



# Desjoyaux Pools

*a brand where success comes as standard*





## LEADERSHIP IN INNOVATION



*Choosing a leading brand is always a strategy for success*

"All the greatest success stories begin with an encounter..."

Success never happens by chance. It is the result of encounters, exchanges, and sharing ideas and beliefs around a basis of solid values such as perseverance and a passion for innovation.

**Piscines Desjoyaux** is currently the world's largest swimming-pool manufacturing group, and a brand whose leadership is known and recognised globally. From the outset, we have always strived to fulfil our ambition of enabling as many people as possible to make the pool of their dreams a reality.

When I say "we", I am of course thinking of my father; but also the 5,000 members of our group who are flying the **Desjoyaux** flag high and proud across all five continents.

And I am also thinking of all those who will be joining us in the future, to help us fulfil our ever-growing ambitions.

Jean-Louis Desjoyaux

\* Take the lead...  
choose **Desjoyaux**

\* **Desjoyaux**: the driving force behind family pools on an industrial scale

The first Desjoyaux pool dates back to 1966, when Jean Desjoyaux, an artisan mason, decided to pursue his ambition of making the joy and comfort of a personal, family pool available to as many people as possible. It proved an immediate success. And so was born the family pool, built to extremely high quality standards, but produced on an industrial scale, thus making it more affordable. With two exclusive international patents under its belt, the **Piscines Desjoyaux** group is now focused on developing the very market it created.

\* Over 210,000 pools manufactured and installed throughout the world

Persistence is always a sign of a leader. By remaining focused on the fundamental desire to make everyone's dream pool an accessible reality, and by riding high on the wave of the ever-growing home-leisure market, **Piscines Desjoyaux** has today become a sound industrial group, and the leader in its market sector. The company is listed on the Paris stock exchange and is the benchmark for its market, exporting its exclusive technology and unique know-how all over the world.

\* New prospects for tomorrow's concepts

To be a leader, you have to surpass yourself on a daily basis, and foresee new market trends. **Piscines Desjoyaux** is a true pioneer in this field, and shines on the international stage with the world's largest exclusive network, comprising over 5,000 people and more than 80 sales outlets. Moreover, the **Desjoyaux** group has all the energy and drive it needs to continue developing new prospects. So, in coming years, the brand's flag is set to be flown even higher than ever as the group pursues a winning strategy for global success, with the major expansion of its distribution network, and the creation of even more innovative products and services.

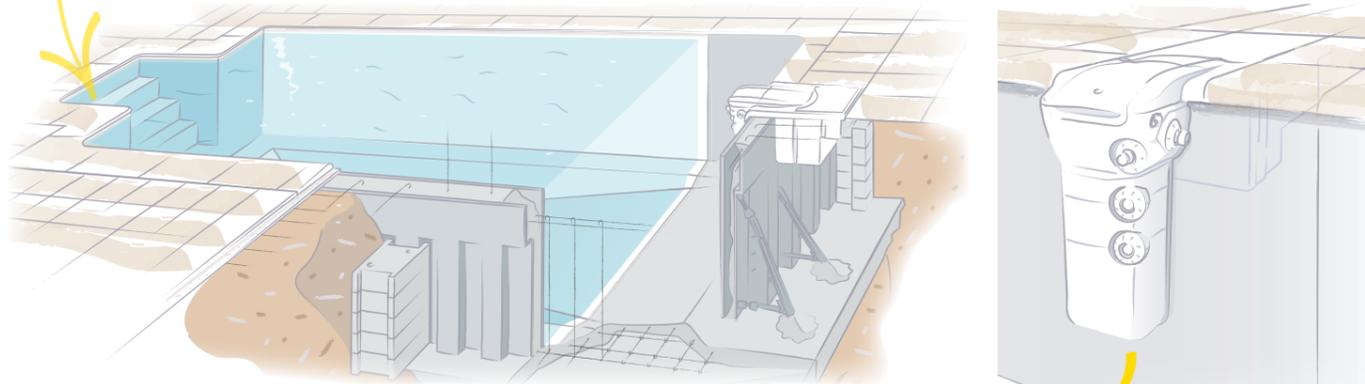


# A TECHNOLOGICAL LEADER



*Twin patents for an exclusive dual concept that has conquered the world*

With **Piscines Desjoyaux** comes the added benefit of an exclusive dual concept that has revolutionised the swimming-pool market: an active permanent casing, injection moulded in recycled polypropylene for the pool structure, coupled with a pipeless one-piece filtration unit that keeps the water crystal clear.



