

INDUSTRY [NEWS]

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BRING ON THE WELLNESS

MTI Baths supports wellness movement with full range of hydro-therapies and sensory options

Wellness is more important than ever. The evidence is everywhere, from the soaring popularity of juice bars and yoga studios, to social media frenzies over fitness trackers and cleansing diets. According to the nonprofit Global Wellness Institute, the international wellness market reached over \$3.7 trillion in 2015. The emphasis on wellness has expanded from spas and holistic centers to become something that people want to incorporate into their homes and daily lives. Businesses are looking for ways to bring wellness into the workplace. Even wellness travel is booming.

While wellness is leading the headlines, it's nothing new to MTI Baths. As a renowned designer and manufacturer of therapeutic tubs, MTI has been a leader in the wellness movement for decades. From the very beginning, promoting wellness for individuals and improving the quality of people's lives has been a core component of MTI's mission and an important focus in the design and function of both their products and their therapies.

"Our products are beautiful," said MTI President and Chief Design Officer Russell Adams. "Who doesn't appreciate a beautifully designed bathtub? But we look beyond pure aesthetics to the therapeutic benefits. How do our therapies help people physically and emotionally? What can we do to offer enhanced wellness? That's what drives our design process."

The growing interest in wellness has created opportunities for people to incorporate its elements into their everyday lives. Many businesses are placing new emphasis on air and light quality, community gardens and fitness programs. Increasing numbers of hotels and resorts are offering in-room amenities such as yoga equipment, spa-inspired toiletries, and hydrotherapy tubs.

As a true pioneer in the world of hydrotherapy, MTI offers five distinct types of hydrotherapy experience: the traditional soaking bath, the deep massage of the whirlpool bath, the relaxing air bath, the new gently flowing Stream Bath®, or a combination of air bath and whirlpool. With more than 200 unique tub models, MTI allows customers to tailor their bath configurations to match their own personal style and therapeutic needs.

MTI continues to innovate when it comes to developing therapeutic options. One of their newest offerings is a state-of-the-art system known as microbubbles that super-saturates the water with up to 50 percent more dissolved oxygen than regular water. Billions of tiny bubbles act to gently exfoliate and moisturize the skin, while at the same time releasing energy that helps keep the bath water warm. This optional therapy can be added to most soaking or air bathtubs for a super-luxurious bathing experience. MTI moves beyond hydrotherapy with its commitment to wellness. They have long extended their focus into sensory therapies such as thermal therapy with inline water heating systems and Radiance® which brings radiant heat into the tub structure itself to warm the



neck, shoulders and back. MTI embraces the benefits of audio therapy with its award-winning Stereo H2O®, an invisible audio system that delivers sounds through the tub so bathers can “feel” the music as it travels through the bath water. The therapeutic benefits of chromatherapy are an MTI option available through the addition of LED lights. And aromatherapy is included in most air bath packages through a deck-mounted well that uses the thermo-air massage system to release scented air bubbles through the bath water.

As the wellness movement evolves in the years ahead, MTI Baths will move forward on its own trajectory of creativity and innovation. The focus will continue to include creating beautiful products and thoughtful therapies to help people tap more deeply into their personal wellness.

MTI is proud to offer an ASID-certified CEU course for designers entitled “The Wellness Trend.”

Visit www.mtibaths.com, or call MTI Sales at 800-783-8827 for more information.



BOSCH HOME APPLIANCES EXPANDS PORTFOLIO OF QUALITY DISHWASHERS WITH NEW 100 SERIES DISHWASHER LINE

New dishwasher line offers premium features starting at \$499

- Bosch Home Appliances expands award-winning dishwasher line with the Bosch 100 Series dishwasher, a dishwasher line offering premium quality features at an attractive price point.
- The premium features of the Bosch 100 Series lineup include a fingerprint-resistant finish, PrecisionWash™ System, RackMatic® adjustable racks, a third-rack or utility rack option, and Bosch’s legendary sound reduction technology.

Bosch Home Appliances, a market leader in dishwashers for over a decade, announced the latest addition to its award-winning dishwashers with the Bosch 100 Series dishwasher line. Meeting consumer demand for a dishwasher that delivers reliable performance at an attractive price point, the Bosch 100 Series dishwasher line includes many of the quality features synonymous with Bosch – from quiet operation to reliable performance and sleek design – into one remarkably attainable product.

“With the Bosch 100 Series, we are proud to offer many of the premium features consumers have come to expect from Bosch in a dishwasher series that is attainable for even more consumers,” said Anja Prescher, director of brand marketing for Bosch home appliances. “At Bosch, we are driven to offer high-quality products that make life at home simple. With the addition of this new 100

Series to our family of quality dishwashers, Bosch gives consumers a greater selection of products from which to choose.”

The new 100 Series dishwasher line continues the Bosch legacy as the quietest dishwasher brand in North America*, operating at as low as 48dBA while offering an array of features designed to simplify kitchen cleanup and offer outstanding results time and time again:

- PrecisionWash System: Bosch believes users shouldn’t have to wash their dishes before loading the dishwasher, much less after the dishwasher has finished running. With the Bosch PrecisionWash System – a five-point cleaning system comprised of intelligent sensors that continually scan the progress of the cycle, precision spray arms engineered to target every item of the load, advanced filters that aid the cleaning process, and more – users can simply start the dishwasher and walk away.
- Fingerprint-Resistant Stainless Steel: Bosch 100 Series stainless steel dishwashers include top-of-the-line stainless steel on the exterior of the unit. The exterior stainless steel is fingerprint-resistant, helping guard against fingerprints and making the dishwasher door easy to clean. The material is proof of the value, care, and craftsmanship that go into designing every Bosch dishwasher.
- RackMatic: Every Bosch 100 Series dishwasher is equipped with upper rack adjustability to help customize the setup of every dishwasher load. The three-level RackMatic adjustable rack, featured in selected models, is designed to allow tall items like stemware to fit in the middle rack while also creating room for pots and pans below. The RackMatic adjustable rack includes three adjustable heights for up to nine rack positions.

