

Portcrl Offers Custom Designs and Finishes

With the majority of hot tub and swim spa offerings driven by mass production techniques, European partners Portcrl and Aegean Spas have teamed up to fill a gap in the market for bespoke, custom-made spas.

Aegean have been building awareness of Portcrl's bespoke wellness projects, principally to designers and architects, during 2017.

Aegean is now looking to award dealership territories to retailers who wish to complement their existing offerings with a premium range of highly customisable products.

"Our intention is not to replace existing dealer ranges and we do not expect or call for sole brand exclusivity," explains Chris Perry of Aegean Spas. "However, for dealers looking for a fuller range, we also have the Aegean LPS range of spas to build out the mid-range."

Display dealers are guaranteed to secure a sizeable exclusive territory and receive any leads generated in that area. Chris again: "We believe customers are willing to travel further for personalised product and service and do not intend to put dealers on each other's doorsteps in the way many other brands do."

Display orders will include a free sound system, handmade Corian design step(s) and

delivery supported by full after sales support for service and parts in the UK operated centrally from the West Midlands.

The Portcrl philosophy is centred around customisation and that each customer has different design and physical demands.

Says Chris: "Portcrl believe that today's customer expects products and experiences to be tailored more individually."

"Even big companies like Nike allow customers to design their own footwear as an exclusive," he adds.

"A different project based rather than production line factory approach enables Portcrl to build one of a kind products."

"This approach also provides showroom dealers a more innovative way of engaging the end user in the sales journey."

Portcrl and Aegean have a very close relationship with Portcrl manufacturing the Aegean LPS range, well known throughout the UK since the turn of the millennium. The individuality of design also ensures an attention to detail throughout the entire manufacturing and testing process to ensure every spa is in perfect working order prior to delivery.

CONSTANT INNOVATION

Established in 1996, constant innovation drives their success in creating hydrotherapy products that contribute well-being, relaxation, and quality of life for all of their customers. Made at its manufacturing plant in Porto, Portugal, Portcrl design and manufacture to the highest standards using only the best quality components with 16 models of spas and swim spas in their current portfolio.

The best-selling Lounge Concept III stands out as a striking contemporary design with RRP ranging from £12,500 to £17,000 inc VAT depending on models and options. A configuration of two loungers and one upright seat measuring 1.9m x 2.2m, the



ABOVE: Portcrl spas offers a huge variety of colour finishes, ordered on a bespoke basis.



ABOVE: Chris Perry, of Aegean Spas, believes Portcrl products fill a distinctive gap in the spa market.



ABOVE: *The Lounge Concept III is the top-selling spa from Portcrl.*

specification includes three pumps (inc one circulation pump) and a heated air blower along with Balboa touch screen controls, UV, ozone, aluminium frame and triple insulation.

The Power Swim is a swim-spa, which combines the benefits of physical exercise with warm water hydrotherapy. As well as swimming, users can choose to jog, or even add an underwater cycle, for a complete low impact resistance work out. The non-slip floor and fully adjustable intensity level makes the Power Swim ideal for all the family's exercise needs.

The Prime Spa range offers exceptional levels of power, massage variety and performance coupled with unique customisation options. (further detailed below) and cover a price range from £15,800 to £17,500 RRP inc VAT. Three swim spa models complete the Portcrl offering and range between £18,000 to £22,000 RRP.

DISTINCT OPTIONS

One of the distinct options that ensures Portcrl stand out from the norm is its Coril® painting technology. An exclusive technique offered by Portcrl allows customers to choose any colour and design for the spa shell finish, accommodating a personal touch to

complement literally any design theme.

This makes Portcrl's Club Spa, with overflow, a perfect choice for commercial use in hotels, leisure centres, health spas and high-end clients. Portcrl offers a comprehensive list of customisation options and can optimise the specification to suit. An exclusive Portcrl feature is the ability to supply in any colour to match corporate brands - and can even customise the shell with the client's logo.

"With such customised products, we do not hold stock and lead times are currently running at six to eight weeks," adds Chris.

"End users appear very happy with these timetables -- typically a sofa nowadays takes 12 weeks and built to order and we feel a spa is a more significant investment."

Chris concludes: "Display dealers are guaranteed to secure a sizable exclusive territory and receive any leads generated in that area."

To find out more dealers can contact Chris for an informal discussion on the contact details below.

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ABOVE: *Spas like the Portcrl Prime XL offer an added extra for higher end projects.*



ABOVE: *The Prime XL offers the wow factor on showroom sales floors.*