The casing was invented and patented in **1978**, and was soon joined by the pipeless one-piece filtration unit, patented in **1983**...

With these exclusive inventions – just two of the group's many innovations – **Piscines Desjoyaux** achieved much more than simply being ahead of its time: the brand actually democratized the market for individual inground swimming pools. The products' intelligent design, combined with effective industrialisation techniques, paved the way for the distribution of in-ground swimming pools on a much wider-scale. The swimming pool was thus made more accessible, no longer a major investment for private households.

In terms of personal image too, the swimming pool has evolved from an outward sign of wealth back in the days to a regular feature of many homes, and a leisure product that is accessible to a far greater number of people. As bright ideas are recognized over the world, these two particularly innovative concepts have enabled **Piscines Desjoyaux** to export its products to over 80 different countries.



# AN ENVIRONMENTAL LEADER



Today, eco-friendly concepts occupy an increasingly important place in our everyday lives. **Piscines Desjoyaux** has recognised this importance for a long time, and through its exclusive concept and the company strategy built around sustainable development, it has become a leader in the field. Every new product, together with the whole manufacturing process, is designed with the environment in mind.



## The first pool structure 100 % recycled

All our casing panels are manufactured entirely from recycled polypropylene mixed with carbonate. Once the recycling process is complete, they are buried in the ground to form a sustainable structure.

## Economy and the environment

The **Desjoyaux pipeless filtration system**, with its unique circulation feature, helps preserve the environment by avoiding any discharge of treated water into the drainage system, while also offering savings in two areas: first, in terms of water consumption, as no backwash operations are required for maintenance; and secondly, in terms of energy, as electrical consumption is kept to a minimum by eliminating inherent head losses associated with the water circuit.





## AN INDUSTRIAL LEADER

### Piscines Desjoyaux: a production facility unique in Europe

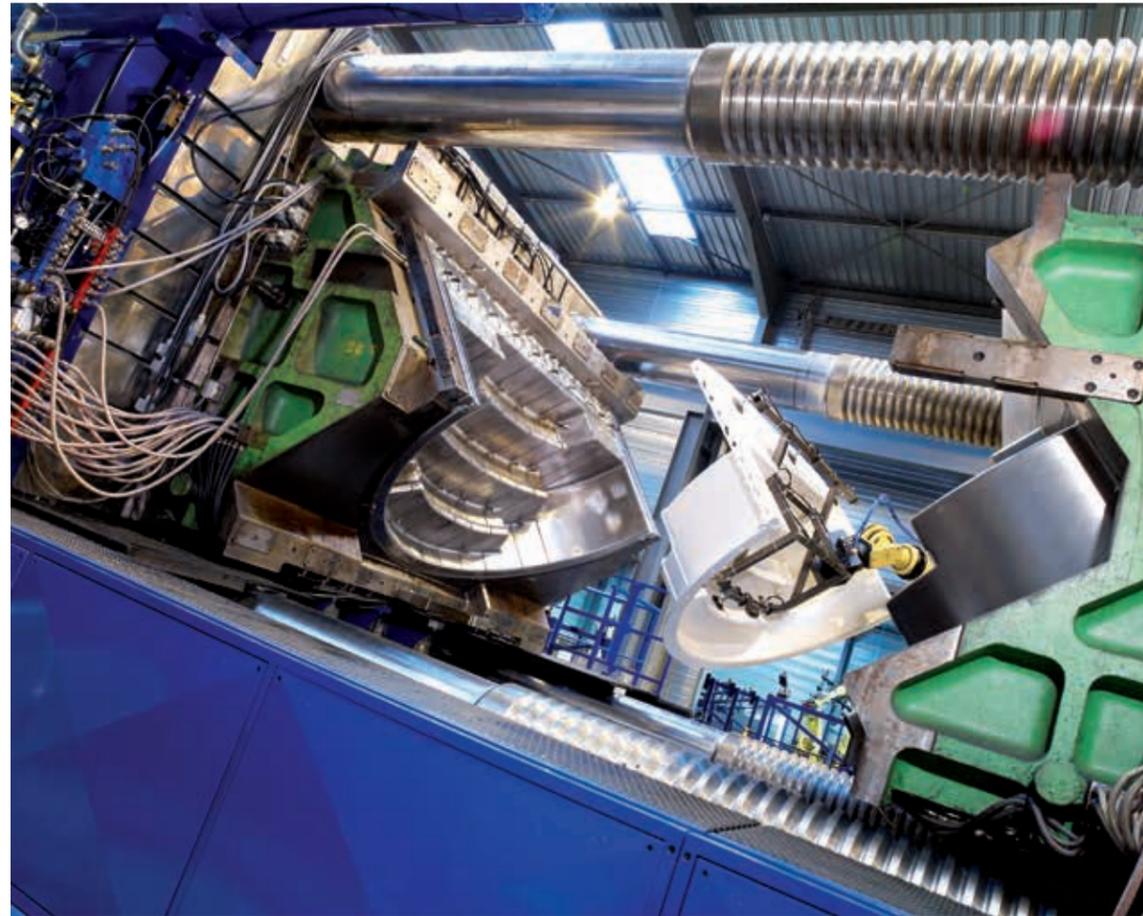
Industrialized processes that have maintained the core values of traditional craftsmanship...

