



November 30th, 2022

Official Notice: MAAX Collection Bathtubs Discontinuation

MAAX Customers & Partners,

In true MAAX fashion, we put innovation at the forefront of our DNA. As such, we continuously strive to introduce new products into the market that feature forward thinking designs and strong value to end users. Alongside this comes the need to take a strategic look at our portfolio and determine the best approach to refine it so we can ultimately serve you better.

As such, we will be discontinuing select low volume products in our acrylic offering. This will enable us to better serve you through optimization of our internal operations and capacity alleviation for innovation.

Effective February 1st, 2023, the below SKUs will be discontinued for any new orders with the available replacement SKUs highlighted below.

Model Name	Model SKU	Replacement Model Name	Replacement Model SKU
AIGO 7236	102788	N/A	N/A
AIIKI 6636	102787	Pose 6636 / Optik 6636	101459 / 101269
AIIKI 7236	102786	Pose 7236 / Optik 7236	101460 / 101270
AIIKI 7242	102785	Optik 7242	101275
BACCARAT	102945	Exhibit 7236 IFS / Drop-in	106183 / 106181
CALLA 6042	101058	Living 6042	102863
CALLA 6642	100075	Living 6642	102865
CALLA 7242	101059	Living 7242	102757
ETERNE 7236	101317	Living 7236, Optik 7236	102759 / 101270
ETERNE 7242	101318	Living 7242, Optik 7242	102757 / 101275
MELODIE	100073	Cocoon 6636	102723
RELEASE 6032	105310	Pose 6032, Optik 6032	101457 / 105571
RELEASE 6036	105311	Exhibit 6036, Optik 6636	106172 / 101269

If you have any questions regarding this discontinuation, please do not hesitate to contact Customer Care or your MAAX sales rep.

Thank you for your continued partnership and support as we work together to Build a Better Bathware Industry.