

## From the Road with Mike Straw



### THE POWER OF SOL

What is it about ThermaSol's Sol that appeals to people of all walks of life? In Sol, ThermaSol has found the perfect spokesperson – though he never utters a word! Here's a recent example of just how much positive attention this brand-defining figure generates.



Jari Ristola and I attended the PGA Championships in Atlanta this past August. We decided to stick the Sol cutouts in our hats and walk around. Everywhere we went, people were intrigued by Sol. People were curious as to who Sol was, what he represented and where they could get their own Sol. On the 15th hole we were watching Phil Mickelson tee off when we noticed that all the photographers were taking pictures of Jari and me and our Sol hats instead of Phil! There couldn't have been a clearer indicator of the power of Sol.

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## Sol Update

With a brand spokesperson as popular as Sol, it's hard for any of us to keep up with this globetrotting fan favorite. Some days, we feel as though we just ride his coattails (or towel-tails), and frankly, we are happy to do so! Here is an update on the various Sol features that have happened over the last quarter.

### **Sol Spotting:**

ThermaSol Facebook fans took photos with Sol all over the world, from the local showroom to the Roman Colosseum. Fans then voted on their favorite photos and the top three vote getters were awarded prizes.

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## ThermaSol® Introduces Bluetooth® Technology to the Steam Shower

ThermaSol proves to be on the cutting edge of steam shower technology yet again with our announcement that our Serenity Light & Music System is now Bluetooth®-enabled. ThermaSol is the only steam shower manufacturer to include Bluetooth technology in their steam shower packages.

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## From the Showroom with Martin Siwy



### THE BLUETOOTH ZONE

At ThermaSol, we love to push the boundaries of technology and design. With our new Bluetooth enabled technology, we've once again brought innovation to the shower. As I travel around the country to present ThermaSol's Bluetooth technology, I use a smart device (iPad, iPhone, Droid etc.) to show how easily you are able to leave the system on and stream it at any time. For example, in the shower you can stream news uninterrupted – a feature people really respond to. It's so easy to connect and to sync, even with multiple people in the house – each person can stream their own music and playlist into the shower!

To make the technology even easier for customers to understand, ThermaSol created something we call the Bluetooth Zone for our showrooms. It's a display item that showrooms can purchase – a 2 foot diameter floor mat that people step on which syncs their device to ThermaSol's Light & Music system. It has signage to alert customers when they've entered the Bluetooth Zone and it explains how they can sync, so that any customer who is browsing in a showroom can test it out themselves right on the spot.



[Read the Whole Story Here!](#)

## Company Initiatives

### PROJECT STEAM - FULL STEAM AHEAD

"Project Steam," a bathroom design contest that awards winners with a state-of-the-art ThermaSol Steam Shower, began in August and runs through January 31, 2012. Bathroom designers, builders, contractors and homeowners who are in the process of a bathroom remodel and want to create the ultimate spa bathroom environment are invited to participate in the competition for a chance to win. [Click Here to Read More!](#)

## Awards and Recognition

We are bursting with pride!

It's one thing for us to recognize excellence in our employees — we know we have the best team in the industry. When this is validated by people outside of ThermaSol, as it was this past week at the DPHA Conference, well, we have to crow about it!

Our own Martin Siwy, Western Regional Sales Manager, was honored with not *one* – but *two* awards from the Decorative Plumbing and Hardware Association:



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