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WETSTYLE UNVEILS INDUSTRY'S MOST ECO-FRIENDLY SOLID SURFACE BATH FIXTURES

An Industry First, Montreal-Based Manufacturer Debuts WETMAR BiO™ and Innovative New Products during Toronto Interior Design Show 2013 (Booth 1434)

Toronto, Ontario (Jan. 24, 2013) – WETSTYLE, the leader in premium-quality handcrafted soaking tubs, sinks and designer bath furnishings, today announced the release of WETMAR BiO™ – the bath industry's most eco-friendly and pure material made from natural ingredients – at the 15th Annual Interior Design Show (IDS) in Toronto, Canada (Jan. 24-27).

Evolved from the company's ground-breaking and environmentally-friendly WETMAR™ material, which revolutionized the industry in 2002, all WETSTYLE soaking bathtubs, lavatories and shower receptors now will be produced using WETMAR BiO. The updated, innovative and proprietary recipe combines vegetable based resins with natural mineral stones, eliminating the use of petrochemical-based resins used by virtually all other bath fixture manufacturers.

During IDS, more than 50,000 influential architects and designers will have the opportunity to experience the groundbreaking material first-hand, as it is incorporated into several new product collections featured for the first time at the WETSTYLE booth (#1434).

With the release of WETMAR BiO, WETSTYLE takes a giant step forward to lead the industry as the only fabricator of a truly environmentally friendly solid surface bath fixture. "Many of us are coming to realize that we do not fully know or understand the contents of the products we bring into our homes or how or from where they are truly fabricated," said Mark Wolinsky, WETSTYLE president. "WETSTYLE strives to be a catalyst for a happier, healthier and cleaner lifestyle through the design, creation and manufacture of beautifully designed, well-crafted and truly pure products. As a Canadian manufacturer that fabricates its products from beginning to end, we strive to bring to market the best products in our category on many levels – design, quality and purity. WETMAR BiO is a natural migration for us in an effort to achieve this."

In 2012, WETSTYLE introduced the Couture Collection at IDS, which was recently honored with a Good Design Award – the oldest and most prestigious design honors presented in the world by the Chicago Athenaeum Museum of Architecture and Design in cooperation with the European Centre for Architecture, Art, Design and Urban Studies. Visitors to the WETSTYLE booth this year will be introduced to the following collections:

- **WETMAR BiO™:** The industry's most eco-friendly material is non-porous and naturally resistant to stains, bacteria and UV rays. Its thermo-insulating properties permit less energy consumption to warm bath water and provide a higher level of heat retention than traditional acrylic-based products. This proprietary composite delivers strength, durability and aesthetically premium design in the industry's most eco-friendly material. It is available in a matte, True High Gloss™ and dual-tone finishes.
- **Glacier Collection Shower Receptor:** The first ADA and CSA compliant zero threshold shower base on the market provides easy accessibility via a non-slip surface made of WETMAR BiO™ material, while maintaining a high-level of design aesthetic and functionality. Blending seamlessly into its surroundings, Glacier features a zero threshold entrance and a concealed linear style that can be fully recessed into the floor or installed above. The design is a modern and elegant expression for the shower for universal design-minded hospitality and residential applications.

- **CUBE Collection Bench and Headrest:** The wall-mounted CUBE shower seat and CUBE free standing bench are made of soft polyurethane foam with an ultra-durable stainless steel support structure that lends beauty and strength to the modern aesthetic of the classic CUBE Collection. The seat is available in matte finish only.
- **M Collection Furniture Offered in 10 New Finishes:** In keeping with WETSTYLE's enduring philosophy that customization is a tenet of true luxury, the M Collection's minimalist, modular design provides flexibility and freedom to create a one-of-a-kind sanctuary. The M Collection features renewable hardwoods selected, assembled and stained by hand. Now available in:
 - Five new Oak finishes – Smoked, Blue Steel, Hemp, Sand and Light Grey
 - Four new Matte Lacquer finishes – Blue Steel, Hemp, Sand and Light Grey
 - One new High Gloss Lacquer finish – White
- **Tulip Collection Soaking Tub:** Created for WETSTYLE by award-winning designer Joël Dupras, the Tulip Collection offers a subtle nod to the traditional and embodies the simple and organic shape of a blossoming tulip in the early morning sun. Subtly rounded edges along the rim circle two ergonomically-minded sitting positions, inviting ultimate relaxation for those looking to rest their head back and soak in nature's beauty.
- **BE Collection Soaking Tub with Surround Wood Shelf:** The elegance of the award-winning BE Collection Soaking Tub design by Patrick Messier now can be combined with the modern esthetic of a floating surround wood shelf (available in a variety of wood finishes), lending a unique and stylish juxtaposition of materials. The free standing bathtub is inspired by the lines and curves of the walnut shell enhanced by a peaked seam and fluid curves with two ergonomic sitting and reclining positions.

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