



The Tiburon wall lavatory faucet features a Polished Nickel PVD finish.

Going Green with California Faucet PVD Finishes

California Faucet delivers with a harder than chrome finish that's earth-friendly too!

(Huntington Beach, CA, June 14, 2007) Way before its competitors jumped on board the burgeoning eco bandwagon, California Faucet was already there, and putting the company on the leading edge of eco-oriented finishing technology with its PVD faucet finishes.

PVD, or physical vapor deposition, molecularly binds color to the faucet, creating an incredibly durable finish. Unlike traditional powder coating finishes that produce hazardous waste and can pollute water supply, PVD produces no waste. That means no toxic chemicals are used. In fact, some of the metals used in PVD are so bio-friendly, they've been used on prosthetic joints for the body!

Currently, California Faucets offers 12 PVD finishes, more than double of any other faucet manufacturer. With the most PVD machines west of the Rockies, the company continues to be a trailblazer in this eco-friendly coating technology.

Above and Beyond Green: Color and Durability Too!

In addition to toxin free production, California Faucet's selection of 12 decorative PVD finish colors is unparalleled in its market. Highly brilliant PVD finishes include Satin Rose Bronze, Mocha Bronze, Polished Gold, English Brass, and Black Nickel.

"PVD is the future of decorative finishes," says Noah Taft, vice president of marketing and sales for California Faucets. "Powder coatings are baked onto faucets, meaning that they can chip if scratched. In contrast, our PVD finishes are molecularly bonded to the faucet, becoming one with the metal itself. So PVD finishes will never chip, and they are up to seven to eight times harder than even chrome, which had formerly set the standard for durability," he explains, adding that other PVD perks include improved corrosion protection, and resistance to abrasion and tarnishing.

California Faucets has been providing its customers with the very best customer service and delivery of the finest selection of decorative fittings in the industry since 1988. With over 25 styles and more than 34 decorative finishes, California Faucets' Custom Faucetry™ allows you to combine any spout with any handle in any finish to create a design uniquely yours. Design choices now exceed two million, and offerings range from traditional and transitional to contemporary and art deco.

In addition to a complete line of Custom Faucetry™, California Faucets offers Thermostatic Shower Systems, Tub and Shower Sets, Trim, and Bathroom Accessories. California Faucets' products are sold at prominent decorative hardware and plumbing showrooms and at select kitchen and bath dealers nationwide. For more information, call 1-800-822-8855 or log on to www.calfaucets.com

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