

no.2



NEWS



## BACK AT #AQUANALE 2021

Aquanale is undoubtedly the leading trade fair in the pool business industry and the keenly anticipated high point of the pool world every two years. Cologne is where the main players gather from all over Europe and compete in an arena that involves a great many aspects – the size of their stand, the quality of their craftsmanship, their innovative design ideas, the demo pool they have on display, and lots more.

This year's event was initially preceded by a wave of great uncertainty concerning the ever-changing pandemic situation and the strict measures being put in place in Germany. An opportunity as great as Aquanale is not to be missed and so under the auspices of the parent company Pollet Pool Group, NIVEKO and its affiliate companies Pollet Pool Group Europe, Aquadeck and Pomaz decided to all attend.

The location of the stand could not have been better – the large area in the middle of the main hall was the ideal place to attract the attention of many passers-by. It was this advantage that led to the unique concept of the stand itself. Accessibility, airiness and a modern design came together to form the main theme and were also reflected in the final appearance of the stand. Open to visitors on all sides, it drew people in to see our main attraction – the demo pool.

The environmental aspect of the NIVEKO philosophy was clearly evident in many of the stand's details. A natural grass lawn was laid around the demo pool, while the pool itself was surrounded by a wooden terrace and a staircase with a wooden handrail leading up to it. The Apollo steps colour was made in a non-standard green specifically for Aquanale.





The space for individual meetings was marked off by wooden posts, adding a more relaxed atmosphere for business talks. The stand featured built-in pool technologies from PPG and a demonstration of a working Aquadeck pool cover. This meant that each of the companies has its own form of representation, making the entire exhibition unified and diverse.



The walls of the stand were fitted with several large TV screens, showing promotional videos such as NIVEKO's latest product video. This represents the entire NIVEKO portfolio through a combination of real footage and 3D animations. It's screening at this year's Aquanale was its public debut; for more info about the video, flip forward to the Product Video article in this issue. Each element was carefully thought out in advance as a kind of jigsaw puzzle, where each piece has its own fixed place and, when seen as a whole, creates a unique impression. Work on building the stand started several days before the exhibition opened. It was carried out by a team of experienced professionals who have worked with NIVEKO in the past, so everything went very smoothly. The demo pool was put in place and everything made to work by NIVEKO's own expert technicians, again all according to plan. The demo pool that was on display is no different to a normal pool, is fully functional and, as expected, was a hot topic for discussion amongst visitors.

Shortly after the start of Aquanale all our concerns about the number of visitors proved to be unfounded. Although there were perhaps somewhat fewer visitors streaming through the aisles than we've been used to in previous years, the stand was still very busy, at times almost splitting at the seams. Praise is due here to the NIVEKO sales team, who showed great professionalism in coping with so many meetings with our partners as well as with people interested in working with us. Everyone who came along was well taken care of and our team did a great job of acquiring new contacts as well as strengthening relations with our existing partners.

As the stand combined four companies, whose products complement one another, there was often a clear harmony between all involved. The many visitors that stopped by to see the NIVEKO demo pool were impressed by its Aquadeck slat cover and, when checking out how the pool works, got a good look at the technological components from PPG and Pomaz.

The stand became a meeting point for people of various nationalities – from Sweden, Norway and Denmark, through Germany and BENELUX, to Poland. It was a pleasure for us to see how the "NIVEKO family" is growing and how we are all still able to find common ground and meaning in the journey we are taking together. As a symbolic end to Aquanale we treated our partners to an evening with cocktails and refreshments at our stand, naturally accompanied by Czech and Belgian beer – rivals for so many years, with everyone attending able to choose their own winner. Risk means profit, as we say in Czech, and this year's Aquanale lent truth to the saying.

During the first few hours of the event the uncertainty regarding the Covid situation waned but then the stand was packed and there were good moods all around. It should be said that our stand evidently attracted a large number of visitors, so all those hundreds of hours of preparation, planning and hard work was well worth it. We'd like to thank our team, who handled everything from preparing it all to communication with our partners on site, as well as everyone who came from all over Europe to visit us at Aquanale. Looking forward to seeing you again next time in Cologne!

# BERLE POOL MAKES DREAM COME TRUE

The picturesque Danish town of Hornbek is famous for its beautiful beaches and gorgeous countryside, creating the perfect combination for undisturbed relaxation. However, for most of the year the sea is too cold to swim in, so having their own private pool installed was an obvious choice for the Larsen family. The available options of variable configuration meant that they were able to literally create their own oasis of peace and quiet amidst the breath-taking scenery.

