



## PRESS RELEASE

For immediate release

Kalia reinvents the story of water

### Introducing the innovative and luxurious Kloud bathtub

*Sainte-Marie, March 2, 2010* – After wowing consumers with its avant guard kitchen faucets and highly functional shower doors, Kalia now unveils a luxury bathtub that will give new meaning to the word comfort: the Kloud. It is an achievement worthy of this ambitious fledgling company, which will launch the product at the prestigious K/BIS in Chicago.

Founded in 2007 by three former precursors and directors of Maax (Bruno Raby, and David and Marie-France Poulin), Kalia is part of a new generation of companies that are redefining quality by taking the time to perfect each of its products before introducing them. The result is striking: its product line is expanding at a controlled rate, with each new offering pushing the boundaries of comfort and elegance.

The design team's latest creation is a bathtub inspired by an enduring combination of values: post-modern design, solid manufacturing and luxurious comfort. The Kloud's chameleon-like ability to blend seamlessly into any setting and any lifestyle will win over interior designers everywhere.

Some of its distinctive features include the use of Cristalplant, an innovative material from Italy that has the aesthetic of natural stone while providing durability, luxury and comfort. The Kloud is truly the ultimate timeless tub. Its innovative design includes a built-in shelf that keeps bathing accessories conveniently within reach, and an overflow drain that is cleverly hidden from sight. The low, rounded edges of this free-standing tub make easing into it a dream. Its pure, streamlined form allows bathers to soak comfortably from both ends of the tub. Standing alone or against a wall, the Kloud, with its velvety white matte finish, will be the focal point of any bathroom. At 72 x 38 x 21 in., it is the perfect size.



Kalia's equally innovative Kosy shower base is also designed with Cristalplant. The gently curved lip of this amazingly comfortable, modern shower base gives bathers the sensation of floating. Like the Kloud, its drain is elegantly hidden, and its design leaves nothing to chance. Even its dimensions were carefully optimised: 48 x 36 x 3 in.



While the Kloud and the Kosy will be available in March through the 110 Kalia retailers across Canada and New England, it will make its official debut in April at the KBIS 2010 in Chicago. Kalia has chosen KBIS—the industry's most prestigious show—to debut the Kloud because it has created a world-class tub on all levels: comfort and design, material and durability, long-lasting finish and easy maintenance. Buoyed by its strong values, Kalia expects to make a splash at KBIS 2010. *"The future of Kalia will be shaped by a carefully planned and thoughtful rise to the top, bolstered by original designs and a constant focus on customer needs,"* stated David Poulin, one of Kalia's three founding partners. *"We are currently working on other products, along the same lines and inspired by the same values,"* added Bruno Raby. *"Our presence at the K/BIS in Chicago is our way of introducing ourselves to the industry and adding a new chapter to the story of water."*

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