



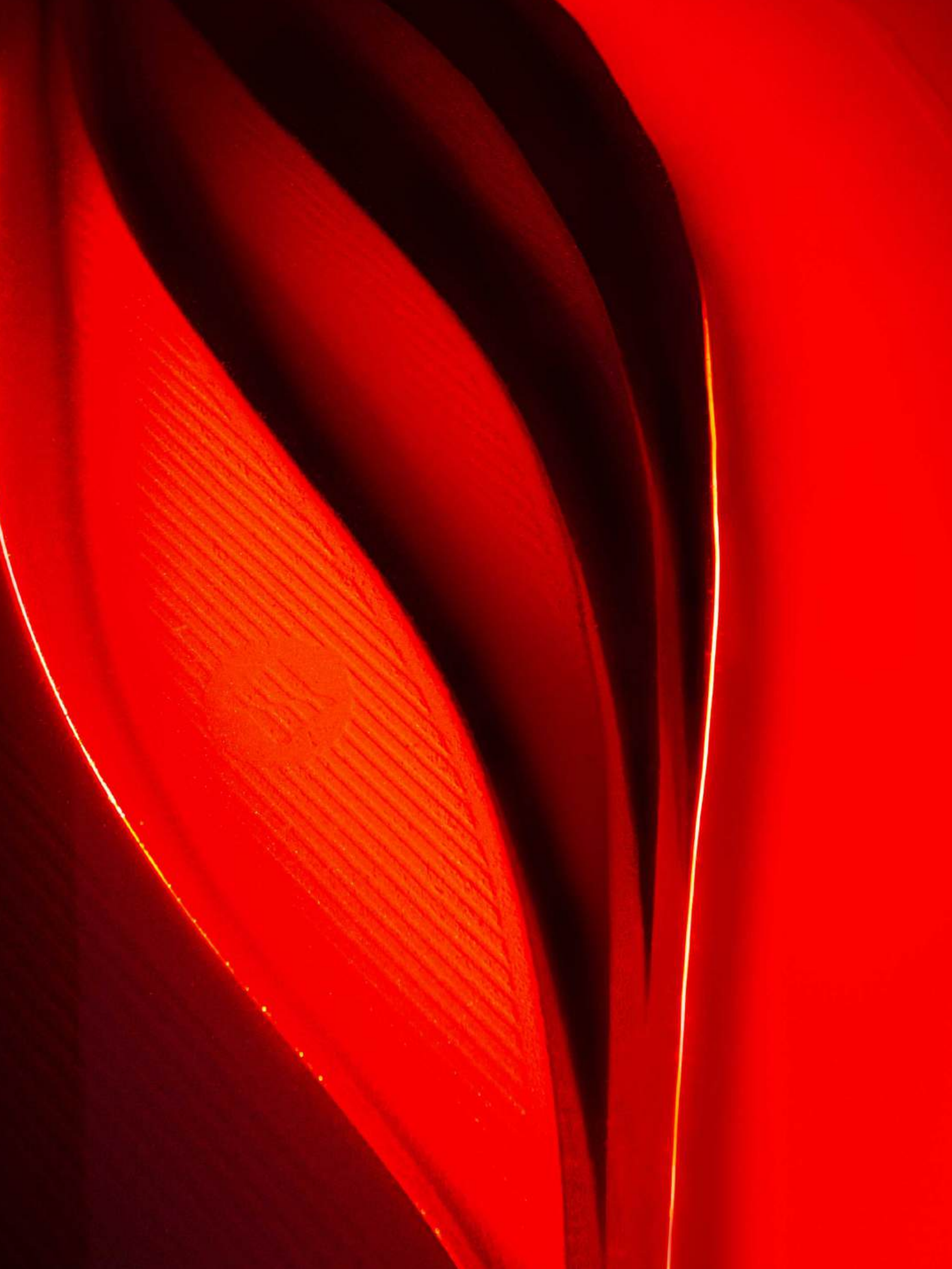
# WaterRows

INDUSTRIES

Design.

