

## MAAX Stretches Comfort, Versatility into New RUBIX Bathtub Series

Eastern Canada and Eastern USA Product Launch

**Montreal, Quebec, Canada, July 1<sup>st</sup>, 2011** – 02 – Homeowners desiring the ultimate spacious bathtub experience and builders seeking a simple yet stylish tub for multi-unit projects will be equally entranced by the RUBIX, the latest addition to the MAAX Professional series of innovative bath product solutions.

### Long on space, simplicity and comfort

The acrylic RUBIX offers **lightweight durability** without sacrificing comfort or vital bathroom space. The **clean lines** of its cubic shape quickly draw your eye into the **extra-long bathing well** created by keeping front and rear decking to a minimum. Coupled with a generous 32-inch width, bathers have plenty of room to stretch their legs in either the 60 - or 66-inch-long RUBIX models while they recline on the tub's built-in **70-degree lumbar support**.

### Budget and builder friendly

While fulfilling the consumers' desire for a bathtub that is aesthetically pleasing and physically relaxing, the RUBIX also meets the needs of building professionals with **ease of installation** that breaks neither backs nor budgets.

This alcove tub fits perfectly into new construction and remodeling projects, particularly apartments, condominiums and other multi-family housing. Each RUBIX model has the ability to accept tub shower door mounting and the option of right or left drain installation. MAAX further solves the remodeler's quandary of less-than-ideal floor drain location. Both sizes of the RUBIX also come in 3-inch **Above-the-Floor Rough** versions. These AFR tubs leave enough space to piping directly under the tub to the floor drain to help you avoid breaking ground, deadlines or a sweat.

The RUBIX **integrated flat apron** along with **integrated tiling flange** on three sides facilitates a quick and simple installation with no need to worry about leakage or water infiltration.

**About MAAX**

MAAX Bath Inc. is a leading North American manufacturer of trend-setting and award-winning bathroom products, such as bathtubs, showers and shower doors, for the residential housing market. MAAX wants its customers to "enjoy the experience" by offering stylish and innovative quality products coupled with world-class customer service practices that make doing business easy and efficient for all.

MAAX offerings are available through specialty boutiques, plumbing wholesalers and home improvement centers.

MAAX Bath Inc., founded more than 40 years ago in Quebec, employs more than 1,300 people and currently operates eight manufacturing facilities, three North-American customer care centers and an expansive showroom and distribution network throughout the United States and Canada. MAAX's focus on providing clients the ultimate experience in bathware products drives its Research and Development department to design and engineer innovative new products. Visit us at [www.maax.com](http://www.maax.com).

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**Contact:**

Patricia Diamente  
Vice President, Brand Marketing  
MAAX Bath Inc.  
Tel.: 1-877-361-2044 ext. 2294  
[patricia.diamente@maax.com](mailto:patricia.diamente@maax.com)  
[www.maax.com](http://www.maax.com)