According to the Larsens, given their age they spend most of their time engaged in active relaxation. Regaining their energy by walking along the beaches and in the countryside is the second-best way to refresh the body and mind. Compared to the best option on sunny days by inviting their friends over and spending time together by the pool. Many of them have even decided to get in touch with the exclusive Danish NIVEKO Profi Partner Berle Pool and get themselves their own dream pool.

The entire project for the Larsens went exceedingly smooth – the years of experience possessed by the Berle Pool team meant that the installation of an Advance overflow pool measuring 8.0 x 3.5 x 1.5 metres was a piece of cake.



The pool's grey colour scheme blends in nicely with the design of the garden and adds a soothing water element. The greenery in the garden coupled with the pool itself pleasantly mirrors the surroundings – the natural elements of the water and plant life go hand-in-hand together.

The stainless-steel NIVEKO Plus built-ins have taken the entire project to the next level. The stairs along the entire width of the pool are an illustrious choice, which serve their purpose well and looks highly attractive. The Berle Pool team oversaw the installation of the complete filtration system. The PC solar platinum slats are housed in a classic roller shaft. The pool is also fitted with two recirculation nozzles and two bottom suction nozzles. Its unique design means that the roller shaft does not impinge on the floor plan of the pool – this is a minimalist design that is ideal for customers who are looking for a clean overall style to their pool.

**BERLE**  
POOL + SPA





With a NIVEKO pool there are practical advantages too such as maintenance and access to the shaft of the slat cover is effortless and trouble-free.

This stylish pool is outfitted with original NIVEKO workshop accessories that not only compliment the family's garden but has an aesthetically pleasing composition. The project for the Larsen family was such a success that Berle Pool uses it as a reference for new customers, who appreciate the chance to see the pool in place in its beautiful garden. Jeanette from Berle Pool has a very good relationship with the Larsens - NIVEKO pools make people happy and bring them together.

Berle Pool is NIVEKO's exclusive Profi Partner in Denmark. This way, the cooperation assures that all Danish customers get the best possible service thanks to Berle Pool's experienced team. Also, let's not forget about the impressive showroom that displays the whole range of NIVEKO promotional materials and even includes multiple demopools. The customer is always the top priority – both for NIVEKO and Berle Pool alike.



## FACE TO FACE WITH NIVEKO'S MARKETING TEAM

Creative work is their daily bread; they let you peek into the oven from time to time, but what's baking is always worth the wait. Who are we talking about? The NIVEKO Marketing Department! What do they do? They come up with ideas that you won't find elsewhere, seek out new and original means of promotion and move in to score the brand goals. And, of course, let's not forget the direct support they provide to our partners, who work together with us to shape what the NIVEKO brand means and the direction it takes. Our values are reflected in the overall perception of the brand, from cooperation with NIVEKO partners, through the brand's presentation in the media to the final impression it makes on the end customer. That's what marketing is here for – to make all this run like clockwork!



JANA

Jana might be familiar to our English-speaking partners from her previous front-office position. Thanks to her extensive experience in marketing and her feel for detail, Jana is now head of our marketing team. Planning the marketing strategy, leading the team and heading up new projects – her job includes this and much more. Out of work, she divides her time between her son's ice-hockey matches and supporting her daughter's passion for horse riding. She loves going on walks with her husband and their tireless border collie Madi.



MICHAL

Michal is a creative chap from head to toe, at work and at home, in every situation. He's constantly coming up with new ideas, creating graphic designs and taking photos. He is also the man behind the eye-catching painting in the new hall, which he designed and painted himself. Michal's manual skills are also appreciated by his two sons, whom he keeps happy by making original cakes. Given how tall he is, it's no wonder that his favourite sport is basketball.



CAROLINE

Caroline comes from Canada and speaks English and French. Her interests include fashion and, perhaps surprisingly, comic books. You'll often meet her at NIVEKO with her beloved dog Miya. With her unique life experience and pleasant nature, she has quickly become a full-fledged part of the marketing team, where she deals with our English- and French-speaking partners. When not at work she fills her time with creative outlets like drawing, painting and photoshoots.



JIŘÍ

Jiří is our court copywriter here at NIVEKO. He pens almost all the written material that comes your way – PR articles in journals, the NIVEKO newsletter feed, and posts on all our social media networks. In his free time, he likes listening to rap music and playing sports, often both at the same time. When he's not in the end zone he enjoys reading graphic novels from both the DC and Marvel universe.

# SUCCESSFUL START OF STRONG COOPERATION

Zörkler und May have been a NIVEKO partner since 2019. They enjoy looking back at their early days – lots of new experience, a quality product that attracts a solid clientele, and the pleasure in discovering a new field. The Theisens were one of the first customers whose project launched Zörkler und May's cooperation with NIVEKO.

