



California Faucets[®]

From our hands to your home™

“Change is hard at first, messy in the middle, but gorgeous at the end.”

-Robin Sharma, Author, "The Monk Who Sold His Ferrari"

September 30, 2019

Dear Select Dealers:

On behalf of everyone here at California Faucets, we feel your pain. As a result of our continuing software implementation, California Faucets is still not performing to expectations. Please know that we are acutely aware of it.

First, some good news. We have made progress to the point that the factory floor is operating at more than 100% of pre-implementation capacity. This allows us to produce at the pace of our current order intake; plus, chip away at the significant backlog that has built up.

Now, the less good news. The backlog, while steadily diminishing, remains substantial. As a result, lead times continue to be extended to 2-3 weeks beyond our standard estimated lead times.

Although there is now light at the end of the tunnel, it will still take us at least a month or two to fully work through the backlog and return to our normal estimated lead times. We have hired additional factory personnel and continue to trouble-shoot issues and gain efficiency as we go forward. Your continued patience is deeply appreciated.

In addition, due to the sheer volume of inquiries for order status, Customer Service is often unable to respond as quickly or as accurately as needed.

To handle this increased volume, we have hired additional customer service team members, but many of them are still green and do not have the deep knowledge level of our veterans. Plus, the entire team is still learning the intricacies of the new software—particularly how to interpret manufacturing data in order to make the most accurate estimated lead time commitments.



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While most of you have been understanding and professional when interacting with our team, a few have taken out their frustrations on the poor soul who happens to be at the other end of the line. Customer Service can only report the news...good or bad. Delays or misinformation are unintentional and overwhelmingly due to the learning curve and the debugging that unfortunately comes along with such complex and customized implementations. So please, I respectfully ask that you refrain from shooting the messengers. I can assure you that everyone here is working as hard as possible during this extremely challenging process.

As the quote at the top correctly notes, change is hard and often messy, but gorgeous at the end. On behalf of the entire California Faucets team, we thank you for your understanding of the big picture and for your ongoing partnership.

Jeff Silverstein
CEO & President
California Faucets