



*California Faucets*®

August 21, 2015

Dear Select Dealer:

You asked for it, you got it! For as long as I can remember, our loyal customers have been asking us, "When will you come out with kitchen faucets?"

In collaboration with our outstanding Italian design and manufacturing partner, that time is now! We are pleased to introduce the **California Faucets Kitchen Program**, available beginning **September 1, 2015**.

We are extremely proud of the program we have put together. Not only are the faucets and coordinating accessories beautifully designed, manufactured and engineered; the kitchen collection fills a glaring need in the marketplace for a truly high-end quality ensemble collection at a reasonable price point. The result? Happy consumers and wonderful sales and profit opportunities for you, our Select Dealer.

Our new kitchen collection features five distinct series of pull-down faucets: traditional, two contemporary, transitional and professional culinary. Each series is suited with a fully coordinating and designed ensemble of accessories including: prep/bar sink faucet, soap dispenser, hot water dispenser, cold water dispenser, air switch for waste disposer, and air gap.

California Faucets is noted for its design flexibility and the kitchen program is no exception. Each series offers multiple handle options and more than 30 finishes, including 14 in ultra-durable PVD. We are also pleased to introduce two new PVD finishes exclusive to our kitchen program:

- **Ultra Stainless Steel**<sup>™</sup> (USS): A PVD finish featuring true stainless steel appearance and durability for perfect coordination with Stainless Steel sinks, appliances and hardware.
- **Carbon Black**<sup>™</sup> (CB): A PVD finish featuring a natural, matte black, industrial look without the care concerns of "living finishes" or the potential chipping of powder coated finishes.

Many of you have already had the opportunity to preview the program and place orders for your displays and stock prior to the official launch. We are truly humbled and gratified that your support and pre-orders vastly exceeded our wildest expectations. Thank you! With that in mind, in order to ensure inventory availability for day-to-day orders, please note the following:

- Pre-order displays will ship on FIFO (first in orders, first out delivery) basis. The first group of pre-ordered displays will ship mid to late September with the balance following over the next 6-8 weeks.
- Stock pre-orders will be filled and delivered approximately 6-8 weeks after launch.
- Day-to-day orders will be shipped within the usual California Faucets lead times that you have come to expect and depend on.

You will receive all the needed sales materials in the mail or from your California Faucets sales rep.

As a convenience, you can also receive the below materials via email (send your request to [kitchen@calfaucets.com](mailto:kitchen@calfaucets.com)):

- New Product Kitchen Guide and Price Sheet
- New Kitchen Program Brochure
- Stocking Special Sheet
- Price List in Excel format
- Dealer Portal Tutorial

In addition, everything can be download at the Dealer Portal at [www.californiafaucets.com/dealer](http://www.californiafaucets.com/dealer) (if you're not already registered, the Dealer Portal Tutorial will help guide the registration process).

Your enthusiastic support is greatly appreciated. As always, feel free to contact me or any member of our team with your constructive feedback. This helps us as we constantly work to improve our offerings, service and your sales opportunities.

Best Regards,



Jeff Silverstein  
President & CEO