The main topic of the first meeting with the Theisens was clear – to find out more about the family's expectations and how Zörkler und May could help them turn their dreams and ideas into reality. After detailed communication it was obvious that NIVEKO, with the wide range of configuration options and pool setups it offers, would be the right choice. The next step was to choose the right type of pool to suit them.

They opted for an elegant Overflow Advance model, whose strong lines make it a very stylish choice. The natural black granite all around the edge of the pool is not only aesthetically pleasing to the eye but has an elevated sense of style. The Theisens family had specific pool measurements of 9.1 x 3.6 x 1.3 m with these dimensions it was no problem for NIVEKO – its customised manual production process allows for a large spectrum of sizes. As for the colour, they opted for the classic white, which contrasts nicely with the black stone.



Astral plastic built-ins were installed in the pool and do not disrupt the overall impression in any way. The Aquadeck PC solar metallic slats complement the project's overall colour scheme on every level. The Theisens' pool is fitted with stairs all along its entire width for an ideal family functional option and for those frequent occasions when the pool is used by more people.

As this was one of Zörkler und May's first projects, great emphasis was placed on every single detail. Everything was prepared well in advance, to ensure everything went smoothly. NIVEKO always delivers its pools at pre-arranged times and this was no exception. Step by step – unloading the pool from the truck, placing it in the ready-made hole and concreting it in. Just a few days later everything was complete and the finished project was handed over to the happy owners.

  
**SOMMERPOOL**  
SCHWIMMBADTECHNIK





It also helped that the pool was installed in the spring – the truck and crane had no problem accessing the site. One of the trickiest moments was installing the stones, which calls for highly refined and precise work, but even there everything went according to plan.

Looking back, the people at Zörkler und May are very proud of their project for the Theisen family. The exclusive Overflow Advance pool was a stress test for the company, but they handled it perfectly and have since benefited from the experience gained when working on subsequent projects. During the 6 months from the first meeting in November 2019, the pool was installed in March 2020 and the finishing touches were completed in April. At the start of this year's season the Theisens were so happy that they were the first to have a pool commissioned by Zörkler und May in the spring. May many more such successful projects follow!





## PRODUCT VIDEO: BEHIND THE SCENES

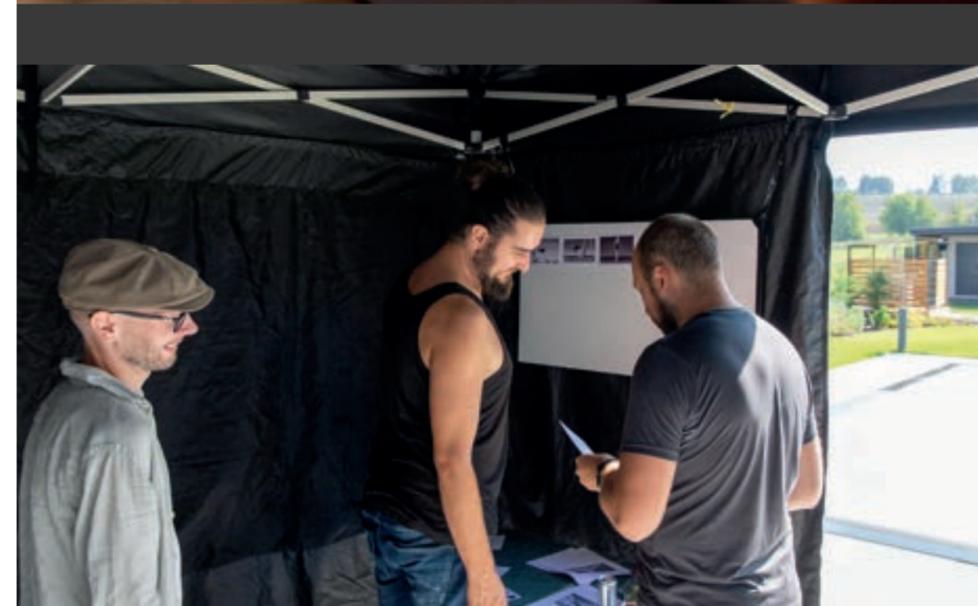
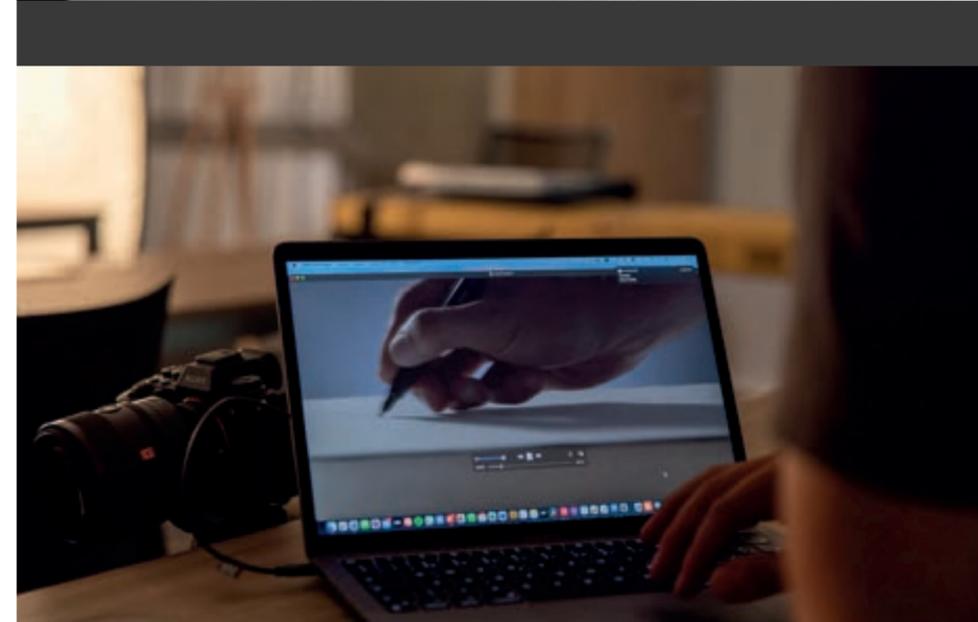
NIVEKO's aim has always been to take a step in a new direction, to stand out from the competition and to make an impression with an unexpected idea. Our pools offer outstanding configuration potential and are available in various types, making them unique in our field. This corporate philosophy has also been followed by the NIVEKO marketing department in making the new company video. Read on for a look at how the entire project originated.