Piscines Desjoyaux's leadership is the result of strong industrial investments and its progressive approach to research and development (R&D), combined with the traditional values of the craftsman. By industrialising and standardising this knowhow, Piscines Desjoyaux ensures the superior quality of all of its products while also registering several new international patents each year. By striving for even higher quality and constantly innovating, Piscines Desjoyaux continues to meet the demands of both the general public and specific market sectors (e.g. public swimming pools) in terms of standards and quality.

### A 430,000 sq.ft. production site, a 6,600 tons press...

The Piscines Desjoyaux production facility extends over a 430,000 sq.ft. site in France. It is home to a set of injection presses that is unique in Europe in terms of its diversity and its wide range of capacities, with a closing pressure ranging from 100 to 6,600 tons. The 6,600 tons press is a technological jewel, and is principally used for manufacturing the staircases (exclusive to Desjoyaux).

This press is also used to manufacture the casing panels that make up the pools themselves. Furthermore, it is this unique piece of equipment that feeds the imaginations of our R&D team, offering them the possibility of creating important and large-scale items in record time.



## A LEADER IN MANUFACTURING

### Expertise throughout the production process

By integrating the entire production chain – from invention right through to production – Piscines Desjoyaux can make the most of its leading-edge creativity while still maintaining total control over the quality of its end products, whether the pool concerned is 150 sq.ft. or 210,000 sq.ft. in size, and whether installed in France or on the other side of the world. It is the strength of this production process that enables Piscines Desjoyaux to keep the market lead, by launching new innovations sure to attract ever-increasing numbers of customers. It also allows Desjoyaux to maintain control of prices, stock and supplies.





# A LEADER IN TECHNICAL EXPERTISE



2 exclusive concepts tailored to meet all market demands

## 1/ The pool structure

A swimming pool is a complex structure that must reconcile several different elements in order to satisfy its end-users. First, a single-unit structure to hold the water; next, a filtration system to maintain water quality; and finally, the shape and size of the backyard where the pool has to be installed. Moreover, its design must ensure that the structure is solid and will resist all kinds of weather, while also allowing for rapid construction.

