

News Release

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Snyder Diamond Showroom Consultant Wins Hawaiian Trip in the Mr. Steam Passport to Rewards Program

mr.steam®

LONG ISLAND CITY, NEW YORK (JANUARY 25, 2011) — Bahman Nieto, a bath specialist at Snyder Diamond in Santa Monica, Calif., was recently named the Grand Prize Winner of the Mr. Steam® *Passport to Hawaii Rewards Program* for 2010. Nieto, a seven-year veteran of the company, won a four-night vacation for two to Hawaii, including round-trip airfare and a guided tour of the volcanic spa areas on the islands.

The grand prize announcement was the culmination of the fourth annual, eight-month incentive program, designed to encourage showroom personnel and sales associates to engage the Mr. Steam brand while actively promoting its various offerings. To qualify, a participant had to sell a Mr. Steam product and then complete and fax the Rewards Incentive Form to the company.

From March through November of last year, Mr. Steam randomly selected a *Passport to Rewards Program* winner each month, issuing him or her a gift certificate to a spa within their locale. In addition, the company awarded the following prizes during the final months of the promotion:

- For September, Leigh Rae Kmiec, market development manager with Plumbers Supply in Louisville, Ky., won the “Luau” prize, a \$250 American Express gift card.



Mr. Steam vice president-sales and marketing Martha Orellana congratulates bath specialist Bahman Nieto of Snyder Diamond in Santa Monica, Calif., for winning the Grand Prize in the 2010 Passport to Hawaii Rewards Program.

- Also for September, Brian Gallop, a waterware and hardware specialist at Central Arizona Supply in Scottsdale, Ariz., received a \$250 Spa Certificate.
- For October, Sara Pilch, a kitchen and bath stylist with Henry Plumbing Supply of Bridgeton, Mo., won the “Hawaii 5-0-0” prize, a \$500 gift certificate.
- Finally, in November, Linda Settler, a showroom consultant at Advance Plumbing Supply of West Bloomfield, Mich., was named the second-place winner in the *Passport Rewards Program*, receiving the “Magnum 1000” prize, a \$1,000 gift certificate.

“The *Passport to Rewards Program* has become an integral part of our national marketing efforts in recent years, helping us to support our showroom sales associates in the field,” explains Mr. Steam president Michael Pinkus. “These people are on the firing line every day, helping us promote the health and wellness benefits of steam to an ever-growing consumer and trade clientele. Their passion, imagination and hard work deserve our continued recognition and support.”

When notified by local Mr. Steam sales agent Dale Domingo of Associated Sales Decorative Plumbing (Anaheim, Calif.) that he had won the grand prize, Nieto couldn't quite bring himself to believe the news. “I thought for sure Dale was pulling my chain.” So he immediately phoned Martha Orellana, vice president of sales and marketing for Mr. Steam in the Western half of the United States, and she happily confirmed his good fortune. The 33-year-old bachelor intends to take his Hawaiian excursion in the spring or summer with a companion to-be named: “For now, I'm keeping my options open,” he smiles.

Passion for Steam: While working for different companies in every corner of the United States, the *Passport Program* winners all share a genuine enthusiasm for promoting the inclusion of steam showers in any new bathroom project, whether for new construction or the after-market.

“Every time I meet with a client, I make a point of exploring their showering options,” says Gallop of Central Arizona Supply. “If he or she has not yet considered steam, I will suggest it, especially if the client is looking for multiple shower options or seeking relief from certain ailments. I always emphasize what the product will do for them in terms of their ongoing health and personal comfort.”

“Everyone wants the spa effect,” says Advance’s Settler. “I like to tell people, ‘You work hard, so you deserve the extra bonus. This is especially true of my female clients: We want to take care of our skin, and we need to be able to relax.’”

Not surprisingly, all of the program winners enjoy promoting Mr. Steam, whether their clients come into the showroom actively looking for a steam solution or are newcomers to the technology. “Mr. Steam makes it easy to size and sell a project,” comments Kmiec of Plumbers Supply. “I’ll sit with my customer, keystroking specifications into my computer, and the Mr. Steam web site will tell me — on the spot — which steam generator model is right for the job. The program lays out all the necessary controls and components, so all you have to do is pick your finish and your extras — and you’re done.”

Grand prizewinner Bahman Nieto also routinely specifies steam on his larger bathroom projects, if only to encourage his clients to consider this option more seriously. Even so, he estimates he has been successful on three of five jobs over the past couple of years, and he credits that high “batting average” to simply getting to know his customers better during the selling process.

“It’s really not so much ‘qualifying’ a client as it is probing their lifestyles and their plans for their homes before showing how steam fits into the equation,” he explains. “Do you play sports? Go to the gym? Spend a lot of time in the sun? Once you get a better feel for who they are and what they like or need to do on a daily basis, it is easier to show how the inherent benefits of steam can enhance their lives.”

Demand for steam in both new and renovated bathrooms is growing in his market, according to Nieto, who points to consumer concerns about health as the major driver, “as well as my clients becoming more inclined to pamper themselves. The trend is definitely on the rise, and I hope it will rise even more sharply in 2011.”

For more information, including a hi-res image to accompany this press release, please visit: http://mr-steam.oreilly-depalma.com/2011/snyderdiamond_winner.shtml

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lighting system, in-shower Musictherapy[®] speakers, and in-shower seating to enhance the steam bathing experience. For more information, please visit www.mrsteam.com or call toll-free: 1-800-76-STEAM.

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