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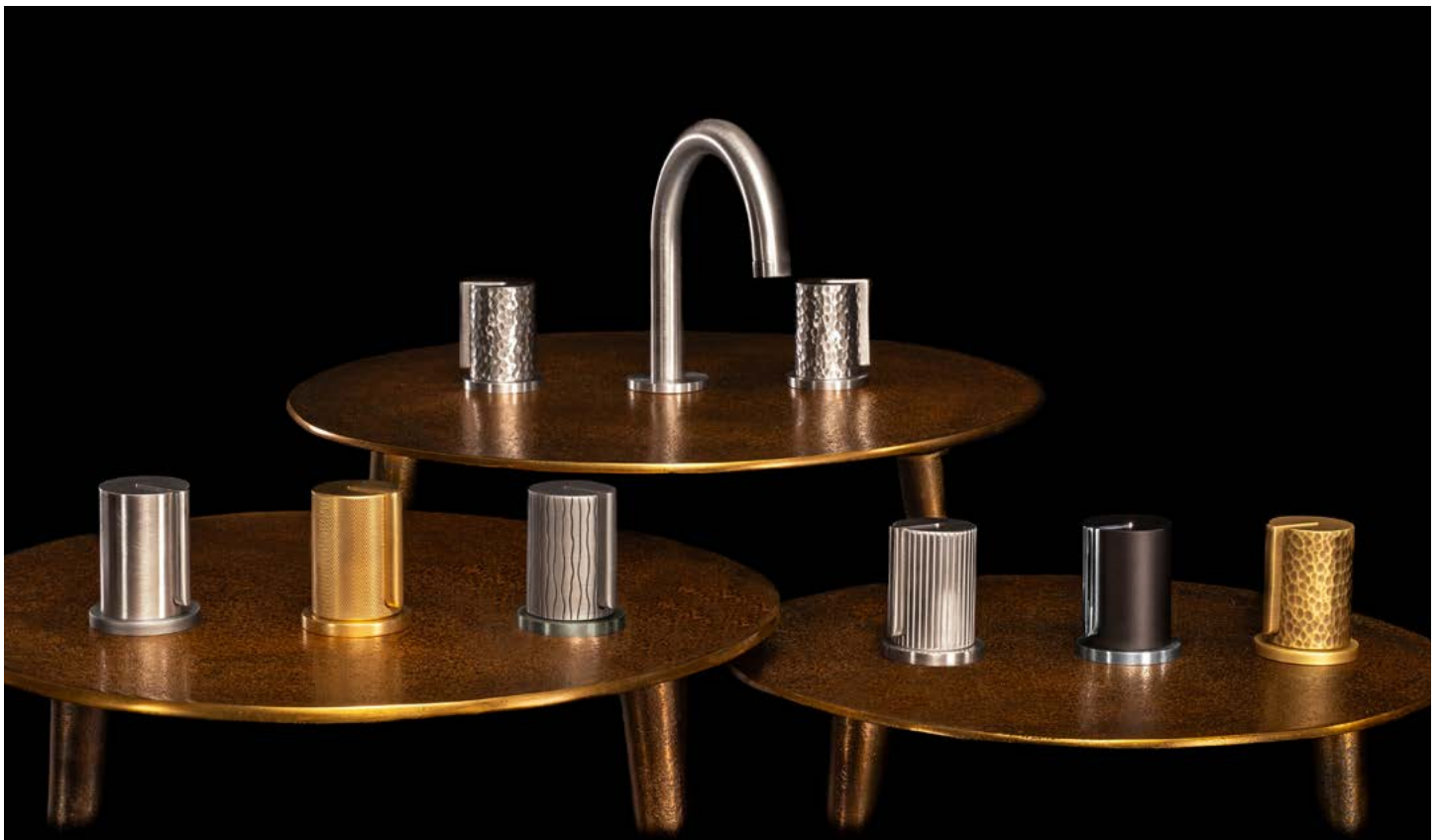
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California Faucets Brings Texture to Light With Jalama® Series Bath Faucet

Five uniquely tactile treatments, and the new “intaglio” finishing technique inspired by an ancient Italian printing method, bring a new dimension to customized bath faucets



(Huntington Beach, CA July 09, 2024) California Faucets infuses rich texture into the bath with the new **Jalama® Series**. Featuring statuesque cylinder-shaped handles with subtle “wings” for enhanced grip, the Jalama Series brings a new distinctively tactile dimension to customizable faucets. The series offers a choice of five treatments—Smooth, Knurled, Hammered, Pinstripe, and Rivulet—each making their own unique design statement.

Jalama® Series brings tactile dimension to customizable bath faucets

“As the design focal point of the bath environment, cookie-cutter faucets just don’t cut it anymore. Who needs rigid, mass produced design, when you can get artisan-crafted design? Jalama’s fun lies in its flexibility. You can play with textures, shapes, and colors to create a completely unique piece of art for the bath.” —Noah Taft, California Faucet’s Chief Marketing Officer

In the spirit of California Faucets’ commitment to artisan, not mass produced, methods, the series debuts the company’s version of the intaglio technique. A 14th-century Italian printing technique distinguished by textured etchings and an inner black patina, the intaglio technique creates a beautiful contrast with the faucet’s finish. Offered in a choice of 25-plus artisan finishes, and split finish combinations, Jalama allows designers and homeowners to customize a bath faucet design that ideally meets their own personal style.

Designers and homeowners can either stay sleek and streamlined with Jalama’s Smooth handle style or embrace rich texture with the range of options: Knurled, similar to the etching found on power tools; Hammered, one of today’s most popular artisan looks; Pinstripe, with strong vertical lines; and Rivulet, a series of wavy lines evocative of streams found in nature.

“For those really looking to induce neighbor-envy, the hand-etched intaglio technique adds an unmatched level of detail,” Taft explains, noting that the intaglio process is done by hand in California Faucets’ Huntington Beach-based factory. Inspired by ancient Italian printing techniques, intaglio involves the application of a black patina to the inside of engravings. The dark patina strikingly contrasts with the finish for a unique effect. The intaglio look can be created with any Jalama Series faucet configuration featuring Pinstripe or Rivulet handles.

Because the Jalama Series is available in 25-plus artisan finishes as well as split-finish configurations, you can choose one finish for the cylindrical handles and another for the spout and accents. With so many finish combinations, plus a choice of three spouts (Low, Medium Arch, and Quad,) the possibilities for personalization are virtually endless.

Designers can carry Jalama’s contemporary-to-transitional look throughout the bath. The series offers matching handshowers, shower controls, towel bars, hooks, paper holders, cabinet knobs and pulls and more.

Like all California Faucets series, the Jalama Series is made of solid brass and offers a complete array of coordinating accessories. List pricing for the Jalama Series starts at \$1,195 for Smooth, Knurled, Pinstripe and Rivulet handles in Polished Chrome finish.

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.

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