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## **CIFIAL USA OFFERS COHESIVE KITCHEN AND BATH DESIGN WITH COORDINATING FAUCETS, HARDWARE AND ACCESSORIES**

*Art Gambill, Product Manager Talks About Cifial USA's Extensive Line of Hardware and Accessories*

**ATLANTA, April 16, 2010 — (Booth # S1831)** Deeply rooted in hand-craftsmanship with more than 100 years of manufacturing experience, Cifial USA is known best for the company's extensive faucet and fixture product lines. However, Cifial is the only true plumbing manufacturer that also offers coordinating hardware and accessories.

The company's hardware offering includes entrance sets, deadbolts, interior hardware, door accessories, and cabinet hardware. Made with solid brass components, the door hardware line provides a complement to Cifial's many plumbing collections.

Art Gambill, product manager for Cifial USA, recently shared insight into the company's extensive line of hardware and how Cifial USA upholds its tradition of expert craftsmanship and quality engineering.



**Q:** Primarily known for its faucet lines, how does Cifial USA coordinate its faucet collection with its selection of accessories and hardware?

**Gambill:** Typically, manufacturers either specialize in hardware or plumbing. Cifial USA is the only true plumbing and hardware manufacturer to also manufacture its own coordinating hardware and accessories. Cifial USA carries a coordinating line with every collection that it has. This is a huge plus for showroom professionals and interior designers, because designers want a coordinating look throughout the home and Cifial provides them this look in one place.

Cifial considers every aspect of the design and where it might be used during the creative process. The design of the collection is created to not only complement the bathroom, but also the entire interior of the home--from door levers to cabinet knobs. For example, the Stone Mountain collection was initially going to have the Techno line accessories as their matching counterpart, however because the Techno line is more contemporary than the transitional Stone Mountain, we went back to our designers and created a matching accessories collection. Therefore the result is a seamless collection that doesn't require the designer to go searching for similar designs or styles because it is already available in one place.

**Q:** What standard features do Cifial USA's hardware lines come with versus those offered by competitors?

**Gambill:** High-quality standard features are difficult to come by these days. Fortunately, Cifial USA has made high-quality craftsmanship first and foremost in all design aspects. For example, all door hardware comes standard with a "short rotation" latch allowing for a shorter rotation of the lever in order to open the door.

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Some competitor's require a longer rotation to achieve the same effect. This alleviates stress on the arm while pushing down and requires less force, additionally, only an elbow push is required to turn the latch. Again, this is only available standard with Cifial hardware. Other competitors offer the shorter rotation as a high-priced upgrade.

Another standard feature is the "reversible-latch" system on all door sets, which allows door installers to either fit on the left or right side without having to "hand" the door. Therefore, if floor plans change at the last minute and a door needs to be fitted on the opposite side, the door set can be reversed to be fitted on the correct side of the door.

**Q:** What types of finishes and styles are most popular with the door hardware offered by Cifial USA?

**Gambill:** Our designs are unmatched in terms of quality and finish and because we only use 100 percent brass construction in our products. Our most popular finishes are the satin nickel and distressed finishes that are also available in our faucet lines. Regarding style, designers who are looking for high-quality products to match an upscale interior will undoubtedly go for the "concealed-mount" door sets that come standard in all our product lines, another feature that sets us apart from other manufacturers. These sets successfully and discreetly conceal where the screws attach to the door giving the appearance that they are invisible.

**Q:** Why would a designer or consumer want to buy Cifial USA's hardware and accessories over a competitor's?

**Gambill:** Quality...hands down. Currently, manufacturers have to provide products of high quality at a competitive price and ensure versatility. As I mentioned before, our uniqueness lies in our handcraftsmanship expertise and in our solid brass construction in our plumbing, accessories and hardware products. Conversely, other manufacturers use a hollow material which adds to more wear and tear on the product. Consumers are willing to pay for quality because they know they are getting a superior product.

Furthermore, another stand-out point is the variety of our finishes—our satin nickel finish is considered one of the best in the industry. Ultimately, the look and feel of Cifial USA's products are second to none in the industry.

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**About CIFIAL:**

Founded in Portugal in 1904, Cifial ([www.Cifial.com](http://www.Cifial.com)) brings more than 100 years of plumbing and hardware manufacturing experience. Inspired by the heritage of metalworking, Cifial utilizes state-of-the-art casting, forging, machining, and finishing technology to create luxurious product lines. Cifial's collections include faucets, custom shower components, bath accessories, interior and exterior door hardware, and cabinet hardware for residential and commercial uses. Cifial takes pride in being a pioneer in technology and design, and providing the finest quality, fit and finish on the market today. Cifial USA, based in Atlanta, is the home of North American operations and distribution.