

CONTACT:

MARY BETH DUEHR marybeth@duehrandassociates.comHOLLY BEREZC holly@duehrandassociates.com

DUEHR & ASSOCIATES, LLC 1902 Wright Pl, Ste 200 Carlsbad, CA 92008 (760) 918-5622

California Faucets Offers Innovative ZeroDrain® in Every Color of the Finish Rainbow

The award-winning “pop-down” drain is available in over 25 artisan finishes, making the easy-to-clean and virtually uncloggable drain the perfect choice for every sink and bath



(Huntington Beach, CA, February 13, 2024) California Faucets' groundbreaking **ZeroDrain®** comes in more than 25 artisan finishes, ensuring there's a ZeroDrain to coordinate with any lavatory or tub faucet. Not only does the nearly-impossible-to-clog drain offer a cleaner look, quicker installation, and easier maintenance, it's also easy to coordinate with any style of décor, creating a sleeker, more design-forward look in the bath.

The abundant finish choices—plus California Faucets' wide array of accessories— means that designers and homeowners can coordinate

California Faucets offers ZeroDrain in over 25 artisan finishes including Polished Chrome (main image), and from top down: Satin Nickel, Carbon (PVD), and Satin Bronze (PVD)



CALIFORNIA FAUCETS®

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

ZeroDrain with faucets, tub fillers, showers, cabinet knobs and pulls, towel hooks, paper holders, and more. The vast list of color options also means you can easily coordinate ZeroDrain with faucets from other manufacturers.

"We offer ZeroDrain in every finish so that every household can experience the cool little drain's innovation in style," says California Faucets Chief Marketing Officer, Noah Taft. "Just like your smartphone, once you have it, you can't live without it," Taft adds.

ZeroDrain is an award-winning drain for good reason. Among the many accolades, it's been honored with Interior Design Magazine's "Best of Year" Award and named to Better Homes and Gardens' Most Innovative Products list.) Less cumbersome than old-school drains with unsightly protruding stoppers, ZeroDrain features a cleaner, more design-friendly "zero clearance" look. In its open position, ZeroDrain's stopper sits flush with the sink. Simply push down on the "pop down" stopper to close the drain and push it again to open. The stopper can be easily pulled out to swiftly rinse off the gunk that may accumulate over time and cause clogs. Easy, occasional cleaning means less build-up. And less build up means fewer plumber calls, saving both time and money. ZeroDrain has way fewer parts than standard sink and tub drains, so it's also vastly easier to install.

Made of solid high-quality brass, ZeroDrain works with most sinks and tubs (both drop-in and freestanding) with or without overflow holes. ZeroDrain starts at \$204 and \$142 for tub and sink designs, respectively, in Polished Chrome.

"We offer ZeroDrain in every finish so that every household can experience the cool little drain's innovation in style. Just like your smartphone, once you have it, you can't live without it."

—Noah Taft, California Faucet's Chief Marketing Officer

About California Faucets

At California Faucets, we believe in **artisan hands**, not mass production. Recognized as the "Best Value in Luxury Faucets" by StarCraft Reviews, the oldest independent reviewer of faucets, StarCraft Reviews, 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.

###



CALIFORNIA FAUCETS®

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