

new plast

THE ITALIAN POOLS FACTORY

Company Profile



MADE IN ITALY

Key aspects of New Plast

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Founded in 1950



One of the first Italian companies to have started the processing of plastic materials by high frequency welding

To this day one of the leaders in the European above-ground pools market

Production plant located in Cremona (Italy), 80 km from Milano

15.000 m² of production, stocking area, green area and main offices

Present in the major sales channels

Export to 25 foreign countries

ISO 9001 Quality System Certified Company since 1992

UNI 16582-3 certified above-ground swimming pools

15 patents on the last 20 years

Reliability of Made in Italy products



MADE IN ITALY

The main factory

new plast

Production Plant



Storage and Warehouse



On-site Customer Support Center



Products range



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Above-ground
top-level pools



Inground pools

Flexible tanks
for multipurpose
storage



Products range

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Pool accessories
and water
treatment



Outdoor
items and
playgrounds



Mission and competitive advantages

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ISO 9001:2015
Certified Quality
Company



- Italian production
- Guaranteed and certified products
- Fast and flexible delivery
- Conformity to European standards
- On-time after-sales service

Made in Italy



MADE IN ITALY

Sustainability



Customer satisfaction

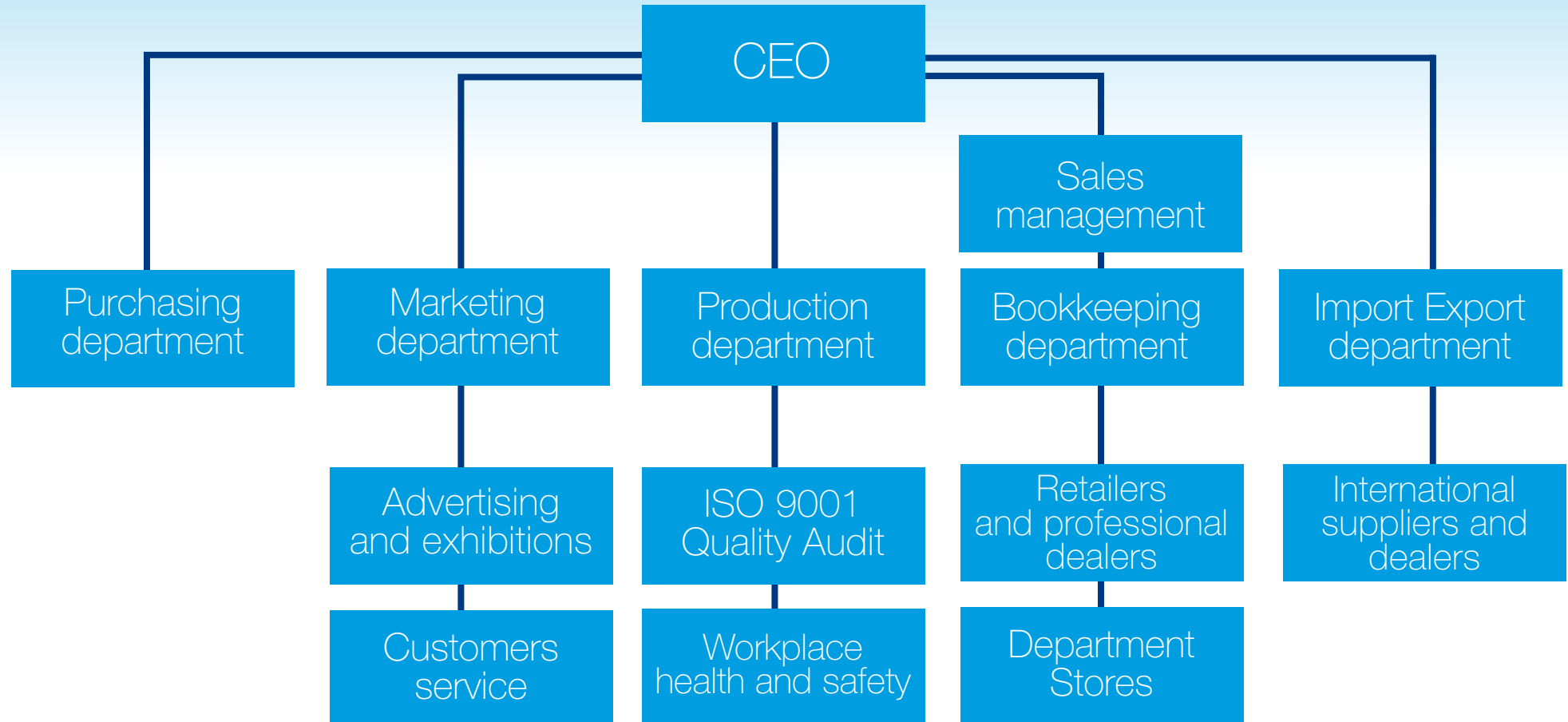
15 patents in the
last 20 years



Our goal is to realize high quality products using our 70 years experience in the swimming pools sector and a continuous technology innovation. To always be one step ahead the competitors and meet our customer's needs.

Business organization

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Technypools[®]

top-level above
ground pools

new plast[®]
the Italian pools Factory

entry-level
above ground pools

Poolmaster[®]

pool accessories and
water treatment

new plast[®]
LINEA MARE

inflatables and
beach items

ECOTANK
La cisterna flessibile **multiuso**

flexible tanks for
multipurpose storage

new plast[®]
I GIOCHI DA GIARDINO

outdoor items
and playgrounds

Most important Customers supplied over the years

new plast



... and many others

Retail Groups

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Professional
Pool Dealers

e-commerce
shops

New Plast
e-commerce
direct store

Marketing tools



Catalogues, flyers, Advertising totems

Loyalty programs (Poolmaster card)



On-site Customer service and technical support

Dedicated staff in the department stores

Presence at the main international exhibitions

Advertising and sponsorship



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