

PARA



manufacturing

Over the years PAA has invested in fine craftsmanship and innovative production technologies to create ever more elegant, durable and creative baths and washbasins that lead the latest design trends . We are dedicated to continuing this tradition and to providing only the very finest products to our professional partners, designers and customers who expect only the very best.

private label

brand PAA





PHH product portfolio



Bathtubs



Washbasins



Shower trays



Made to Measure

medium & premium segment



PAA`s roots are in manufacturing, but our passion lies in creativeness.

Over the years, we have grown in technological competence. Our products are handfinished to the finest perfection. Artistic communicative language complements our appealing and nuanced products.

We create nice baths!

For a deeply personal pleasure.

Peteris Treicis

founder and CEO of PAA

PAA manufactures using modern technologies,
but all products are hand finished



Perla 145

Small yet precious.





Glossy or matt surface



A matching washbasin



Fine & delicate edge

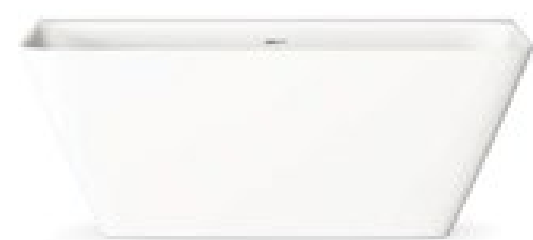


Inovative owerflow

~PAA~

quality & details

~PAA materials & colours





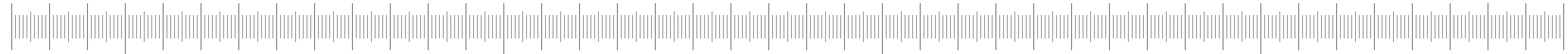
Silkstone

The mass is colored for the white and colored
Silkstone material



**Cast Stone -
shiny surface coating**

AAA brand evolution



1993

1st bathtub manufactured.
Fiberglass and acrylic technology.
Inhouse design.



whirlpool bathtub

2003

Introduced cast stone technology.
Expanding product range -
washbasins, shower trays



simpler shapes

bright colors



2013

Introduced Silkstone technology
allowing customizing products.

First collaboration with designers.

Product collections have been
developed with a focus on
the premium market segment.



ascetic sculptural shapes



customized products
"Made to measure" concept

2023

evolution
form
manufacturer
to
bath design brand



pale colors



leader national

regional leader

global brand





PAA design

Sophisticated PAA Design is mostly created in-house, but our portfolio also includes collaborations with industry-leading designers.

Massimo Farinatti created collection INFINITY we are currently working to present Karim Rashid's collections in 2025.

PARA

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fantasy

coming soon...



PAA
communication

The nature of water
reflected in works of art
is the language of
PAA's visual communication







PAA sales

No.1 in the **region of Baltic Sea**

Being a Latvian company and starting out in our own market, PAA overgrew the borders of the country and became the leader of the Baltic Sea region. Our success is based on our deep understanding of manufacturing.

We strive to achieve lasting design qualities. We cultivate responsible and personal relationships with our partners.

This has enabled us to deliver products that resonate with our customers



PAA export

The main export markets are
Scandinavia, Central Europe, Ukraine

Although PAA is a highly creative, it has profound sense of responsibility. We have established strong relationships with the most beautiful showrooms and trade leaders in Ukraine, and we have achieved ambitious sales goals. Customers highly value constant support especially during the most challenging moments.

Alla Naushenko

PAA sales representative in **Ukraine**





 **Hilton**
Garden Inn

PAA global market

I appreciate the opportunity work with our beautiful baths, but equally important to our work are relationships. We build relations that align with our Nordic sense of responsibility and friendship. I am pleased that we have emerged as regional leaders and now have the ambition to cross the boundaries and leave our mark on wider markets.