Forms.

Pools.



More than a pool.

A private ritual.

The light that welcomes your evenings.

The shape that holds your stillness.

The water that resets your mind.

This is not about swimming.

It's a reconnection with yourself.

LED light isn't an add-on.

It's the signature  
of WaterRows.









Your day starts with light.  
Reflected by water.  
Defined by form.  
Your night ends in silence.  
Illuminated from within.  
Held by design.  
This is what it means to live  
with a pool.

The WaterRows pool.

# NEW BRAND, WELL-KNOWN PEOPLE

We are the team behind one of the most successful pool factories in Europe. Today, we're building something new — bolder, more focused, more refined. WaterRows is our shared vision for a new generation of pools.

Made with experience. Driven by design.

## Our motivation is our experience

---

Miroslav Ruziak Managing Director

*"Vision and the right people will take you beyond boundaries."*

Over 25 years of experience in the pool business. He founded and ran a successful ceramic swimming pool factory in Slovakia, Compass Europe. He has experience in selling swimming pools in 27 countries worldwide.

---

Linda Lackovicova Head of Marketing & Sales

*"This brand is built to challenge what pool design. WaterRows isn't just a product. It's a statement."*

10+ years of experience in the swimming pool segment as CMO and international sales for Compass Europe. More than 23 years of experience in managerial positions in marketing, branding, PR and strategy.

---

Ivan Gata Head of Finance

*"I've spent my career in finance. I've seen hundreds of projects. But very few combine deep know-how, premium positioning, and a real market gap. WaterRows is one of them. That's why I invested — not in pools, but in people who know exactly what they're doing."*

Strategic investor of the project with extensive experience in the financial sector.

---

Andrej Deglovic Head of Production

*"More than 20 years ago, I went to Australia to learn how to build ceramic pools. I've been in production ever since — every day, every detail. I know what makes the difference between a pool and the pool. Production is not routine. It's precision that counts."*

Expert in the production of ceramic swimming pools with more than 20 years of experience. Professional in setting up and optimizing production, selecting suitable materials and suppliers.

Linda Lackovicova  
Sales and Marketing

Ivan Gata  
Finances

Andrej Deglovic  
Production

Miroslav Ruziak  
General Director



# THE WORLD'S MOST MODERN PRODUCTION FACILITY

Built in 2025, our facility stands as the most advanced composite pool factory in the world. Designed from the ground up for precision manufacturing, seamless LED integration, and material innovation. This is where WaterRows pools begin — shaped by vision, defined by design.

25.000 m<sup>2</sup>

Total area of the complex

4.000 m<sup>2</sup>

Production area

15.000 m<sup>2</sup>

Warehouse spaces

20 min.

