishes**



California Faucets' offers so many finishes, can California Chameleon keep up?

The marketing team set out to create a fun and engaging way to remind viewers that California Faucets is a pioneer in finishes. Not only does the company offer one of the largest selection of finishes in the industry they also offer PVD finishes that are guaranteed not to tarnish. Plus, since all finishes are artisan-applied to order, the possible color combinations are endless—much to the dismay of the adorable chameleon in the video.

“A picture, or in this case a video, really is worth a thousand words,” says Noah Taft, California Faucets Chief Marketing Officer. “Our beloved chameleon tries so hard to keep up, transforming from one beautiful finish to the next. But in the end, he’s just no match for our vast color palette.”

No stranger to creative writing, Taft, who wrote and co-produced the [video](#), was a television sitcom writer and producer prior to his tenure in the decorative plumbing and hardware industry. To bring the completely computer-generated California Chameleon to life, Taft partnered with director/producer Alex LaFlamme.

Besides the abundance of finish options, California Faucets also caters to designers with products to suit every design style, from traditional to transitional to modern. And with the ability to mix and match various elements, Designers are free to let their creativity soar—even if the color combinations can't be reproduced by a chameleon.

About California Faucets

At California Faucets, we believe in [artisan hands](#), not mass production. We've been designing, finishing, and assembling solid-brass bath products at our Huntington Beach factory since 1988. Available in 25+ artisan [finishes](#), every faucet can be easily customized or purchased exactly as shown in our catalog. Our popular bath collections 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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