The "active permanent casing", invented and patented by **Desjoyaux** in 1978, is made from recycled polypropylene components that are injection-moulded and assembled in the form of panels. These panels can be adapted to any shapes or sizes desired. Once correctly adjusted, these casing panels are then reinforced with concrete, poured on-site in a single operation, thus linked to the pool floor to create a monolithic structure. Once the concrete has been poured. The pool is then ready to be fitted with a liner, which will be supported by the mortar finish at the bottom of the pool and the walls of the casing at the sides. The pool is also fitted with liner locks to hold the liner in place.

Although such operations still require skilled construction trades, **Desjoyaux's** exclusive concept allows for greater flexibility, a significant reduction in installation time, and tried-and-tested reliability. **Desjoyaux pools** also come with a 10-year guarantee covering manufacture and installation.



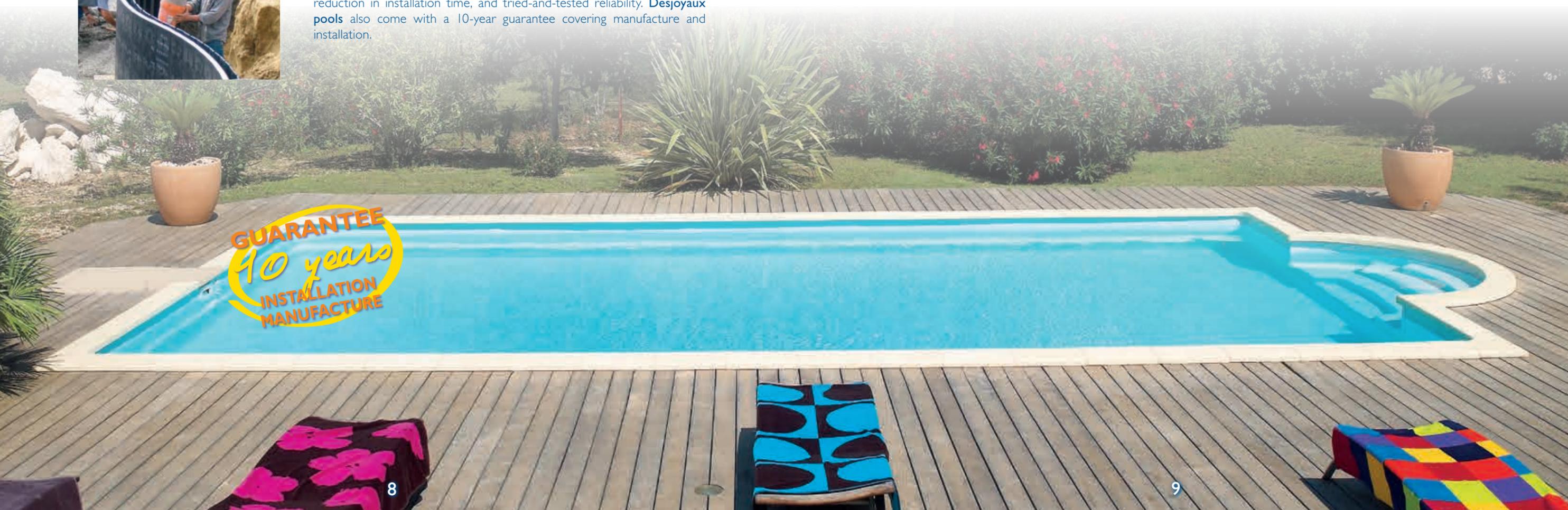
## 2/ The filtration system

Water quality and pool maintenance are directly linked to the choice of the filtration system. When **Desjoyaux** invented its compact filtration system, it changed the face of pool filtration forever, waving goodbye to the traditional filtration system with equipment pads and buried pipes – very costly to install and maintain and will often fall victim to leaks over time.

The **Desjoyaux filtration** unit was designed according to the same principles as the active permanent casing. It combines rapid installation with long-lasting craftsmanship. It is independent from the pool structure and fits onto the pool wall. It comprises an immersed side that incorporates the spotlight and all the filtration elements, and a rear side that slots into the deck and which serves as a pump compartment. Water is drawn in by the skimmer, filtered through the ultra-fine filtration filters from 30 to 6 microns and discharged back to the pool via nozzles. A circulation system ensures that all pool water is filtered via the filter. Finally, the filtration unit is also home to various treatment products which guarantee the hygiene of the water. This ingenious process – exclusive to **Desjoyaux** – is today available on a wide range of products over the wall or integrated filtration units, filtering steps, etc., to satisfying all requirements and configurations.