From Bratislava and direct connection  
to the D1 motorway

MAIN ENTRANCE

PARKING

FACILITIES FOR EMPLOYEES

POOL SHOWROOM

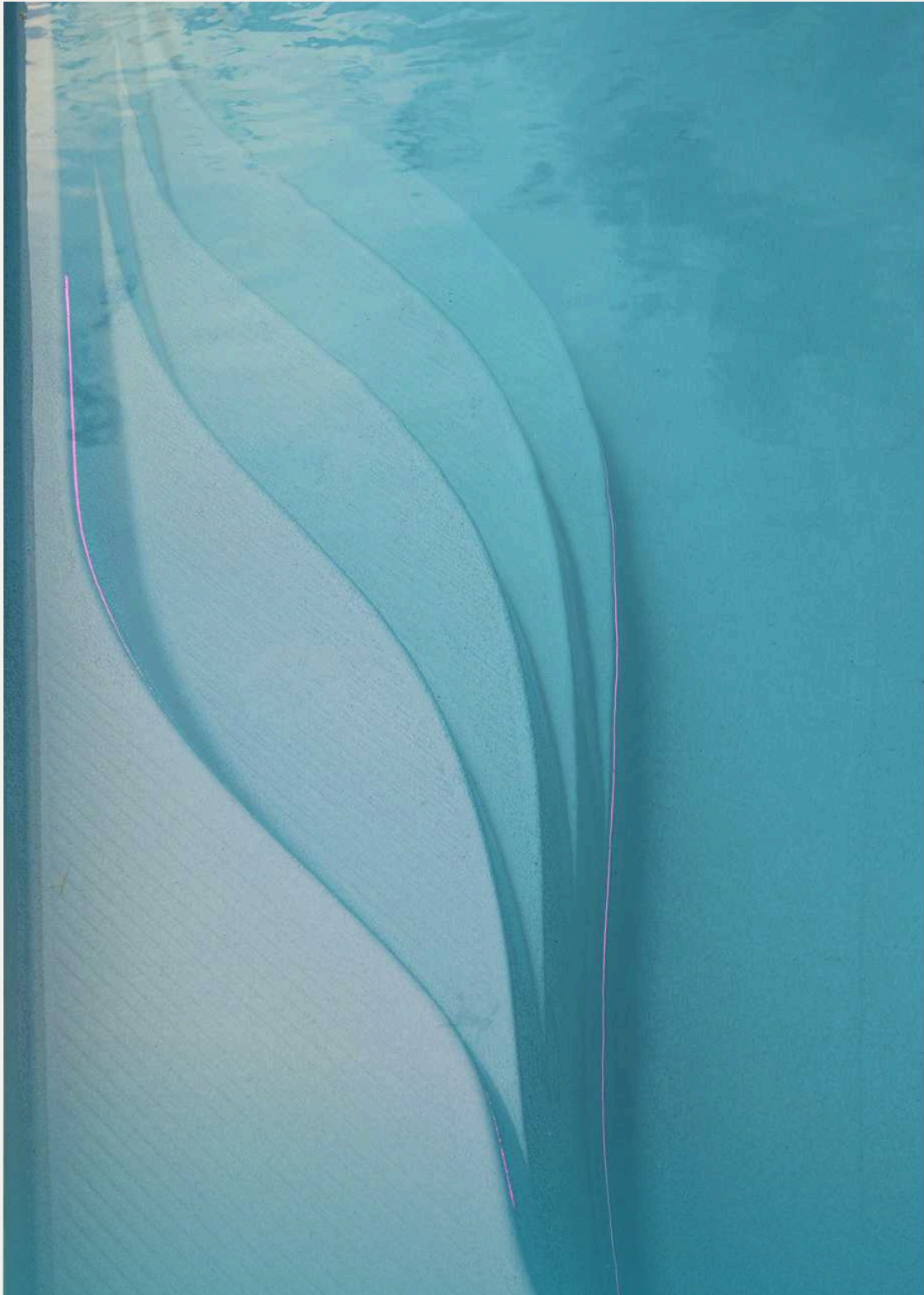


# 1. STAGE READY 2025

PRODUCTION STARTS IN SEPTEMBER







ORGANIC Single 78 Antique Alabaster  
Detail of stairs with LED Lighting



## Two lines. One vision.

Each pool starts with design. But the feeling it creates — that's where our lines differ.

We created two distinct collections to express two unique experiences of water.

### *The* ORGANIC

SOFT CURVES. SCULPTED DETAIL.  
ORGANIC FLOW.

---

### *The* ORIGINAL

CLEAN LINES. BOLD FORM.  
MINIMALIST FEEL.

# INNOV

Step for safety leading  
of the integrated rollo cover.

