



WETSTYLE EARNS THREE HONORS IN THE COVETED INTERNATIONAL DESIGN EXCELLENCE AWARDS (IDEA®)
Glacier, FRAME and Couture Collections Honored by Industrial Designers Society of America (IDSA)

MONTREAL, CANADA (July 2, 2013) – WETSTYLE, a Montreal-based designer, manufacturer and marketer of design driven soaking bathtubs, sinks and furniture, has added to its growing list of design accolades with a Bronze IDEA™ Award for the Glacier Collection as well as two finalist honors for the FRAME and Couture Collections.

The award-winning Glacier Collection was designed exclusively by the WETSTYLE Design Labs and features the first CSA-approved and ADA-compliant ZERO-threshold™ shower base. With Glacier, WETSTYLE created an aesthetically-focused design featuring a fully integrated linear-style hidden drain offering a modern and universal design for hospitality and residential applications.

“Glacier is a reflection of our dedication to product innovation and premium design. We’ve successfully integrated a system which was designed to meet the requirements for CSA-approval and ADA compliance, yet maintains an offering of an aesthetically-pleasing shower system,” said Mark Wolinsky, WETSTYLE President. “We are always looking for ways to blend eco-minded design and function into every bathroom setting and that’s what WETSTYLE is known for.”

Inspiration and Materials behind Couture and Frame Collections

- **FRAME COLLECTION:** A collection featuring a combination of modern vanities and mirrored medicine cabinets that takes its inspiration from traditional Japanese architectural principals, combining maximum utility with simple and elegant forms. In keeping with WETSTYLE’s dedication to sustainability, the line uses a unique combination of mixed eco-friendly materials in bathroom storage design, bringing together powder-coated Canadian aluminum accompanied by accents of natural walnut or oak and colored lacquered glass. The FRAME Collection, created by the WETSTYLE Design Lab in collaboration with award-winning Canadian designer Joël Dupras, has been designed so that one may easily remove and replace all side and facade panels, providing an affordable bathroom retrofit option down the road. For urban-dwelling spaces, the FRAME Collection also features a Metro series, designed exclusively for smaller bathrooms in mind.



- **COUTURE COLLECTION:** Inspired by the unique and delicate ridges found on seashells, the Couture Collection helps stresses drift away by offering the ultimate relaxation and comfort reminiscent of resting seaside on white sandy shores. The soaking tub features two asymmetrical angled slopes, mimicking gentle waves. A vessel sink with the same seashell inspired ribbing and oblong shape coordinates with the soaking tub.

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- **WETMAR BiO™:** To further set it apart, Glacier and Couture's WETMAR BiO™ surface material is the industry's most eco-friendly material that is non-porous, slip-resistant and naturally resistant to stains, bacteria and UV rays which delivers strength, durability and an aesthetically premium design. All WETSTYLE soaking bathtubs, lavatories and shower receptors are now produced using WETMAR BiO™.

The Industrial Designers Society of America (IDSA) announced winners of the International Design Excellence Awards (IDEA®) 2013 competition—a celebration of design excellence in products, sustainability, interaction design, packaging, strategy, research and concepts. Out of 687 finalists, 27 were honored with a Gold IDEA, while 45 received a Silver IDEA and 106 merited a Bronze IDEA. IDSA will present the honors live at the IDEA ceremony on Wednesday, Aug. 21, at its 2013 International Conference in Chicago. The awards were chosen from a myriad of industry and design categories including: bathroom, spa and wellness; commercial and industrial products; communication tools; design strategy; environments; kitchens and more.

This recognition adds to the roster of prestigious design awards WETSTYLE has recently won. The FRAME Collection was an honoree for the [Interior Design Best of Year](#) and The Couture Collection won a [GOOD Design™ Award](#). For more information on the award-winning Glacier Collection and IDEA finalists Couture and FRAME Collections, visit www.wetstyle.ca.

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