



California Faucets®
Custom Faucetry®

May 27, 2015

TO: California Faucets Select Dealers
FR: Jeff Silverstein, President & CEO
RE: New "Smaller Flange" ZeroDrain®

Dear Select Dealer:

Thank you for your increasing adoption of our award-winning ZeroDrain®, the world's first pop-down drain. Beyond the obvious aesthetic advantages, ZeroDrain is vastly easier to install and service than cumbersome pop up drains, and is also virtually uncloggable, which is why we believe it should become the new standard in lavatory sink drains in the mid to high end market.

As part of our ongoing effort to ensure ZeroDrain can be installed with most any lavatory sinks, we have created an additional smaller flange version, the new 9050ZB. Because the dimensions of the molded recesses in sinks varies widely among sink manufacturers, we have found that offering a second ZeroDrain option with a slightly smaller diameter flange will offer a better fit in some sinks.

As you can imagine, determining which model provides the best fit and look can be quite subjective, so we have decided to simply offer both versions as an option. To determine which ZeroDrain sku is best, we've created an evolving "sink compatibility chart" that may be viewed on our website. It is a separate file kept alongside our ZeroDrain specification and installation instructions.

Given the inconsistencies in sink manufacturing— where even glazing can impact the fit of a sink drain-- your decision of which ZeroDrain to use will ultimately be based on ongoing professional experience and personal choice.

Attached is the updated ZeroDrain product guide and price book for your reference. Our goal is to help you provide customers with the very finest in innovative design that is both aesthetically pleasing and functionally superior. We hope you agree that ZeroDrain hits the mark.

As always, we welcome your comments and feedback and look forward to serving you.

