



Natural Pool
Press Release 01/2007

Natural Pool System in the UK

Biotop Natural Pool Goes UK

Demand for natural swimming pools in Europe has increased dramatically over the past five years. The Austrian company Biotop Landschaftsgestaltung GmbH, active in this sector for almost a quarter of a century, decided to launch its services in the UK, joining forces with Cambridge-based Woodhouse Landscape Ltd. This cooperation goes far beyond the scope of a mere licence partnership. Company head Will Woodhouse was granted a Biotop Master Licence for the UK and has set himself ambitious goals for the future.

The Austrian company Biotop, which is market leader and pioneer of the natural pool movement, is located outside of Vienna in Weidling in the Vienna Woods. Established in 1984, Biotop focuses on the quality and sustainability of its product, the Natural Pool. This requires high-quality training of the staff of all its 32 partner companies. Close contact is maintained within the Biotop Natural Pool Group with partner companies in France, Germany, Italy, the Netherlands and Switzerland, through training sessions and a regular exchange of views. It was obvious to Biotop's founder and managing director, Peter Petrich, that this tried-and-true system would have to be maintained when expanding to new markets – although not by him alone. Entry into the British market was first envisioned five years ago, and Biotop has been preparing for it ever since. This forward-looking approach has now paid off.

Several years ago, US media began reporting in earnest about Biotop, which attracted the interest of both private parties and landscaping firms in the UK. In 2005, Will Woodhouse contacted Biotop concerning two landscaping projects that included natural pools, as he wanted to assure that the pools would function properly after construction was completed. And then Will Woodhouse took a step that signalled to Peter Petrich that here was someone to whom quality was just as important as it was to himself: Woodhouse flew in a specialist from Biotop to supervise the construction of the two natural pools, and also used original Biotop Natural Pool components.

This initial collaboration worked so well that after a year's consideration, intensive planning began for a joint future. In the same manner in which a partner network began to take shape in Germany in 1994, a partner network will gradually be built up in the UK. Here Will Woodhouse will take on the role that Peter Petrich has on the continent: leader and contact for all partner companies.

In the early stages, Peter Petrich plans to be heavily involved in training the British staff. Will Woodhouse has ambitious plans for winning partners. With contracts for seven natural pools this year alone and contact with several potential partners, he plans to build up a countywide partner network in Great Britain within three years and build approximately 150 natural pools annually. Here, the Biotop boss is slightly more cautious. It took almost six years to establish the network in Germany. Quality is a vital factor in choosing partners, as it is quality that will guarantee satisfied customers. And this is the secret of the success of the Biotop Natural Pool Group. 3,000 references are not just a coincidence.

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All digital photos are available free of charge. Please note that Biotop UK must be named as the source – Photo: www.biotop-natural-pool.com /Biotop

If it is possible to note a website: www.biotop-natural-pool.com

If published, kindly send a sample copy to: Biotop UK, Woodhouse Landscape Limited, Manna Ash House, 74 Common Road, Weston Colville, GB-CB1 5NS Cambridge, UK

Digital Photos:



Image 1



Image 2



Image 3



Image 4

Captions:

Image 1 and 2: Peter Petrich's favourite project of recent years: the natural pool at Hotel Marini in Italy.

Image 3 and 4: Will Woodhouse's natural pools, for which he flew in a specialist from Biotop (Image 3: Foto by Zara Napier/Biotop UK, free of charge*)

*) More photos of Biotop Natural Pools by Zara Napier are available. Please contact Ms. Napier: napierfz@aol.com