

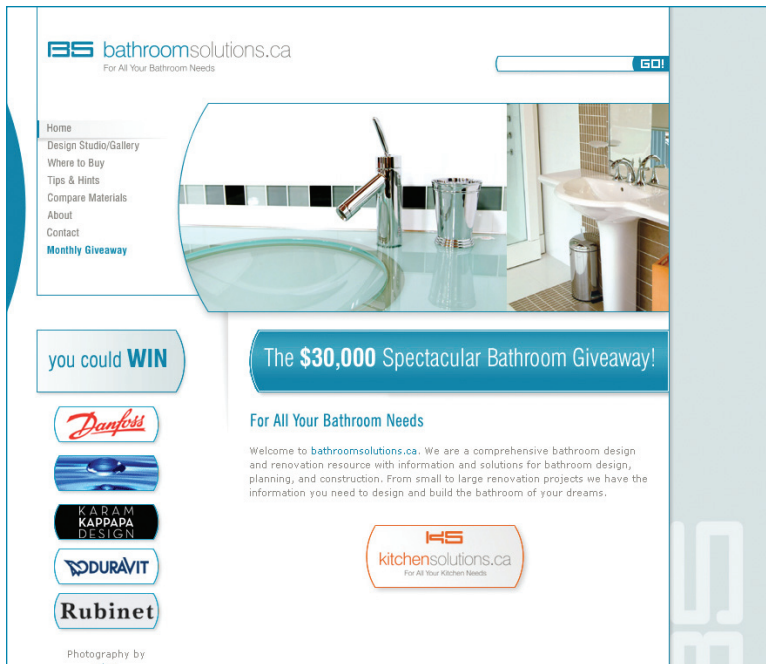


**BS** bathroomsolutions.ca

For All Your Bathroom Needs

**2006/2007**

Media Kit



- ### Features and Resources
- Monthly Giveaways & Promotions
  - Designer Galleries
  - Renovation Planning & Budgeting Strategies
  - Where to Find Information
  - Tips & Hints
  - Materials Comparisons
  - News & Industry Trends
  - User Forums and Bulletin Boards

### Average User:

**Home/Condominium Owner**  
**Age:** 30 - 60  
**Education:** Post Secondary  
**Occupation:** Professional  
**Income:** \$60,000 - \$150,000/year

## What is Bathroomsolutions.ca?

In the words of bathroom designer & founder Karam Kapappa –  
**“Bathroomsolutions.ca is an online resource dedicated to enhancing the total bathroom experience”.**

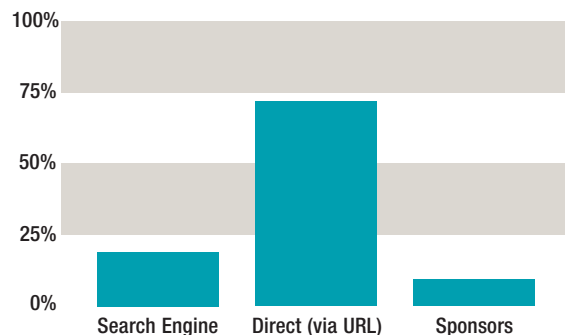
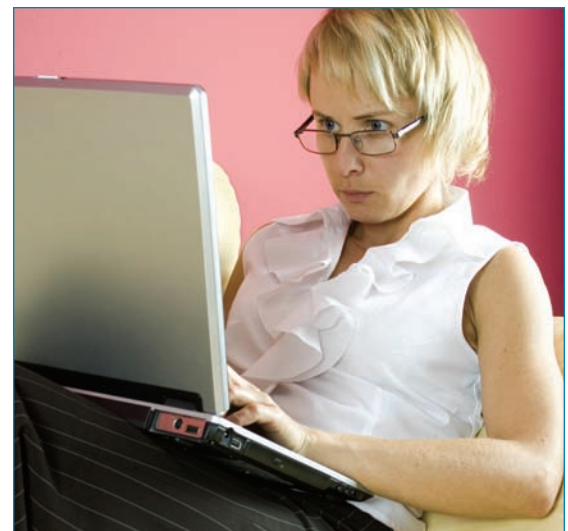
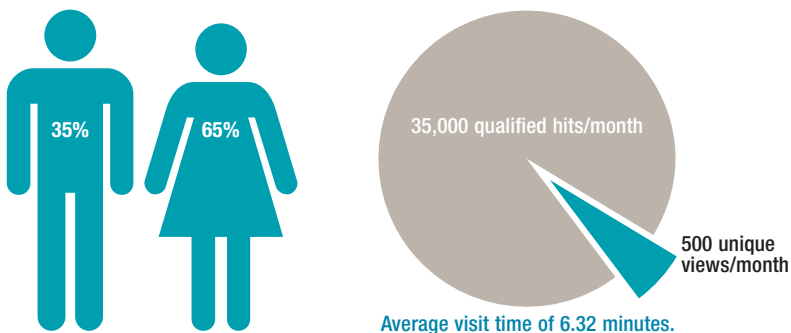
Bathroomsolutions.ca is an online directory of the GTA’s premier bathroom enhancement professionals, indexed by product and service. **Its focus is on delivering high impact design and decorating solutions and inspiration.**

