

# SPN

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OFFICIAL MAGAZINE  
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## IN BRIEF

### FINA AND MYRTHA POOLS EXTEND PARTNERSHIP

At the end of December, FINA and Myrtha Pools confirmed the renewal of their long term partnership that will see Myrtha proudly continue as one of FINA's Official Partners for the next four years, through 2025.

Announced on the pool deck of the 15th FINA World Swimming Championships (25m) 2021 in Abu Dhabi, the extension of the partnership will see Myrtha Pools continue to supply state-of-the-art competition pools for the FINA World Championships and FINA World Swimming Championships (25m).

### HAYWARD ANNOUNCES PARTNERSHIP WITH INTERNATIONAL POOL FABRICATOR

US brand Hayward, a global designer, manufacturer and marketer of a broad portfolio of pool equipment and associated automation systems, announced last month an agreement with Plungie, an Australia-based fabricator of monolithic concrete pools, to outfit all future installations in North America exclusively with Hayward pool equipment.

Equipment emphasised within the exclusive deal included Hayward's industry-leading line of ultra-high efficiency pumps, the top-ranked Omni automation platform and app, and AquaRite S3 salt chlorinators that require 1/3 the salt of leading competitors. The partnership will bring greater convenience and cost savings to consumers, particularly those looking to install smaller garden pools.

To better serve the growing demand within the North American market Plungie recently opened an ISO-accredited manufacturing facility in Dallas, Texas. Two additional facilities are expected to open across the US in 2022.

# Studio Apostoli Celebrates 25 Years Of Wellness Design

The Verona-based studio founded by Alberto Apostoli, internationally renowned for its wellness and hospitality design projects, is celebrating its 25th anniversary this year.

"Since 1997 I have been working in a niche sector in the world of design," said Alberto Apostoli who, after collecting over 50 international awards, writing books and designing projects from China to the Americas, reaches a new stage in the history of his studio, reaching the 25-year milestone.

The 'niche sector' is that of wellness, in which Studio Apostoli has worked as a multidisciplinary practise. In addition to architecture, interior design, engineering, project management and strategic marketing consultancy for the success of Spas, the studio has also driven the founding, researching and promoting of associations dedicated to new legislative or certification methods related to the sector.

The studio has even had a hand in creating key industry and product design trends, obtaining patents and creating its own products, as was the case with 'Sasha', a Spa created for Jacuzzi in



2010 which remains an integral product for the American multinational, promoting wellness as a 'widespread, democratic' concept that is now also accessible in the private and domestic sphere.

"A lot has changed in the last 25 years and the wellness world has experienced exponential growth that other sectors have not experienced to the same extent. Today, everyone is looking for wellness, and they're looking for it everywhere; it wasn't like that before – it's become a lifestyle. When I approached this area, I found a blank slate on which I could build a great deal: first a philosophy, then projects and then products that would be able to meet specific needs or even anticipate them," said Apostoli, who now has a diverse team of professionals in his studio, some of whom are from overseas to enable and manage seamless interaction with the diverse markets in which the studio operates.



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## Social Responsibility At The Forefront Of NIVEKO's Philosophy

During the 25 years since it was first established NIVEKO has worked its way up to become a top manufacturer of swimming pools of the very highest standard. Its emphasis on the quality of its materials and craftsmanship, efficiency and precision manual work, as well as the social and environmental aspects of its business – these are all in line with the latest European standards. As the name NIVEKO implies – EKO (ECO) factors and social responsibility have been at the forefront of the company's philosophy since the very beginning. All residual material left over from production is recycled and reused in other branches of industrial manufacturing. As the given material is of very high

quality it is easy to recycle it as regranulate, meaning it places no burden on the environment as waste, and can be reused for further processing.

In 2021 NIVEKO started to support UNICEF, specifically its WASH programme. The main aim of this programme is to provide drinking water for people most in need in crisis-afflicted regions. This also puts the requisite hygiene and sanitation conditions in place in affected areas, and, in addition to wells being built, in many cases children also receive an education. NIVEKO sees its support for WASH as an organic step, one that goes hand in hand with the development of the company and the associated potential to bring about positive change in the world.



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