



**In this newsletter:**

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**SALES PROMOTION – FREE SPA ACCESSORIES FOR JUNE-JULY SPA ORDERS!!**

From June 15<sup>th</sup> 2009 – July 31<sup>st</sup> 2009 you receive a set of spa accessories for free with each spa you order!! You will be able to offer your customers free accessories worth hundreds of Euros when they purchase a spa. For orders, please contact Francoise van Santen [fvsanten@interhiva.eu](mailto:fvsanten@interhiva.eu)

Check the accessories set you will receive “at no charge” per brand below!

<b>California Cooperage® spas</b>		<b>Item</b>
1 pc.	Covermate CM Cal Coop	1
1 pc.	Pool and Spa Vacuum Cleaner	2
1 pc.	Interline set 4 Spa & Bath Essence 30 ml	3

<b>MAAX® series spas</b>		<b>Item</b>
1 pc.	Covermate CM MAAX	1
1 pc.	Pool and Spa Vacuum Cleaner	2
1 pc.	Interline set 4 Spa & Bath Essence 30 ml	3
1 pc.	Smart Step + Smart Step Drawer	4

<b>MAAX® Collection spas</b>		<b>Item</b>
1 pc.	Covermate CM MAAX	1
1 pc.	Pool and Spa Vacuum Cleaner	2
1 pc.	Interline set 4 Spa & Bath Essence 30 ml	3
1 pc.	Smart Step + Smart Step Drawer	4
1 pc.	Safe T-Rail SS	5





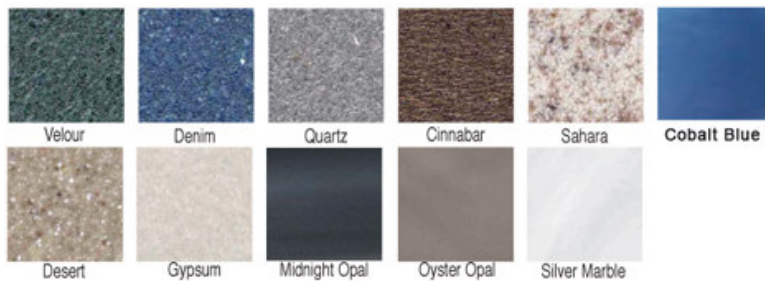
### NEW ACRYLICS SUPPLIER/ NEW COLOUR

Spas produced from April will have Lucite Acrylics. Spas in our European Stock can still have the Aristech acrylics. The Lucite Acrylics have the same look as the old Aristech acrylics. Minor colour variation can occur when you compare them next to the Aristech colours. Colours samples have been send out, please check with Francoise van Santen for details or to receive extra samples; [fvansanten@interhivva.nl](mailto:fvansanten@interhivva.nl)

Available as of June 2009, a sparkling designer colour, Cobalt Blue, available on MAAX<sup>®</sup> Collection Spas, MAAX<sup>®</sup> Spas and California Cooperage<sup>®</sup> Spas.

### 2009 Acrylic Colours

### New, Cobalt Blue



### STEREO CONTROLS

Please note the stereo on board controls for all models are being discontinued as of June 1, 2009. All spas coming off production line as of June 1st will no longer have the on board controls.



### 2009 MAAX BROCHURES

The new 2009 MAAX Spas / Maax Collection brochures are in the final stadium of artwork. The printed version in English, German, French and Dutch is due to be printed in the first week of June.

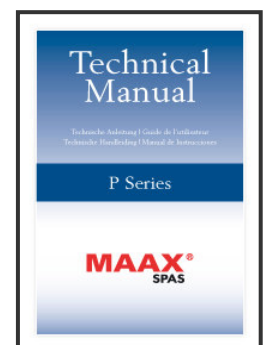
Due to exiting news, from the USA, the 2009 California Cooperage brochure is delayed until further notice. We will inform you about the ins and outs later.



### NEW MANUALS

The new spas manuals (multiple languages in one manual) are now available as a download from our website [www.maaxspas.eu](http://www.maaxspas.eu) Click here for a direct link to <http://www.maaxspas.eu/page/brochuresandmanuals.htm> for the digital version. Maax Collection, Maax Spas and California Cooperage manuals are available in English, German, French, Spanish and Dutch. PowerPool manuals in English.

Spas ordered for production from July, will have the printed multilingual versions included in the packaging.





