

**November 2, 2023**

## **Official Notice: Launch of NEW Icon TS 6032 & TSEA62 Discontinuation**

MAAX Customers & Partners,

In true MAAX fashion, we have put innovation at the forefront of our DNA for the past 50 plus years. As such, we continuously strive to introduce new products into the market that feature forward thinking designs and strong value to end users.

It is with that approach that we are excited to launch the new **Icon TS 6032**. Designed with expertise from our internal cross-functional team and with robust feedback from customers, consumers and our end users, this new 6032 tub shower will serve as a hero SKU for our new family of **Icon Showers & Tub Showers** launching throughout 2024.

This new family of AcrylX shower and tub shower products will replace many of the legacy AcrylX shower and tub shower SKUs currently offered by MAAX Professional.

In addition, the Icon TS 6032 will be an integral part of the **Icon Collection** of products offered by the American Bath Group family of brands. This new collection will deliver distinctive bathware designs across all of our core AcrylX product families.

Given this and as we prepare for the launch of the Icon TS 6032 for MAAX, we will be discontinuing the MAAX Professional **TSEA62** tub shower. In order to effectively transition from the TSEA62 to the Icon TS 6032, please take note of the following key details:

**Effective immediately**, job quoting and ETOs for the TSEA62 will cease. We will begin accepting new quotes for the Icon TS 6032.

For current and existing job quotes, we will work with customers to transition to the Icon TS 6032, where applicable, through the end of 2023.

Any remaining job quotes still open and with zero to minimal orders against them come **December 31, 2023** will be closed and have to be re-quoted with the replacement model.

**Effective February 1, 2024**, the TSEA62 will be officially discontinued. No orders for the TSEA62 will be accepted after **February 1, 2024**.

We look forward to communicating more exciting news about the full family of products offered under the Icon Collection banner in the very near future. **In the meantime, should you have questions about the discontinuation of the TSEA62 and/or the launch of the Icon TS 6032, please contact your MAAX sales representative.**