



designer bathrooms

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**NEW AD CAMPAIGN TELLS THE STORY BEHIND WETSTYLE HERITAGE AND CRAFTSMANSHIP**

*New Products Designed and Polished in Time for International Contemporary Furniture Fair*

**Montreal, Quebec (May 15, 2010)** – Today at the International Contemporary Furniture Fair in New York, WETSTYLE, a Montreal-based company that manufactures premium-quality bath furnishings, launched a new advertising campaign that brings to life the true craftsmanship behind the brand. WETSTYLE will use the campaign to support the introduction of several new products.

With more than 25 years of experience producing design-driven soaking bathtubs, sinks and furniture, WESTYLE's new campaign provides a personal look at the creativity, skill and attention to detail that goes into making every product. Reminiscent of European workshops, WETSTYLE products are custom-made to order within a three to four week lead-time – an unheard of standard in today's world.

The print ad focuses on WETSTYLE father and son artisans Ernest and Steven Trahan, who spend three to six hours hand-finishing each WETSTYLE bathtub to ensure it is flawless. The image shows the two men completing one of the five steps of sequential sanding and polishing that create a True High Gloss™ finish, which is characterized by a mirror like lustre and a blemish free surface unique to WETSTYLE. The print ad will run in magazines including *Metropolis* and *AZURE* and on Dwell.com periodically from now until the end of 2010.



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“Our new campaign brings to life the detail, mastery and dedication to craft that goes into making our products,” said Mark Wolinsky, WETSTYLE president. “Whether bathing in our freestanding Be Tub inspired by the shape of a walnut, or washing up in an Ove Lav shaped like a cocoon, every time you encounter a WETSTYLE product, you feel the passion that goes into making each and every piece.”

The new campaign is timed to support the launch of the following new products:

- The new Metro M Collection is inspired by the demands and needs of smaller urban markets, such as New York City. The built-in storage collection compliments the CUBE bathtub and sink line and is perfect for those small on space but high on style. By expanding the reach of the M design to condo dwellers and urban markets, WETSTYLE is bringing the idea that total relaxation is possible only in a clutter free environment to more people. The Metro M has the following dimensions (length x depth): 18, 20, 24, 30, 36 x 18”.
- A new series of minimal low threshold shower receptors – the DC Collection – provides an additional option for those looking for an elegant design for the shower environment. Made from WETMAR™, WETSTYLE’s natural stone composite material, the shower receptors are slip resistant, antimicrobial and easy to clean. No membrane or floor slope construction is needed, which saves on installation. Uniquely available in True High Gloss™ and Matte finishes, the DC Collection offers a wide selection of shower sizes and configuration possibilities.
- This spring, Walnut joined Oak in finishes available on the F and Z Furniture Collections. In Oak, the color choices are natural, wenge, white-washed or grey-washed. The new Walnut finish is available in natural and chocolate. The collection is hand made, book matched and finished with a marine grade level five finish (the AWI’s top finishing class) to ensure the highest level of moisture resistance and durability for the bathroom environment.

For more information about WETSTYLE, please visit <http://www.wetstyle.ca/>.

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