

For Immediate Release...

CIFIAL

Media Contact: Nikki Harmon
Spaulding Communications
404.270.1010 ext. 3
nikkih@spauldingcommunications.com

CIFIAL ANNOUNCES NEW WATERSENSE® PARTNERSHIP

Two New WaterSense Certified Collections from Cifial Combine High Efficiency, Performance and Style

ATLANTA (July 20, 2009) – Cifial USA partners with the U.S. Environmental Protection Agency's WaterSense® Program to introduce two WaterSense certified faucet collections. Known for its distinctive Portuguese craftsmanship of high quality plumbing and hardware products, Cifial's Quadra 25 and Techno 25 collections offer sleek, high performance design that is ideal for smaller spaces such as apartments or condos.

"The Quadra 25 and Techno 25 are styles that embrace form and functionality with the water-saving capabilities that homeowners are looking for," says Jim Osborne, director of sales for Cifial. "Our Partnership with the EPA's WaterSense Program reinforces Cifial's commitment to producing environmentally sustainable products."

The Techno 25 and Quadra 25 faucets come standard with a 1.5 gallon per minute (gpm) flow rate, resulting in a 30 percent savings as compared to the industry standard of 2.2 gpm. Measuring just over six inches in height, both single handle lavatory faucet lines are ideal for living spaces with full bars, kitchen islands, or secondary bathrooms in finished basements.

Both collections are available in the following three finishes; polished chrome, satin nickel, and Cifial's exclusive weathered. The collections feature a choice of a Wall Mount lavatory faucet, single handle lavatory faucet, and single handle high-profile lavatory faucet style to fit a wide array of design needs. They are a perfect complement to the company's existing Techno collection of faucets, custom shower components, and bath accessories.

In addition, all Cifial faucets can be used for LEED qualifying projects by utilizing a low-flow aerator that is available upon request. This small change has the potential to save the average household over 2,200 gallons each year.



For more information about the Quadra 25, Techno 25 product lines, or other Cifial products, call 800.528.4904 or visit www.cifialusa.com.

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.

###