Integrated LED strip

Unique staircase shape  
in Organic design, inspired  
by the natural flow of water

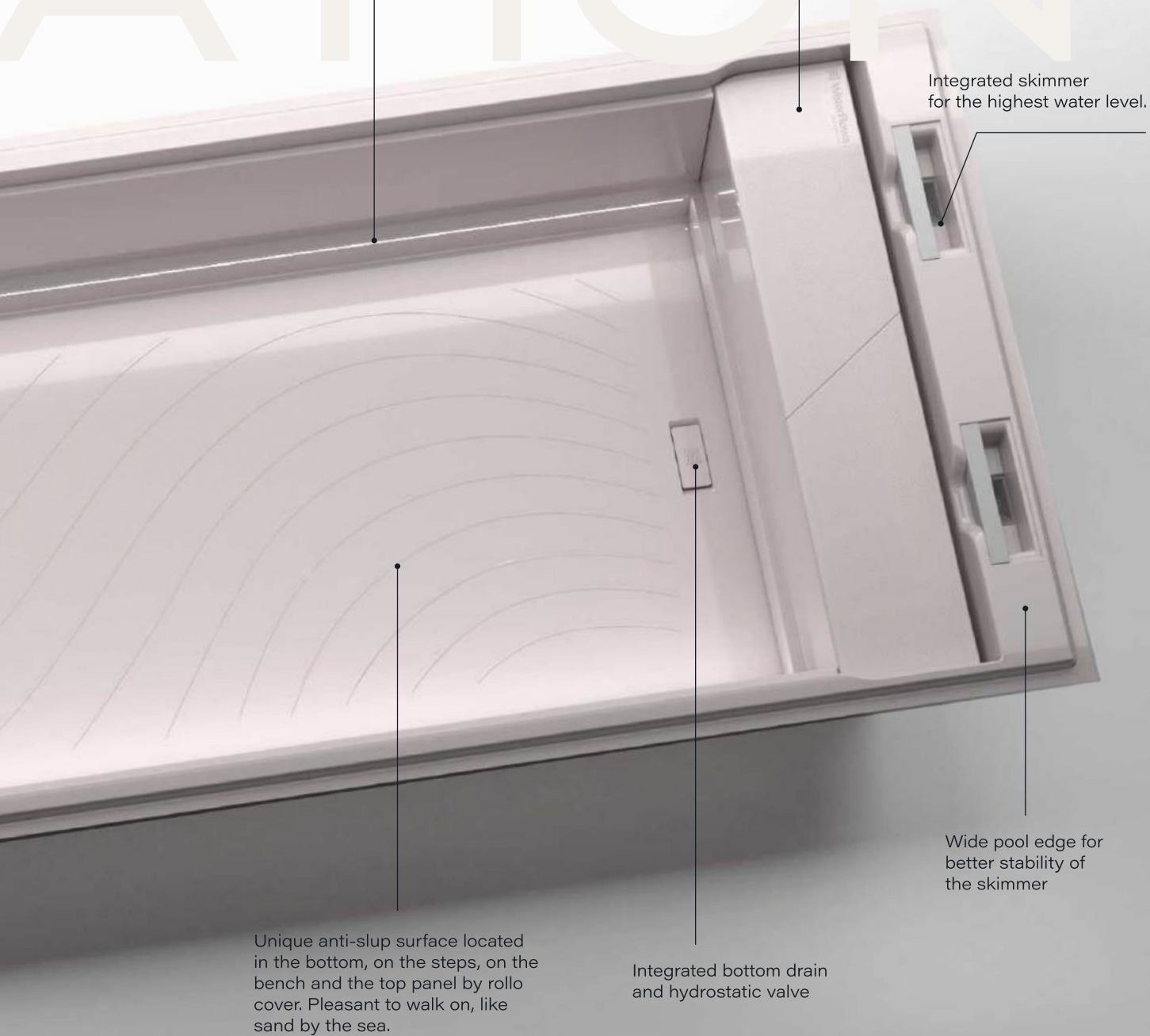
Space for inlet  
cleaning head

Relax bench,  
(only for Double  
models)

**Further highlights:**

- Precise cutting of the edge of the pool and holes for other accessories.
- Stackability of the pools

