

# POOL & SPA

# NEWS

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## Pentair Buys Sta-Rite

**By Bob Dumas** In one of the largest transactions in industry history, Pentair Inc., announced that it has reached an agreement with Wisconsin Energy Corp. to buy WICOR Industries — the parent company of Sta-Rite Industries — for \$850 million.

Milwaukee-based WICOR

manufactures pool and spa equipment, water systems and pumps under the Sta-Rite, SHURflo and Hypro brands. It is expected to generate sales of approximately \$750 million in 2003.

“We expect to combine Pentair’s proven operating disciplines with WICOR’s strong customer

orientation to enhance relationships with our customers,” said Richard J. Cathcart, president/chief operating officer of Pentair’s Water Technologies Group.

WICOR employs 3,500 people in 24 locations worldwide.

A transition team of 90 people

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Against all odds: Despite snowy weather, the Atlantic City Pool & Spa Show enjoyed healthy participation numbers and broke previous seminar attendance records. See pictorial, page 16

## Atlantic City Show Beats the Storm

**By Rebecca Robledo** Despite rumors of bad weather and one particularly snowy night, the Atlantic City Pool and Spa Show still managed to break a number of its records.

The Northeast Spa & Pool Association’s annual trade show Jan. 27-29 saw 455 exhibitors filling 1,220 square feet of booth space.

However, nonexhibitor attendance on the show floor probably fell slightly short of the show’s record. Nearly the same number of badges was produced this year — 11,890 compared with last year’s 11,882. But Show

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ORANGE STREET STUDIO



## Orange Street Studio Los Angeles

Designed in conjunction with DesignARC, Los Angeles

Pool built by Atlas Pools, Los Angeles

Waterfeature built by Tony Devoto, Los Angeles

This property includes an entryway waterfeature and a lap pool in the backyard. The simplicity of form and materials heightens the onlooker's awareness of nearby elements. For example, shadows are cast on the water by a nearby olive tree and the warm, yellow color of the house reflects on the water's surface.

**Contemporary flair:** Simple forms, minimal materials.

**The humanizing touch:** A simple wall of horsetail gives a connection with nature. A combination of textures — concrete pavers, black pebbles and wooden steps — give a soft feel. The stone deck goes to the water's edge, inviting swimmers.

**In the designer's words:** "You're getting this

great play of shadow and light and warm colors being reflected on the surface," says Michael Schneider, ASLA, principal and studio director. "Surrounding you are the warm tones of the house, the shade of the olive tree, the rustling of the horsetail, the warmth of the teak bench. These things aren't experienced in isolation one from the other."