

# A Success Story 30 Years in the Making.

## *MTI Baths celebrates a milestone anniversary.*

In 1988, a gallon of gasoline cost 91 cents, George Michael was at the top of the music charts, and George H.W. Bush presided in the White House. And in Sugar Hill, Georgia, a machinist with an entrepreneurial heart named J.C. Henry started a company with the goal of creating the best whirlpool tubs on the market. His determination led to the development of innovative technology that is still in use today and gave rise to the success story that is MTI Baths. This August, MTI Baths is proud to celebrate its 30th anniversary.

From its humble beginnings to its current position as a leading bath manufacturer, MTI Baths has had an unerring focus on excellence that has influenced everything it does – from design innovation to craftsmanship to customer service.

### **Quality & Craftsmanship**

With a reputation for meticulous craftsmanship, the MTI brand was built on the highest standards of excellence. Each tub is made to order and handcrafted in the United States. Their production facility is filled with skilled people with extraordinary talents. Although each tub is manufactured only after the order is placed, MTI still has the shortest lead times in the industry.

“What sets us apart is high design but also the really high quality of our product,” said Russell Adams, President and Chief Design Officer. “We want to build products that will last for years to come.” MTI offers an extensive product line with hundreds of tubs in every shape and style as well as shower bases, sinks, counter-sinks, vanity sinks and genuine teak accessories.



*MTI Baths CEO Kathy Adams*

MTI tubs are works of art, designed to be both comfortable and beautiful. The design process is a lengthy one that includes much planning and teamwork. “The one big change I’ve seen in our industry has been the change from plumbers making every single decision to decisions being design-based,” CEO Kathy Adams explains.

The company has successfully collaborated over the years with leading artists, sculptors and designers to create extraordinary products. MTI has won more than its share of the industry’s most prestigious honors during the past three decades, including numerous Good Design® and ICONIC Awards, and top accolades from International Design Excellence Awards, Kitchen & Bath Business, Interior Design® Magazine, European Product Design Awards and many others.

### **Emphasis on Wellness**

Wellness viewed in a holistic way is of great interest and importance for many people today. Products must be beautiful and therapies state-of-the-art, but all must be therapeutic in their function. While the desire for holistic wellness is a popular trend today, it has been MTI's motivation and purpose for decades.

Over the years MTI has developed a full complement of hydro and sensory therapies to provide customers with a broad selection of choices to help them in their pursuit of holistic wellness. Their offerings include the traditional soaking bath, Stream Bath for the ultimate soaker, the deep-tissue massage of the whirlpool bath, the relaxing air bath, or a combination of air and whirlpool therapies. MTI continues to imagine and deliver exciting therapy options that enhance wellness and create a luxurious spa-inspired bathing experience.



*Handcrafted Tubs Made Proudly in the USA*

## Sharing the MTI Experience

MTI takes pride in the superior quality of its product line and knows that the best way for people to truly appreciate what they offer is to experience it first-hand. Toward that end, they opened the Woodward Mill House in 2012 as a hospitality center to host designers, reps, distributors and media and allow them to literally immerse themselves in some of the company's most popular products. Located in Sugar Hill, Georgia near their production facility and showroom, this impeccably furnished house exudes Southern charm and includes five luxurious suites, each outfitted with MTI bathtubs as well as showers bases, sinks, counter-sinks, and vanity sinks.

According to Kathy, the house has been a very effective sales tool. "People sell what they're comfortable with and what they think is best for their own customers," she said. "So we bring them to this house to spend the night, to experience our products and be able to better communicate that to their customers."

## Superior Service

Customer service is a shared passion among MTI employees. Their goal is to make every single customer feel important, regardless of the size of the account. All calls to their service center are answered by real people who are happy to answer questions or help with any potential issues, both before and after the sale. They translate their customer-focused orientation to vendors and suppliers too, wanting every entity's transactions with the company to be as smooth and hassle-free as possible.

## Employee-Centric Culture

When Mr. Henry decided to retire in 2002, he offered the company to his employees. Today, MTI is an employee-owned business, a rare feat in the corporate world. They have nearly 115 employee owners who have a personal and financial stake in the company's continued success. "Employee ownership allows people to understand that when they make a contribution of working hard and doing their best, that benefits them as well as the company," said Kathy Adams. "We try to listen really carefully. We listen, of course, to our customers, and we listen to our vendors, but most importantly we listen to our employees."

MTI has been repeatedly recognized as a Top Workplace by The Atlanta Journal-Constitution, employs many families and has numerous employees who have been with them longer than 10 years. The company is dedicated to "the 3 Rs of MTI" – respect, responsibility and resourcefulness – and carefully curates a corporate culture that rewards creativity, flexibility and passion.

## The MTI Story

MTI can trace its roots to the early days of the whirlpool tub. In 2003, MTI became the first tub manufacturer to offer a Lifetime Warranty, still the most comprehensive in the industry. Over the decades, the company has obtained multiple new patents, earned well over 100 awards for new products, design excellence and product innovations, and has been featured countless times on popular TV programs.