



News

A COMPANY HISTORY

WETSTYLE is headquartered in a scenic, riverside town near Montreal called Beloeil, which means “beautiful view” in French. It’s a fitting locale for a company that has brought a distinctive aesthetic to bath creations and helped to put Canada squarely on the design map. Since the company’s founding in 2002, its contemporary fixtures and furnishings have won WETSTYLE a devoted following among the design elite, and have made the brand one whose products are often imitated, but never duplicated.

WETSTYLE was launched with a single soaking tub—the BC01—a sleek, rectangular silhouette with room enough for two. It quickly set the tone for WETSTYLE’s modern aesthetic and became the foundation for the CUBE Collection, a soaking tub and matching lavatory and vessel sink series that continues to excite and wow architects, interior designers and homeowners.

The OVE Collection soon followed, adding a striking yet softer oval-shaped offering to the WETSTYLE lineup. Furniture eventually was developed to complement the company's one-of-a-kind bathtubs and lavatories.

In addition to bold styling, a unique manufacturing process distinguishes WETSTYLE. Every WETSTYLE tub is entirely handcrafted and custom-made to order—an unheard of standard in today's world. It was during their 25 years spent in the bath furnishings business that the company's founders, Jacques Parisé and Helene Bourgault-Parisé, developed and finely honed a best-of-breed production system that they adapted and applied to WETSTYLE. It's an extraordinary operation, reminiscent of European workshops of a long-gone era, where each design is an individual artisanal masterpiece benefiting from painstaking attention to detail. Another WETSTYLE coup has been the development of WETMAR™, the brand's proprietary, eco-friendly natural stone composite material used exclusively in the production of its sinks and tubs. And, the icing on this design phenomenon is an enviable value proposition: WETSTYLE products—entirely made, assembled and finished by hand—cost 50%-60% less than comparable high-end contemporary offerings from Europe.

In 2007, the Parisés decided that WETSTYLE was at a crossroads. While the company had built a devoted following among architects and designers, it was time to leverage its burgeoning reputation for inimitable quality and value to catapult the company to the next level. They wanted to broaden the brand's product portfolio, expand its distribution network, and take a more aggressive approach to marketing, in hopes of exposing WETSTYLE to new audiences and extending its footprint around the world.

WETSTYLE soon found the strategic partner it was looking for in Mark Wolinsky. A prominent player in the Canadian communications industry, Wolinsky had scored a coup of his own with the sale of his company, Spotnik Mobile, Canada's first wireless internet service provider, in 2004. Soon after, he was seeking a new business opportunity that combined a world-class product

and proprietary know-how with real potential for growth. Introduced to the Parisés by a mutual acquaintance, he was impressed by what WETSTYLE had already accomplished, and intrigued by the founders' ambitions for the company going forward. Wolinsky bought WETSTYLE in early 2009, after considering over 200 other acquisition candidates.

WETSTYLE debuted two new and highly original lines in Spring 2009—the Be Collection and the M Collection. Currently available in North America and the Caribbean through a selective network of approximately 140 premium showrooms, WETSTYLE is poised to expand its distribution network into Europe and other parts of the world.

For more information on WETSTYLE and its range of products, visit www.wetstyle.ca.

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