



FOR IMMEDIATE RELEASE

Latham Pool Products Opens a New Fiberglass Pool Manufacturing Facility in DeWitt, Iowa

October 19, 2017 – Latham Pool Products Inc., North America's largest manufacturer of inground residential swimming pools, announced today that the company is opening a new fiberglass pool manufacturing facility in DeWitt, Iowa. The 45,000-sq.-ft. facility increases Latham's production capacity in the Midwest. The facility adds to Latham's seven (7) existing fiberglass pool manufacturing locations, expanding their distribution reach strategically throughout the U.S. The location is expected to double its workforce over the next 1-2 years. Along with this new location in DeWitt, Iowa, Latham also operates facilities in: Williams, CA, Zephyrhills, FL, Breaux Bridge, LA, Rockingham, NC, Fayetteville, TN, Odessa, TX, and Jane Lew, WV.

"We're excited to be expanding our footprint in this growing segment of the market." Tom Straub, Latham's Sr. VP Sales & Marketing said. "As the market leader, Latham continues to invest in its business to better serve our customers. We are opening this facility to meet the growing demands in Minneapolis, Milwaukee, Chicago and other Midwest markets. We will be manufacturing all of our fiberglass product brands at the new DeWitt facility, offering unmatched scale and market access. This will significantly reduce freight costs giving our customers a competitive advantage."

"As consumer awareness increases, fiberglass pools are growing in demand." Mark Laven, Latham's CEO said. "Latham strives to provide opportunities for dealers to grow their businesses, thus allowing the industry as a whole to grow and become stronger. We feel a responsibility to offer dealers direct access to fiberglass pools to support consumer demand."

About Latham Pool Products

Latham Pool Products is the largest manufacturer of swimming pool components and pool accessories in North America. Latham's products are sold primarily to the in-ground pool market, both through a wide range of business-to-business distribution channels in the U.S. and Canada, and direct to pool builders and dealers. Latham is headquartered in Latham, New York, with over 21 locations in the U.S. and Canada. The company is a Wynnchurch Capital, Ltd portfolio company, and has over 1,300 employees.

Latham Pool Products is the parent company to many industry leading brands, including Viking, Trilogy, and Blue Hawaiian fiberglass pools; package pool brands Pacific Pools, Fort Wayne Pools, Kafko Pool Products, Performance Pool Products, Premier, Oasis, Plastimayd and VynAll pool liners, CoverLogix manual safety covers, Coverstar and Pool Cover Specialists automatic safety covers.

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