**GUARANTEE**  
**10 years**  
**INSTALLATION**  
**MANUFACTURE**





# A LEADER PRODUCT RANGE



Catering to each market sector and opening up a new way of life

Whatever your needs, whatever your budget, wherever you live, there is always a **Desjoyaux** solution to make your project a reality. Through its constant innovations and the industrialisation of its products, **Desjoyaux** continues to open up and create new markets. From the most affordable to its top-of-the-range products fitted with the latest technology and luxury features, **Desjoyaux** has a solution for every situation – and furthermore extends these solutions to the whole backyard ; transforming it into a true living and well-being space.



*Piscines Desjoyaux is more than just a strong brand, above all, it's a mark of quality*



## From family pools to luxury facilities

The success of the Desjoyaux brand has its roots in a single aim: to make the pleasures of a family pool available to as many people as possible. The development of industrial methods and innovative solutions provided **Piscines Desjoyaux** with everything it needs to make inroads into the luxury pool market: not only reliability and high manufacturing quality, but also exclusive services, equipment and options to satisfy an exclusive clientele...



## Pools for collective use

Thanks to its panel assembly system and its pipeless filtration unit, **Desjoyaux** can make even the wildest dreams come true. Already well established internationally, the brand works with a number of prestigious hotels, offering pools that are impressive in scale and often highly original in form.



## Pool renovation

An over the wall filtration unit combined with a reinforced liner is the ideal solution for renovating a pool of any sizes, whether for private or public use. With an exclusive technique that can be adapted to all types of pool, **Desjoyaux** is developing new prospects for the future in the pool renovation sector. The **Desjoyaux** solution is quick to implement, and



just as reliable as a brand new pool – but more economical! The **Desjoyaux** solution has everything in its favour to be successful in this new market.



## Equipment and maintenance

**Piscines Desjoyaux** invests \$6 million of its own funds per year in R&D. The firm not only develops products that are exclusive to the **Desjoyaux** brand, but also creates solutions suitable for all makes and types of pool. As a result, existing customers remain loyal to the brand, new customers are won over, and the **Desjoyaux** dealer benefits from a wider product base. By offering a range of innovative equipment designed according to the brand philosophy, **Piscines Desjoyaux** transforms the pool and its surroundings into a true outdoor living space.

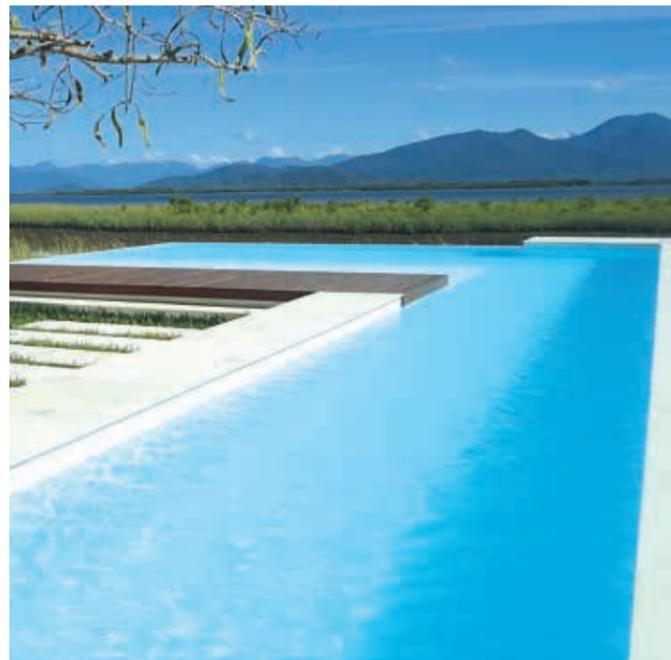




## AN INTERNATIONAL LEADER

Join forces with over 5,000 people throughout the world

With **Desjoyaux**, over 210,000 families throughout the world enjoy vacations all year round in their backyard. The **Piscines Desjoyaux** network already includes more than 5,000 people worldwide who work for the brand in one way or another, in over 80 countries. The expansion and increased professionalism of our network in France and abroad confirms our position as world leader. This is the result of more than just a simple desire; as a distribution-based group built around a network of independent exclusive distributors, it is the fruit of a comprehensive company-wide strategy. Furthermore, importers, in partnership with dealers, have contributed to the ever faster growth of our overseas network. All this ensures the best possible conditions for becoming established in the most important international markets.