Oskars Skribanovskis,

PAA sales director





PAF key facts

2024

Manufactured: 5500 bathtubs

Manufactured: 10000 wash basins

Manufactured: 8000 shower trays

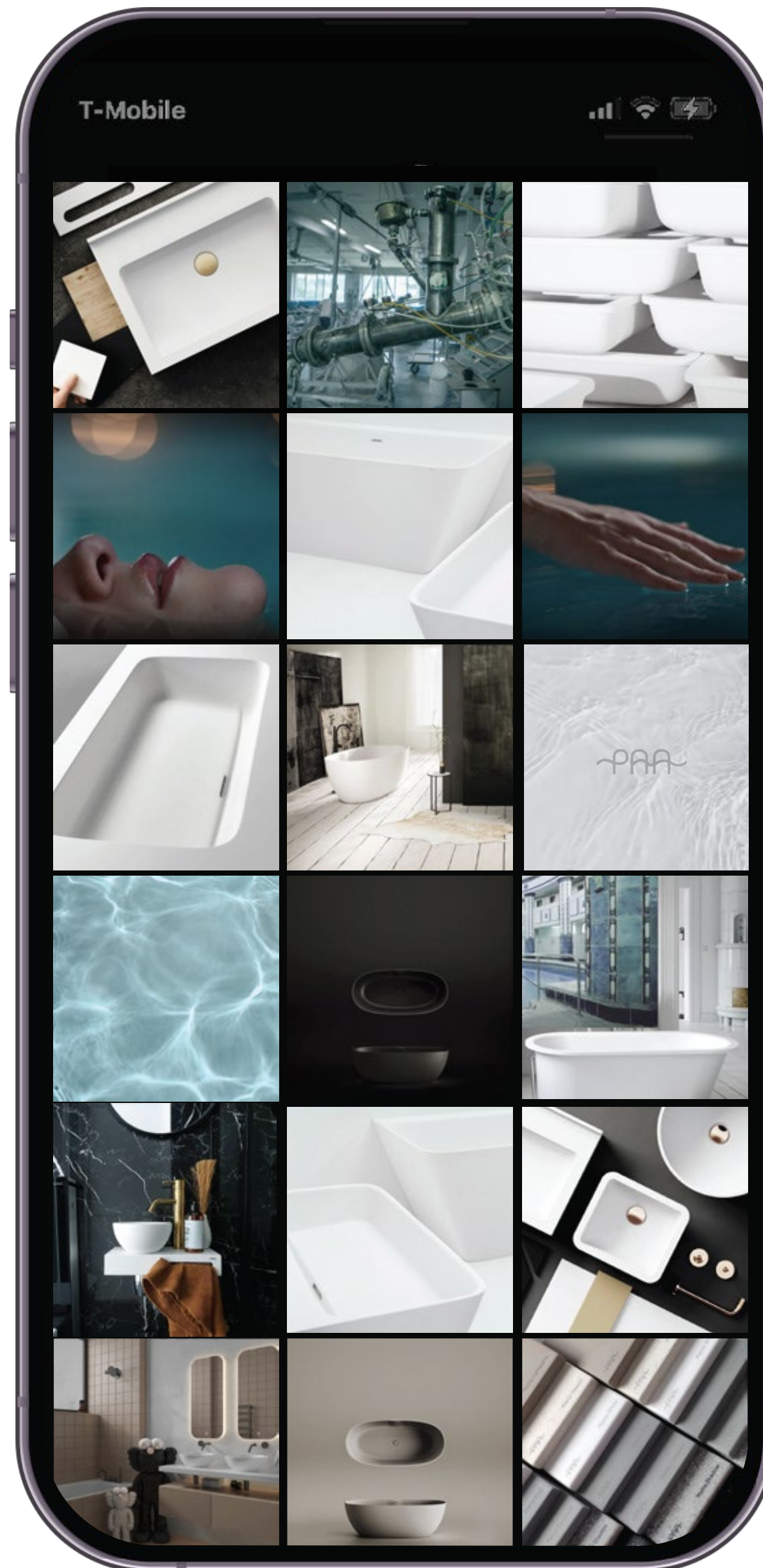
91 employees

Ravenue: 5.5 mil EUR

Export share: 53%

Exporting to 15 countries





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