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## **Fast-Growing Pool Service & Water Lifestyle Store – POOLCAT™ – Announces Renovation, Expanded Store**

### ***New Woman-Owned Pool Company Making Waves with Pool Owners***

GRAND RAPIDS, Mich. – June 15, 2023 – Poolcat Products & Service is making a splash today with the summer opening of its new retail store full of everything a family needs to enjoy the water this summer.

The [Poolcat](#) retail store and pool showroom is the first-of-its-kind in West Michigan and serves as both the corporate headquarters for Poolcat's cleaning, service and installation business, as well as a pool products and water lifestyle retail store. The showroom features everything from above-ground pools and water features to traditional cleaning products and equipment, pool floats, kids toys and learn-to-swim products, and a host of unique items for the outdoor water enthusiast.

The 5,400-square-foot space is intended to be the prototype store for future company-owned and franchise locations. Poolcat partnered with contractor EV Construction and minority-owned architectural services firm Isaac V. Norris & Associates on the buildout and new retail concept store. Artist Daven Dubois, an 16-year-old local phenom, was also commissioned for a custom mural in the store and will be completing his work at the

Poolcat is a 100% woman-owned business and pursuing Women's Business Enterprise (WBE) certification. It was founded in 2021 by Amanda Lambert, who decided to dive in following years of frustration dealing with mediocre pool service providers with shallow product knowledge and expertise. She also gained inspiration from her husband, a former lifeguard, swim coach and college swimmer, in expanding the product assortment at the retail store to appeal to consumers from all ages and stages of life.

Amanda is a Certified Pool Operator (CPO) and Certified Service Technician (CST) from the Pool & Hot Tub Association (PHTA), one of only a handful of professionals in Michigan to carry both certifications. The State of Michigan does not require pool certifications despite technicians dealing with hazardous chemicals and electric and gas-powered pool cleaning equipment.

"We're building a company and retail experience that we always wanted as a customer," said Amanda Lambert, President. "Whether you're a do-it-yourselfer or want a hassle-free pool, the water lifestyle is supposed to be about recreation and fun. That's what we're delivering at Poolcat, in the field, at the store, and with our team."

Poolcat carries all the major pool equipment brands including Hayward and Pentair, as well as cleaning brands ProTeam and SpaPure from Grand Rapids-based Haviland Products. The store also features outdoor floats, toys and pool accessories from Aqua Leisure, Airhead, AquaBar, SunBum and Swim Shape.

### **About Poolcat Products & Service**

With the mission of being "#1 in Swim and Fun," Poolcat ([www.Poolcat.com](http://www.Poolcat.com)) is a first-of-its-kind service and retail model focused on a new category: the water lifestyle. Its certified service technicians clean, service and install pools, and its retail store elevates the traditional pool store experience from simply cleaning supplies to the full outdoor pool and water lifestyle including products for adults and children, and toys and towables for everywhere people swim, float and recreate. Contact us at [jumpin@poolcat.com](mailto:jumpin@poolcat.com) or (616) 600-POOL.

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