



For Immediate Release
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Natural Swimming Pools (NSPs) Making Big Splash in SoCal

Local Ojai Pool Store owners (Troy & Jeri Becker) and Plantasia Landscaping principals (Laurence & Jenny Nicklin) join forces with German-based BioNova

Ojai, CA – When Troy first heard about NSPs (Natural Swimming Pools), there was no doubt in his mind that the U.S. pool industry would eventually move in this direction. Troy and his wife Jeri began their due diligence and in 2011 and 2012 decided the time had come to bring the BioNova® technology to Southern California.

BioNova, a German-based company, is the pre-eminent name in the Natural Swimming Pool industry and has been designing and constructing NSPs in Europe for the past 25 years.

According to Alan Weene, head of marketing and technical support at BioNova, “Natural Swimming Pools use no chemicals or sterilizers of any kind. All clarification and purification of the water is achieved purely by circulating the water through a biological fine filter and a planted water garden where carefully selected aquatic plants are hydroponically rooted within a special substrate. The plants outcompete algae for nutrients while beneficial microbes break down contaminants in the water, the way nature intended!”

Troy and Jeri possessed the traditional pool experience -- and now the BioNova training and knowledge -- but it was crucial that they find a local, experienced landscaper and horticulture expert with specific micro-climate experience that shares their excitement about NSPs, particularly since the BioNova technology so heavily depends on plants instead of chemicals. The missing piece to the partnership was an easy choice in Laurence Nicklin. Having studied horticulture, botany, and landscape design and possessing an incredible resume, Laurence was the one! He was already working on a large biological filtration project and

Troy and Laurence had previously worked together on common clients' projects for several years.

“When we were selected as a BioNova Dealer Partner, we were thrilled. Jeri and I had been researching natural technologies for quite some time. We knew Natural Swimming Pools would be a great alternative to the traditional projects we had been doing. So many Californians are extremely eco-sensitive. They care more and more about the environment and about their health. It just made so much sense to bring this to our client base,” said Troy Becker.

Laurence agrees, “This is the perfect way to utilize our plant research, knowledge and design experience. The BioNova technology uses the same purifying principals as nature – microorganisms and native plants helping to clean the water. This, along with our patented eco-friendly technology, is used to enhance the natural processes. I’m very excited about this new endeavor.”

California BioNova has begun designing and building beautiful Natural Swimming Pools in Southern and Central California. They are also retrofitting existing swimming pools with the BioNova patented biological filtration system.

Completely chemical-free, environmentally friendly, and in ecological harmony with nature, California BioNova Natural Swimming Pools are causing Californians to re-think whether or not they want to swim in sterile or all natural water. For more information about NSPs, visit www.CaliforniaBioNova.com or call 805-640-1288.

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