### TATUM MANUFACTURING SHUTS ITS DOORS

The cover story in the latest Pool & Spa News announced to the industry about Tatum closing its doors as of March 20, 2009, leaving their popular brands such as La-Z-y Boy Spas and Coleman<sup>®</sup> Spas without product warranty or support.

MAAX<sup>®</sup> Spas responded to the publication by a press release to clarify any misleading assumptions the article may have implied as the warranties for the Coleman Spas hot tubs by MAAX<sup>®</sup> are still valid and the products will continue to have full support and service. Please keep this in mind as confusion may arise between Tatum's Coleman Spas hot tubs and our own. Please see below for the press release.



#### Press Release

Chandler, AZ, April 23, 2009 –

#### **MAAX<sup>®</sup> Spas Continues to Service & Support MAAX<sup>®</sup> Manufactured Coleman Spas<sup>®</sup> Hot Tubs**

MAAX<sup>®</sup> Spas will continue to support all Coleman Spas<sup>®</sup> hot tubs produced by MAAX<sup>®</sup> Spas prior to the license changeover to Tatum Manufacturing in October of 2008. After a recent announcement of Tatum closing its doors in March of 2009, MAAX<sup>®</sup> Spas reminds dealers and consumers alike that parts and warranty support for the MAAX<sup>®</sup> Coleman<sup>®</sup> Spas product line is still available. MAAX<sup>®</sup> acquired Coleman Spas<sup>®</sup> in 1996 and held the rights to the license until October 13th, 2008. In 2008, the Jarden Company Licensing Group, parent company of Coleman<sup>®</sup>, took the license out to a bid process. While MAAX<sup>®</sup> Spas aggressively participated in the process, ultimately the license was granted to Tatum Manufacturing. MAAX<sup>®</sup> Spas launched the original Coleman Spas<sup>®</sup> product line as their own MAAX<sup>®</sup> Spas Performance Series.

As Tatum Manufacturing has closed its doors, voiding all warranty support & service, MAAX<sup>®</sup> Spas reminds consumers and dealers that all warranties for spas manufactured by MAAX<sup>®</sup> Spas, including the former Coleman Spas<sup>®</sup> hot tubs, are valid and will be serviced.

MAAX<sup>®</sup> Spas Industries Corp. is a leading North American manufacturer of award winning hot tub products. The Company is committed to offering its customers an enjoyable experience; distinctive, stylish and innovative products and industry leading customer service practices. MAAX<sup>®</sup> Spas offerings are available through over 250 specialty retailers in North America and Europe.

#### **X-OPTION**

Although it is an option available for several years, occasionally there is some confusion about the X-option for the spas. What is it exactly and for which models is it available and what are the changes per model?

The convenient X-series increases the seat or lounge size for physical freedom of movement and enhanced comfort for those who need it. Four strategically placed cluster jets provide a deep tissue neck massage to targeted pressure points, relieving tension. A X-option spa replaces a comfort collar with a standard cushion.



See next page for the X-Option specifications per spa.



### **X-OPTION ON THE MAAX SPAS 351 – 482**

With the front of the spa we mean the side where the control panel is situated.

Models with the X-option start with an X in the item number, for example: X71080987988

models without the X-option start with the first model number, for example: 471080987988

#### **Model 351:**

- No comfort collar available.

#### **Model 461:**

- 1 x Comfort collar standard, situated in the right seat in the back.
- X-option – No comfort collar.

#### **Model 470:**

- 2 x Comfort collar standard, situated in the right back and left back seat.
- X-option – 1 x comfort collar, situated in the right seat in the back.

#### **Model 471:**

- 2 x Comfort collar standard, situated in the right front and right back seat.
- X-option – 1 x comfort collar, situated in the right seat in the front.

#### **Model 472:**

- 1 x Comfort collar standard, situated in the right seat in the back.
- X-option – No comfort collar.

#### **Model 480:**

- 2 x Comfort collar standard, situated in the right back and left back seat.
- X-option – 1 x comfort collar, situated in the left seat in the back.

#### **Model 481:**

- 2 x Comfort collar standard, situated in the left front and left back seat.
- X-option – 1 x comfort collar, situated in the left seat in the front.

#### **Model 482:**

- 2 x Comfort collar standard, situated in the left front and right back lounge.
- X-option – 1 x comfort collar, situated in the left lounge in the front.