*The first French pool manufacturer listed on the stock exchange*



### The strengths of a market Leader

- The strengths provided by a well-known and recognized brand, renowned for its credibility and commercial efficiency.
- The know-how that comes with a brand that pioneered the concept and the market.
- The image, force and continual development of the world's leading network of swimming-pool manufacturers.

### Strengths in Innovation

- Constant product innovations.
- Continual innovation in manufacturing techniques.
- Finger on the pulse, market anticipation, a marketing approach combined with R&D prowess.
- Development of new services.
- Inroads into new markets.

### Strengths in Training

- Ensuring that every Partner receives training in the brand's philosophy in support of Desjoyaux's International School intended for the partners and for their teams:
  - Customer relations training
  - Training in installation techniques
  - Management training

### Strengths in Quality

- Guaranteeing the constant high quality of the brand.
- Guaranteeing the supply of products and parts to our network.
- Guaranteeing high-quality advice and team spirit across our network.

### Economic strengths

- Competitive prices.
- Optimized production costs.
- Support and maintenance of our partners' sales margins.





## LEADERSHIP IN FIGURES

1966

Jean Desjoyaux builds his first swimming pool.



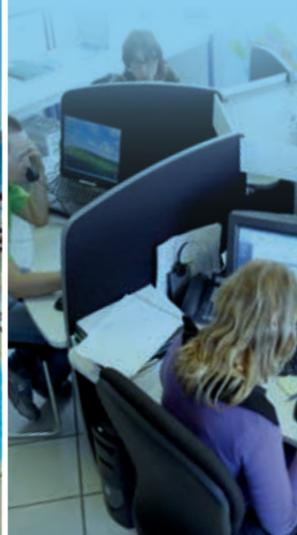
210 000

The number of Desjoyaux pools manufactured and installed throughout the world.



5 000

The number of people in the world who work for the Desjoyaux brand every day.



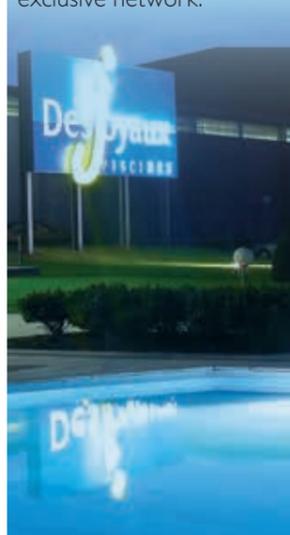
\$ 6 million

The amount of its own funds that Piscines Desjoyaux invests in innovation every year.



80

The number of countries in which Desjoyaux operates, making the brand the world's largest exclusive network.



1<sup>st</sup>

The worldwide position Piscines Desjoyaux is aiming for, every day and for years to come.



Desjoyaux benefits

### The brand

- No royalties
- No right of entry
- Profitable from year one
- Limited stock
- \$ 30,000 contribution

### Leader

- The world's largest network
- 80 countries worldwide
- 450 stores in the world
- 210,000 pools installed

### Our DNA

A family-run, family-focused company  
Fourth generation

1966 - 2016

- 50 years of experience
- Family-run
- Dynamic
- Approachable
- A common-sense approach
- Open
- Accessible

# 50 years of pool innovation



RCS 301 464 590 - 2017



11007 Alpharetta Highway  
30076, GA. Roswell  
Ph. (770)-225-0825  
info@desjoyaux.fr [www.desjoyauxpools.com](http://www.desjoyauxpools.com)