



SONOMA FORGE
DESIGNER FAUCETS

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Sonoma Forge to Debut Industrial Chic Strap Collection of Faucets at ICFF 2015

The new collection of designer faucets, merging industrial chic with modern simplicity, provides a departure from the ordinary on North America's global design platform.

(Petaluma, CA, May 16, 2015) Sonoma Forge will showcase the Strap Collection, its new series of premium designer faucets, at the International Contemporary Furniture Fair (ICFF) May 16 through 19 in New York City. The collection brings to the world stage a refreshing blend of contemporary design, while paying homage to Sonoma Forge's industrial roots that resonate throughout its collections of lavatory faucets, matching shower systems, and bath accessories. While complementing the company's signature designs, which are a muscular tribute to the artistry of hand-forged and machined metals, the Strap Collection reflects Sonoma Forge's innovative thinking in a timeless new style.

"The Strap offers a more modern look than our signature collections, while paying homage to the industrial design aesthetic that Sonoma Forge has refined over the years," says Erik Ambjor, president of Sonoma Forge. "Sonoma Forge has always bucked the trends prevalent today—the sleek, modern, European-styled products that have saturated the market for some time. Inspired by a humble U-bolt fastener, the Strap evokes a feeling of strength and security in keeping with a decidedly muscular sensibility of our original designs, but with a more modern, polished feel."

The uniqueness of the Strap's split finish of Satin Black and Satin Nickel makes the design pop, offering a distinctive statement that is at home in an urban loft as well as a modern condo or boutique hotel setting. The collection consists of deck and wall mount lavatory faucets and tub fillers, along with matching, concealed shower systems with pressure balance and thermostatic options. There are several showerhead styles to choose from along with body sprays and handshowers.

The bath collection is rounded out with coordinated bath accessories, including towel bars, toilet tissue holder, and robe hook. The Strap Collection faucet list prices range from \$850 to \$950, and the Sans Hands model for \$1,900. Tub fillers list at \$1,200. Shower systems start at \$1,200 and \$1,800 respectively for pressure balance control and thermostatic control (shut-off/diverter valve and fittings sold separately at \$350 each), with showerheads ranging from \$510 to \$1,750, body sprays at \$280, and handshowers from \$700 to \$1,250. Accessories range from \$180 to \$360.

About Sonoma Forge

Located in the heart of Northern California's wine country, Sonoma Forge's roots are steeped in a rich history of industrial foundries where craftsmen hand forge metals. We celebrate the art of skillful metalworking and machining by highlighting the beauty of metal in our unique line of designer faucets and tub fillers, dramatic shower systems, and coordinated bath accessories. Our distinctive product line offer homeowners refreshing design options with a decidedly masculine sense of style that enhances any setting, whether urban loft, country villa, or boutique hotel. Sonoma Forge's artistry and attention to detail is supplemented with innovative technology in models offered with Sans Hands, our exclusive sensor faucet technology. All Sonoma Forge products are handcrafted and assembled by artisans dedicated to forging the finest, most extraordinary products on the market.

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