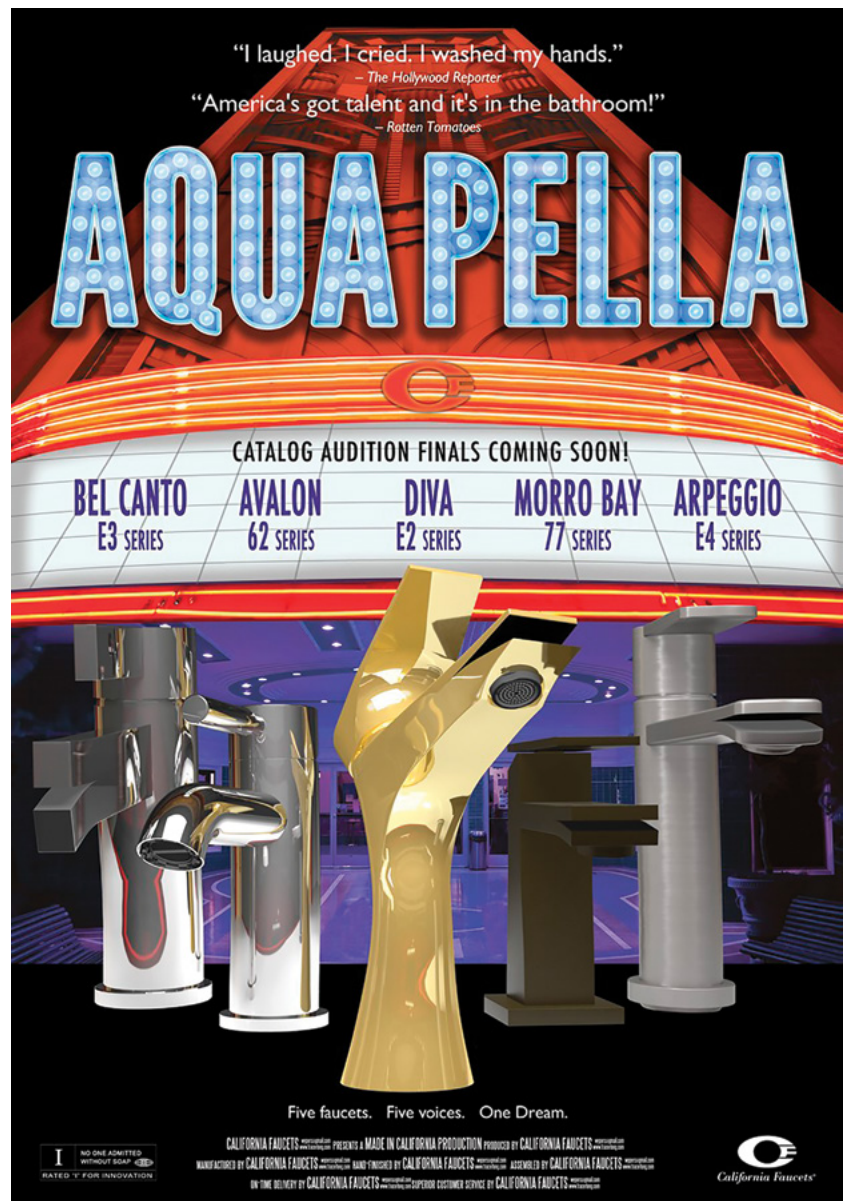


California Faucets' Receives 2017 Brand Builder Award for Pixar-Inspired Aqua Pella Video

Bringing faucets to life with
CGI animation creates
emotional connection
with viewers for a successful
marketing campaign

(Huntington Beach, CA, September 25, 2017) California Faucets proudly announces the receipt of Hanley Wood's **2017 Brand Builder Awards** for *Aqua Pella*, the company's latest Pixar-inspired video campaign. Hanley Wood, the premier information, media, event, and strategic marketing services company serving the residential and commercial design and construction industries, announced the 2017 winners at the Ritz Carlton Chicago on September 12.

Aqua Pella, the fun and memorable story of five faucets showing off their unique design personalities in a singing competition, received the Gold Brand Builder Award in the Best Channel Marketing category. Recognized for its innovative approach to product promotion, the *Aqua Pella* video is completely unique and unexpected in the plumbing fixtures and fittings industry.



CALIFORNIA FAUCETS®

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“We always look for ways to break new ground,” says Noah Taft, California Faucets Senior Vice President of Marketing and Sales. “There is something special about taking a commonplace plumbing industry product and turning it into a lively, memorable character. It creates an emotional connection with the viewer and helps the message rise above the sea of noise in today’s media,”

Hanley Wood’s annual Brand Builder Awards recognizes the most innovative and effective marketing campaigns throughout the residential and commercial design and construction industries. Companies submitted entries in categories ranging from traditional advertising campaigns to social and mobile marketing strategies to channel marketing programs. A jury of experts in all areas of marketing reviewed entries, recognizing those who have executed campaigns that generate sales, motivate buying behavior, and inspire customer loyalty.

About California Faucets

At California Faucets we believe in artisan hands, not mass production. Since 1988, our factory in Huntington Beach, California has manufactured bath products 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 faucets, shower fittings, luxury drains, and accessories. Leveraging the expertise we’ve perfected in the bath, we’ve applied the same concepts of handcrafted quality and customization to our first-ever line of kitchen faucets. Launched Fall 2015, **The 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 www.californiafaucets.com.

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