Users can easily source local designers, project managers, construction and building trade resources as well as new products and services. But that’s not all... **bathroomsolutions is also an evolving online community** that facilitates an open exchange of information, ideas, and specialized services.

## Who Visits Bathroomsolutions.ca?

**Homeowners • Designers • Architects • Contractors • Tradespeople**

Anyone who’s interested in bathroom design, decorating, renovation and enhancement can find what they need at bathroomsolutions.ca.





## How does Bathroomsolutions.ca find its users?

- **Advertising** in premier home decorating and renovation publications such as: Canadian House & Home and Condo Life Magazine
- **Point of Purchase Displays and Promotions** in retail locations throughout the G.T.A.
- **Key Word Purchasing** in major search engines such as Yahoo and Google
- **Trade Show Appearances** such as: The National Home Show, The Interior Decorating Show, The Metro Homeshow and the design of mainstage and model home suites at select shows
- **Sponsoring Monthly Giveaways and Prizes**

## About the founder of Bathroomsolutions.ca

Karam Kappapa is an award winning interior designer and consultant. Karam has built a solid reputation as a kitchen and bathroom design specialist. To find out more about him, visit him online at [www.kappapadesign.com](http://www.kappapadesign.com).

## Advertising and Sponsorship Possibilities

By continuing to draw a large user base of GTA homeowners who are actively engaged in the bathroom design and renovation process, **Bathroomsolutions.ca** has become a prime advertising destination for bathroom renovation products and services companies.

### Sponsorship Incentives:

- Increase exposure and drive traffic to your company website
- Become a Preferred Vendor on Karam Kappapa's interior design projects
- Editorial possibilities for your product or service
- Grow your business by networking with an expanding community of bathroom designers, renovators and product supply professionals
- Giveaways and promotions featuring your product or service

**Bathroomsolutions.ca** is the place to be.



**To find out more or to request our rate card**

Contact Kyla Phone: 905.306.9616 Email: [sales@bathroomsolutions.ca](mailto:sales@bathroomsolutions.ca)



*The featured bathroom in the 2006 National Home Show Dream Home was absolutely spectacular! Karam Kappapa is a design genius! His insight into form and function along with his instinct for mixing colours, textures and finishes made this room one of the highlights of the house. His team from Bathroom Solutions was a delight to work with making the project run smoothly from beginning to end.*

Kendall Christie, Project Manager  
National Home Show

*Kitchensolutions.ca was an integral part of the Renovation & Décor magazine Kitchen Stage, a highly acclaimed feature at the Metro Home Show. The kitchen feature was executed in a very professional manner and according to research was one of the most successful features at the show. Karam Kappapa's presentations drew some of the largest audiences and kept people seated the longest. Breakfast Television chose the kitchen stage as its base to shoot two segments, and the exposure increased attendance. We have requested Karam Kappapa, kitchensolutions.ca and bathroomsolutions.ca be a part of our next year's show and look forward to working with them in the future.*

Janine Saperson, Manager  
Metro Home Show

*"We have had the pleasure of working with Karam Kappapa on several of our feature stages for the National Home Show. Karam is extremely creative and has built the most talked about features of the show! Whether it is a kitchen or bathroom Karam puts his own personal interpretation on the latest trends in architecture and design. We thoroughly enjoy working with Karam and his dynamic team and can't wait to see his next project."*

Christine Nattrass, Show Manager  
National Home show

**BS** bathroomsolutions.ca

4296 Village Centre Court, Suite 201, Mississauga, ON L4Z 1S2 Phone: 905.306.9616 Fax: 905.306.8212 [www.bathroomsolutions.ca](http://www.bathroomsolutions.ca)