It all began with one simple question – “how to make a video that can easily attract the interest of a regular person while also providing experts with important information on the topic?” One key point was choosing the right theme for the video, and we opted for a presentation of the NIVEKO pool portfolio. Each pool type deserves its own spotlight, with its own story and appeal to a wide range of customers. So, our aim was to give each pool type a time to shine and be the centre of focus.

The first phase of the project might seem rather laid back, but this was the birth of a future vision that, after months of hard work, has transformed into the result we wanted. Gathering inspiration from topics associated with our company philosophy, tradition and quality such as craftsmanship. While also drafting the individual scenes, interweaving our thoughts and feelings with useful information.

It was with this concept that we set out to seek the best partner capable of bringing our idea to fruition. This proved to be a formidable task for many reasons – up until then there hasn't been any videos created in this caliber in the pool industry, which perhaps surprisingly, turned out to be a challenging task for many marketing agencies. After an extensive search, we happily found a full-fledged partner and the beginning of the project was well on its way.

What we wanted for the final outcome was a combination of 3D models, real shots and a voiceover to accompany the viewer through the experience. This scenario is the first step of many before moving forward. Presenting the characteristics of each individual pool, describing what makes that pool unique from the others, and explaining the main benefits and reasons for buying one – we summed all this up in a few short sentences with great emphasis on each individual word.



The next step was to work on the 3D animations that provide a detailed look at how our overflow and skimmer pools are constructed. NIVEKO partners could easily use this video as a marketing tool when selling a pool – simply run the video for the customer and the differences between the individual types are beautifully clear, with no complicated explanation needed. This makes it an exclusive tool that blurs the boundaries between marketing and sales to which will benefit all NIVEKO partners across the whole of Europe.

The footage was shot in the NIVEKO indoor and outdoor showrooms and at one of our customer's home. This achieved the diversity that we like to associate with our pools. The scenes showing our demo pools were primarily shot by a drone, through this filming technique it is evident in how smooth the camera angle moves. The sketch used was hand drawn by our colleague from marketing and the sequence was then layered in the scene where the stroke of a pencil on paper blends into an effective shot of the pool.

The following day of shooting was all about capturing the star quality of our pools with the help of our charming model. This added a human touch to the video allowing the viewers to connect with their own ideas and advantages of owning a pool. The day was spent shooting the individual scenes in and out of the pool and finding natural transitions that fuse elements of water. Everything down to the last details was orchestrated – the lighting, the camera settings and rehearsing all the shots.

Nearing to the end all that remains is putting together the photos, videos, and animations for the professional dubber to record the voiceover carried by inspirational music. Through all the many conversations that were had the end result paid off, our vision has become a reality and the results speak for itself – and that's the story of the NIVEKO product video.

[www.niveko-pools.com](http://www.niveko-pools.com)