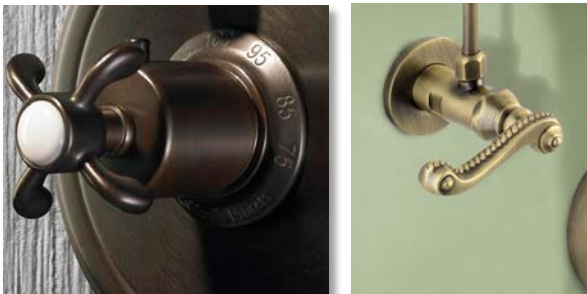


CALIFORNIA FAUCETS Finding New Growth and New Products



When you wash your hands, take a bath or encounter running water, you might use a product made by California Faucets. Since 1988, this Huntington Beach based company manufactures hand-finished and individually assembled faucets. The organization currently employs 85 people and offers more than 30 faucet series and decorative finishes. California Faucet's award winning products are unique – everything is custom made. From faucets, fittings and shower systems to luxury drains and accessories, the company makes it all!



California Faucets always did well in the market because of its dedication to growth. In 2009, the company hit a roadblock and was experiencing less growth because of the economic downturn.

“Our diverse range of products allowed us to weather the storm over the following few years. But we didn't want to just maintain production...

we wanted to accelerate expansion and continue to grow despite the economic challenges,” says Jeff Silverstein, President of California Faucets.

The company wanted to increase sales by improving its marketing strategy and developing new products and turned to CMTC for assistance in March of 2012. After evaluating the company's needs, CMTC provided a Strategic Development program to help the organization pinpoint areas for growth. CMTC first assessed the company's operations, product lines and business goals.

“Their team then reached out to our clients and conducted important market research. This helped us assess new product developments and provided insight into a new marketing strategy,” says Silverstein.

“CMTC worked effectively with us to evaluate our processes analyze our market and identify specific areas for growth. They served as a trusted resource to help us increase sales and experience growth.”

*-Jeff Silverstein
President*

Based on the meetings and market research, the group worked together to develop an improvement plan which incorporated growth initiatives. This included plans for a revamped

marketing strategy and new marketing programs for product expansions. California Faucets also joined CMTC's "Made in California" program which gave them free publicity on CMTC's website and social media sites. The company additionally used the program to brand their products as locally-made goods.

The Strategic Development program ended in May, 2012. Through the program, CMTC helped California Faucets develop initiatives in critical areas such as new product developments, marketing programs and operational improvements. This allowed the company to increase sales by tapping into new markets. As a result, California Faucets obtained \$550,000 and created 3 new jobs.



FEATURED CUSTOMER

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