PRODUCT TREND REPORT









DXV's Aqua Moment Drop-In Airbath with Waterfall envelops the bather's shoulders in warm, flowing water. This drop-in tub includes the waterfall shoulder bath, airbath and chromatherapy lighting. The EverClean Airbath 360° system prevents mold and mildew from forming in the circulatory system, the company notes. Circle No. 167 on Product Card

The OVE Collection from **Wetstyle** features oval-shaped soaking tubs with narrow or wide edges. The tubs are manufactured of Wetmar, an ultra-resistant composite material, and are available in a glossy or matte white finish. The soaking tub's built-in overflow and Soft Toe Touch Drain is offered in polished chrome or brushed nickel. Circle No. 169 on Product Card

Aquatica's True Ofuro Tranquility Heated Japanese freestanding bathtub is fashioned from the firm's Aquatex solid surface material. Now available in black, the soaking tub allows for full body immersion and includes an integrated seat and backrest to ensure comfort and relaxation, notes the firm. Circle No. 171 on Product Card

The **Stone Forest** Roman Bathtub is carved to order and available in Papiro marble (shown), Carrara marble and Crema marfil marble. Each tub is created from a single block of stone with natural veining, minor pitting and other color variations. Since carving is done by hand with a hammer and chisel, each is a little different in size, shape and color. Circle No. 173 on Product Card









Inspired by the heritage of classic American architecture, the Town Square S freestanding soaking tub from **American Standard** incorporates a signature crown molding design element. The tub can be installed flat against a wall or in the center of the room. The plumbing lines can be accessed through a removable panel located on the back. Circle No. 168 on Product Card

The thick walls and NativeStone material of the Avalon Freestanding Bathtub provide insulation to keep water warmer for a longer period. Available in 62" and 72" sizes, the tub from **Native Trails** features a curved form and deep interior. It is available in the new Earth finish, as well as Ash, Slate and Pearl. Circle No. 170 on Product Card

Crafted from Sleek-Stone and molded into a generously proportioned tub, **Graff's** Musa presents a streamlined oval shape with sloped sides for added comfort. The tub is available in gloss or matte white finishes for a sophisticated, modern aesthetic, the firm notes. Circle No. 172 on Product Card

Sterling's Lawson oval drop-in bath with soaking or whirlpool models is made of the company's Vikrell material. The bath's 60"x42"x20" footprint lends itself to island, peninsula or corner installations. The tub comes in white or biscuit and includes headrest and lumbar support; the whirlpool's six jets feature independent variable control. Circle No. 174 on Product Card

Mark Raisanen, general manager at Finnleo Sauna in Cokato, MN says that for saunas, low-voltage lighting in the backrest is one of the most in-demand features, lending a softer mood to the sauna. The sauna experience is also being tailored with picture windows overlooking the landscape, or entertainment such as speakers and a viewing window for a flat screen TV.

FREESTANDING TUBS

Consumer demand for freestanding tubs has been steadily increasing over the past several years, according to manufacturers.

This may explain the drop they've seen in demand for jetted tubs. While freestanding tubs work well for soaking tubs, installing therapy jets in these models is more complicated.

Kornowa says that the limited availability of hydrotherapy options in a freestanding tub has some designers and homeowners choosing to install two tubs in the master bath if space allows. They'll select a freestanding tub as a centerpiece, with a second tub installed as a drop-in, alcove or undermount to provide a broad range of hyrdrotherapy and sensory therapy applications. "This allows for multiple therapies according to the needs of the users – a whirlpool for deep-tissue massage for sore muscles and aching joints, and an air bath for light full-body massage that relaxes, cleanses and detoxifies," he says. Clarke believes the main trend in bathroom design is toward freestanding tubs made of solid surface composites or seamed acrylic tubs. "They are almost universally soaking only, given the difficulty of putting therapy components on a freestanding tub," he adds.

Pien says that the popularity of freestanding tubs that fit in compact spaces but provide a roomy interior prompted the American Standard brand to introduce a new "three-sided" freestanding tub design. "These bathtubs have a finished flat back that provides the option of installing the fixture as the centerpiece of a larger master bathroom, or up against a bathroom wall to save space," she notes.

"Freestanding bathtubs have been popular [for] several years now and the designs and price points are becoming very accessible, making this stand-out piece part of many master and secondary bath standards," states Bourgeois. Trends in these tubs include minimalist design, oval shape and a move toward rounded rectangular shapes in transitional rather than modern designs to promote comfort, she adds.

Showrooms are currently displaying tubs with thin edges in one-piece construction, Bourgeois notes. While these used to be very expensive, mainly due to the solid surface materials used, the market now offers options at more affordable price points, often in acrylic, she says. Twopiece freestanding tubs are still popular, mainly because they are easier to install, she adds.