

CIFIAL USA INTRODUCES NEW NOVA PODIUM FAUCET

New Faucet from Cifial USA Combines Years of Quality Craftsmanship at an Affordable Value

ATLANTA, April 16, 2010 — (Booth # S1831) Cifial USA introduces Nova Podium, a new single-handle lavatory faucet perfect for a wide array of residential and commercial uses, which offers the highest level of handcrafted quality at a truly affordable price. Known for its distinctive Portuguese handcraftsmanship, Cifial USA also offers a complementary Nova Podium shower system, available separately.



The compact single-handle Nova Podium lavatory faucet is constructed entirely from brass, allowing it to withstand more consumer wear and tear whereas competitors use plastic components which deteriorate faster. Developed with the end-user in mind, the faucet consists of unique elements, including lead-free brass alloy, solid brass construction and a ceramic-disk cartridge, that improve the overall functionality. With a smaller footprint, the Nova Podium's clean lines and attractive shape, are a versatile finishing-touch to any décor. Currently offered in the classic chrome finish, the Nova Podium may be available in other finishes in the future.

The Nova Podium faucet merges affordability with high quality.

serves a multitude

quality and substance," says Jim Osborne, director of sales for Cifial USA. "The result is a modern, sleek faucet and shower system that can serve any design needs and outfit an entire bathroom for less than \$350."

"We took more than 100 years of Portuguese handcraftsmanship expertise and created a product that of uses at an agreeable price point without sacrificing

A recent article in *Kitchen & Bath Design News*, found that "adding square footage to the kitchen and bath is trending down and adding quality is on the rise." Measuring only five inches in height, the single handle lavatory faucet is ideal for multifunctional uses ranging from remodeling, newly constructed homes to multi-family and hospitality applications. The Nova Podium lavatory faucet is available to plumbing showroom professionals in packs of nine, competitively priced at \$127, list price. The complementary shower system comes complete with a five-function multi-spray showerhead, pressure-balanced valve and diverting tub spout. Individually priced at \$209, the shower system is available in packs of six.

Furthermore, the Nova Podium can be specified to LEED® standards by utilizing a low-flow aerator, available upon request. Orders for the Nova Podium are currently being taken now. Please contact your local Cifial sales representative or local dealer for further details or visit www.cifialusa.com.

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About CIFIAL:

Founded in Portugal in 1904, Cifial 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.