

# baltic

## outlook

### AIRBALTIC'S ANNIVERSARY



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## SOAKING IN THE ART OF BATHING

From its manufacturing base in Latvia to high-end customers worldwide, *Aquatica* embodies a new generation of bathroom excellence.

There are so few places where one can experience genuine relaxation and reorganise one's thoughts, body, and mind. This is why bathroom design and the wise selection of bath hardware that unites both functionality and the ability to create an ultimate spa experience plays a crucial role in the modern home. High design and high technology meet in *Aquatica's* bathroomware products to indulge the needs of the most discerning customers.

*Aquatica Plumbing Europe Ltd* was founded in Canada in 2005 as a wholesale plumbing supplier, but its team soon began to supplement the products with its own water therapy systems. 'Ten years ago we began to develop our own products with manufacturers in different countries, but the quality was not satisfying enough, and we decided to do the manufacturing ourselves,' says Joseph Burnstein (Jāzeps Burnšteins), the Latvian-born and globally experienced founder of *Aquatica*. 'Our bathroomware is created for modern, well-situated clients, people who are keen on technology and well-developed products – the kinds of products one can interact with, that are user-friendly, and that solve specific problems.' Now a quickly evolving power player in the niche bathroomware sector, *Aquatica* is the sole manufacturer of high-quality solid-surface and composite bathtubs, basins, hot tubs, lavatories, and showers as well as outdoor furniture and accessories.

The company launched its manufacturing site in Latvia in 2018, and at the beginning of 2020 it moved

to a more spacious location in the Latvian city of Jelgava. From there, exclusive high-quality bathtubs and luxurious hot tubs travel across the world to the United States, Canada, the United Kingdom, Russia, Hong Kong, and the United Arab Emirates, with pit stops at the villas of Hollywood stars and high-end Mexican boutique hotels. Every *Aquatica* product is designed so that each country can have its own regional version that meets local standards of quality and safety.

'Some time ago, we pursued a remote operations routine, but once all of the manufacturing processes were focused in one place, we united our team in Jelgava. But we still collaborate remotely with professionals from Serbia, Italy, Portugal, and Ukraine, where our IT services and online store development team is based,' adds Burnstein. The design process, product innovation, and problem-solving are carried out collectively and with input from people of many different cultures and backgrounds.

For a relatively young company in a field where many of the other industry players are more than a century old, it was not easy to find a free corridor to reach the customer. 'We realised that nowadays it doesn't make much sense to fight for a product that's exactly the same as everyone else's. I really believe that people are more open to investing more in a product that solves problems,' says Burnstein. 'That's why we decided to develop our electronic systems, aiming to endow the bath with similar features

that, for instance, household appliances have, where intelligence, electronics, heating systems, and many other factors unite with high-end design. Our bathtubs allow customers to heighten their sensations.'

As an alternative sales channel, *Aquatica* created an online retail model – its website provides customer service in eight languages, 18 hours a day and seven days a week. It also introduces a special online tool, the interactive *Body Positioner*, which allows customers to evaluate the measurements and water depth of products virtually.

The *Aquatica* philosophy is based on the rule of 3 F's: function, form, and fashion. This formula includes high-quality materials, well-thought-out engineering, and ergonomic design. From sleek and minimalist forms to imaginative reinterpretations of traditional bathtubs, *Aquatica* aesthetics are rooted in timeless beauty and premium-quality Italian design traditions. Still, they wouldn't be as special without the company's high-tech innovations and specially developed, patented composite materials, such as the solid homogeneous composite material *AquateX*, *EcoMarmor* cast stone, or even *LegnoX* solid wood. *NeroX* solid-surface composite material in a matte, black graphite tone, for its part, is a customer favourite.

*Aquatica* has its own chemical laboratory where existing formulas are constantly monitored and new ones are developed. It takes three to four days to make a solid-surface technology bath – including casting, hardening, and finishing – or up to a week if it's additionally equipped with electronic therapy and water heating systems.

'Our sales and design team recognised that there were very few, if any, functional bathtubs that could fit small spaces. But such products are becoming increasingly important for small, inner-city dwellings in densely populated major cities,' says Burnstein. 'In some of these homes, the bathrooms are so small that there is no space for a regular bathtub. But that doesn't mean their inhabitants don't want one. So, we created a bath that fits in a small space and allows its owner to enjoy the bathing experience in full.' The *True Ofuro* series is a modern reincarnation of the distinctive Japanese *oidaki* bathtubs made for seated soaking and full body immersion.

Burnstein continues: 'We realised that people love hot baths, but when we speak of apartments, the water boilers tend to be rather small as well, and it's not wise to refill a bath to keep the water warm. So *Aquatica* introduced the *Tranquility* bath heating system with a digital control panel and temperature display, which reduces water consumption and provides a prolonged warm soaking experience.' For high-tech geeks, the bathtubs also steal the show with integrated *Bluetooth* audio and an LED-based chromotherapy system.

*Aquatica* also offers designs for the elderly generation and people with restricted mobility or simply different physical conditions. The stylish, low-step *Coletta*, for instance, is the perfect solution for reduced-mobility bathers, while the company's first walk-in bathtub, *Baby Boomer*, has a transparent resin door.



**aquatica**  
*Function, Form & Fashion*

Address: Jelgava,  
Langenvaldes iela 1  
Tel: +371 2990 9411  
acquaticabath.eu