

we  
are



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**we  
are**

**passion** experience  
research & innovation  
**design** technology  
italian style  
**quality**



# We are

## an International Story of Excellence

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In 1961, near Garda Lake in Italy, Myrtha Pools made its first splash in the aquatics market. Since that time Myrtha has transformed the aquatics industry worldwide, with innovative pool design, breakthrough technology and game-changing efficiency. As we approach our 60<sup>th</sup> year, we continue to shape the future of aquatics with creativity, innovation and leadership.

**1961**

We got our feet wet in Castiglione delle Stiviere, Italy.

**1977**

We acquired the German patent for Myrtha Technology.

**1987**

We constructed the first temporary pool for the European Championships in Strasbourg, France.

**1997**

We introduced RenovAction technology enabling the almost magical refurbishment of older pools.

**2000**

We opened Myrtha Pools US division in Florida, USA.

**2009**

We became Official FINA Partners.

**2012**

We built 7 swimming pools for the 2012 Olympic Games in London.

**2016**

We provided an astounding 18 pools for the 2016 Olympic Games in Rio de Janeiro.

# We are

# changing the shape of water

Pool design, engineering and technology have an effect on all things aquatic, from a 10-year old's vacation fun to the preparation of an Olympic budget and more.

Competition, Leisure and Hospitality may be distinct aquatic markets, but each benefits from the creative convergence of aesthetics, innovation and technology that we bring to pool design. Fun, fitness and, of course, competition are all enhanced by Myrtha's attention to the shape of water.





**We  
are**



# **competition** \_\_\_\_\_

Myrtha takes top spot on the podium when it comes to the world of competitive swimming pools. Temporary or permanent, Myrtha pools are fast, flexible and formidable. Swimmers, artistic swimmers, divers and water polo players work hard to reach the top of their sport. We guarantee them venues that match their commitment.





# We are



# leisure

Long before there were gold medals and world records happening in the water, there was splashing, dunking, swimming, cooling off and having fun.

Community pools, water parks and splash pads are all about creativity and enjoyment. Our technology brings functionality and fun together in the water, which brings us no end of satisfaction!

# We are



## hospitality

In Hospitality, resorts, spas and hotels, our customers look to Myrtha for the spectrum of strengths we offer. Creativity, design, engineering and technology are all in-play to create aquatic environments that are inviting, invigorating, exclusive and enduring.



**“Our challenge is both technical and aesthetic. We create and complement architecture and design. We build pools that are destinations.”**

Roberto Colletto, CEO Myrtha Pools



# We are



# technology

#### **MYRTHA TECHNOLOGY**

Myrtha's game-changing, proprietary, pre-engineered modular pool system features laminated stainless-steel panels with buttresses creating a sturdy, light and completely waterproof structure.

#### **RENOVATION**

For refurbishment and/or renovation of existing pools, our **RenovAction** technology offers an intelligent and efficient solution based on Myrtha Pools' exclusive modular system.

*We manage all water quality and health requirements.*

*We develop new solutions for water circulation.*



# we are

# design

Design is the difference between acceptable and extraordinary. With our creative, thoughtful approach, we challenge our pool designs with environmental, technological and budgetary considerations and consider every angle, detail and finish to deliver pools that meet every need.

# we are

# evolution



Myrtha Pools is a dynamic and continuously evolving company. We've become worldwide leaders in pool design and installation thanks to a determined commitment to innovation. Our R&D team drives the future of aquatics while searching the world for new opportunities, materials, finishes and challenges.



# we are

# quality

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#### **MADE IN ITALY**

Myrtha Pools are lovingly crafted in Italy to meet the highest standards of engineering and design. Every finish, surface and accessory gets our passionate attention!

#### **DESIGN WITHOUT LIMITS**

Our unparalleled modular system offers unlimited flexibility and complete creative control. With the best of technology and the highest attention to safety and comfort, we can deliver aquatic venues of virtually any size and configuration.

#### **READY-TO-SWIM**

From the first feasibility study to the day you're diving in, Myrtha Pools is focussed on customer needs and delivering a "just-add-swimmers" solution. It's your pool, but it's our project and we thrive on customer satisfaction.

#### **ENVIRONMENTALLY-FRIENDLY**

Myrtha Pools uses materials with low environmental impact that generate up to 50% less CO<sub>2</sub> emissions than a traditional tiled concrete pool.

#### **CERTIFIED QUALITY**

Myrtha has a quality-based system, which enables the company to identify, measure, control and improve the various processes that will ultimately increase professional performances.

#### **POOL ACADEMY**

In our company run Pool Academy (it's like getting a PhD in pools!), we train our technicians, installers, sales agents and sales support personnel from all around the world. Our people know our products!



**we  
are**

**worldwide** \_\_\_\_\_

**70**  
countries

**310**  
employees

**5**  
subsidiaries

**400**  
representatives

**1.500**  
swimming pools annually

**more than 300**  
public pools

A photograph of a person's legs and feet resting on a blue mat. A laptop is open in front of them, and the scene is set against a dark background. The text 'We are' is overlaid in large, bright blue letters.

# We are

## on a mission \_\_\_\_\_

For recreation, wellness and competition pools, Myrtha brings decades of aquatic design know-how and market-leading technology to work for our clients. From first drawings to finished facility, Myrtha Pools is your partner in the pool!



# we are

# people —

It must be said, we are nothing without our people. Our international team of designers, engineers, installers, sales staff and administration work together to allow us to offer an effortless workflow and sensational service on every project.



The world is two thirds water.  
But we're not done yet!

quality · research & innovation · design · passion

italian style · experience · technology · evolution