

Offer Bathing Appeal

trols that simplify operation.

Jim Hass, sales director for Amerec, based in Woodinville, WA says that Amerec has recently introduced a new touchscreen control for steam baths and saunas that is the first iPod-like steam control available in the market. He also cites technologies such as fragrance delivery systems that inject fragrance oils directly into the steam line and a waterproof sound system featuring an iPod/iPhone docking station as

Wittkop says that SanSpa Five Star has just developed a fast flow, single-lever valve."Within four minutes you can have it up to your chest while you are sitting upright and totally comfortable," he says, unlike many tubs that take much longer to fill.

Reyes describes his firm's hot-soak technology, wherein a heat system is plumbed into a bathing well with unobtrusive intake and discharge ports. "The water cycles over an in-line heater, allowing users to soak in a tub where the water stays hot as long as they'd like."

AIR OR WATER?

Which type of jets designers and consumers prefer has long been a topic for discussion in the spa industry. Over the last several years, manufacturers have seen a large jump in the demand for air baths. There are several reasons for this, includ-



Toto's Legato Shower System features a contemporary squared showerhead, handshower and controls. The Overhead Rain Shower with EcoPower Lighting System includes an LED lighting system that is powered by the flowing water. Shape Memory Alloy valves prevent drastic water temperature changes or scalding. Gyrostream body sprays include nozzles oriented on two different axes that tilt and rotate. Circle No. 161 on Product Card

Kallista's Original by Barbara Barry Cast Iron Whirlpool features a variable-speed pump with 18 settings and an inline heater that maintains the water temperature. The tub sports six hydro-massage flexjets that are independently adjustable. The tub includes a lighted 2.5" keypad, floating remote control and color-matched jet trim kit. Circle No. 162 on Product Card

ing what some say are incorrect perceptions of the differences between the two.

According to Kornowa, air baths have grown in popularity above whirlpools over the last four to five years. "Part of the reason is because it was a newer technology, part of the reason was that whirlpools were starting to get a bad name," he says. "To the uninformed person, air baths are clean, whirlpools are dirty. The fact of the matter is, neither is the case." He says either product can be clean or dirty depending on how it's engineered. He adds that air baths and

whirlpools are not interchangeable, since they have different purposes, and often customers will choose both to have each type of therapy available to them.

Stacy Zar, senior marketing manager for Aquatic, states, "What I've been seeing when I've been out in the field talking to customers is that the air systems seem to be very popular right now vs. the whirlpool bathtub." She attributes this to perception as well, both in the different type of massage offered, and the perception that water jets are not as clean. "Back in the day with the plumbing of whirlpools you wouldn't get all drainage out of the lines, [so there's a] perception that they are dirty. Aquatic has made sure lines have the pitch in them that allows this drainage. Now that we've done that, what it's going to take is educating the consumer and the showrooms about this so their perception isn't what it is right now."



Products that offer heat therapies require a fair amount of space, both for practical reasons as well as comfort. "Bigger has always been better for comfort and therapeutic benefits," says Isetts. "The challenge can be how much room you have for



CG Air Systemes offers a Free Standing Module air massage system for freestanding bathtubs. The module is offered already set up, with blower, electronic control, pipings, manifold, keypad and/or remote control. The installation can be made of a freestanding bath in acrylic or solid surface without having to modify the tub configuration. Circle No. 163 on Product Card



Mansfield Plumbing Products is adding eight air baths to its Builder Series Pro-Fit line, Each Pro-Fir Air Bath features: 46 to 58 air channels for massage, single-speed blower with air heating element and air switch operation. Circle No. 164 on Product Card



Jaclo's Aquavolo Lumiere offers a waterfall shower or a rain shower. The horizontal position of the flat spout provides the rain shower: when the spout is down. it becomes a waterfall. The Aquavolo Lumiere also includes a sound system that accommodates an MP3 player, as well as chromatherapy. Circle No. 165 on Product Card



The Solace sauna from Helo Sauna & Steam features an all-glass front that includes a frameless door. The unit's simple lines incorporate several natural materials, including a clear, allvertical grain Western Red Cedar interior that is oil rubbed. Circle No. 166 on Product Card



MicroSilk hydrotherapy from Jason International features tiny bubbles of 50 microns or less that form a cloud of oxygen in the bath. Individually, the microbubbles penetrate gently for a deep cleansing, moisturizing bath, according to the company. When the microbubbles collapse in the water, they release heat energy, which keeps the bath warm, MicroSilk is available in a range of baths from Jason. Circle No. 167 on Product Card