# INNOVATION



® OFFICIALLY REGISTERED DESIGN



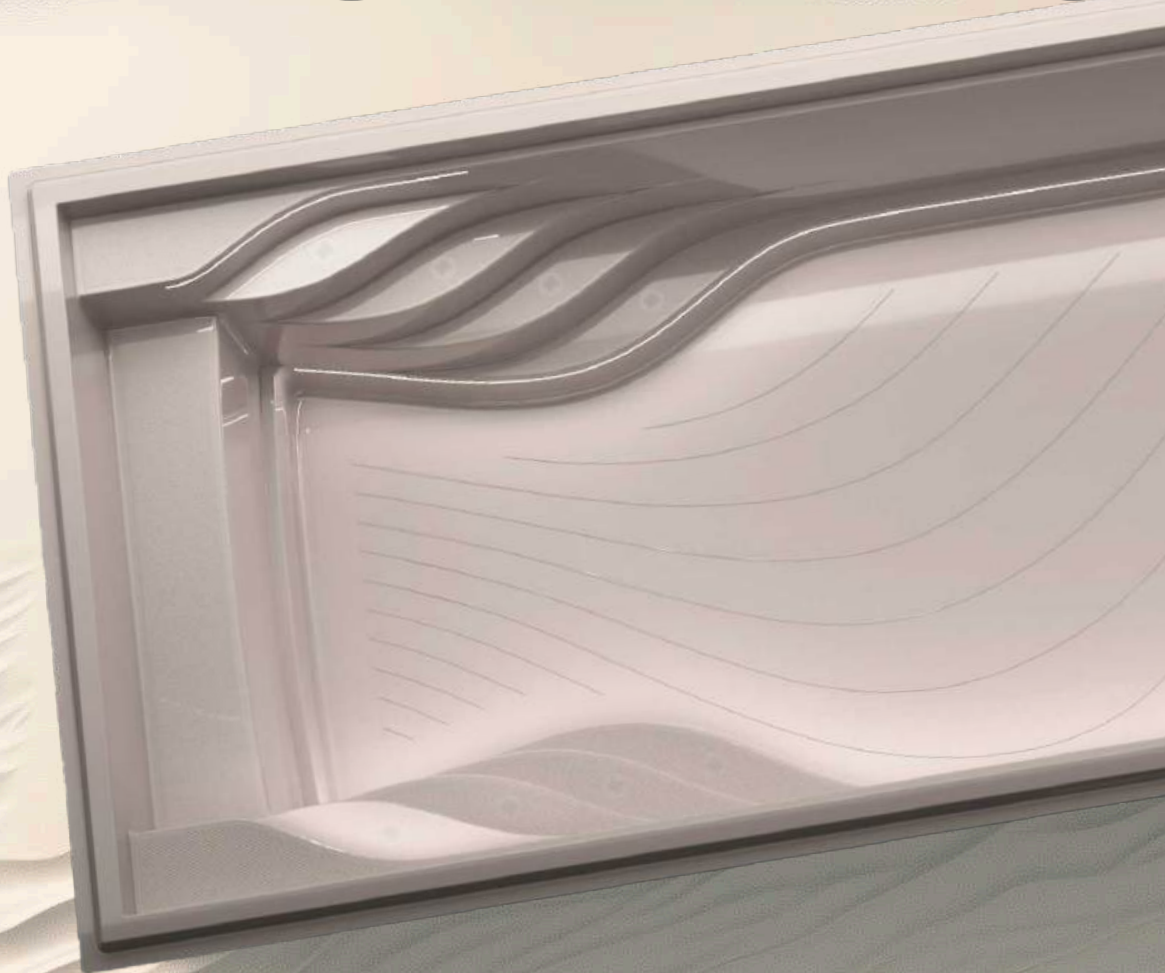
PowerRibs  
by WaterFlow



Graphene  
Inside  
by WaterFlow



# *The* ORG







MANIC





® OFFICIALLY REGISTERED DESIGN

**Configure**  
your wished pool



# Organic SINGLE

ASYMMETRY DONE WITH INTENTION.

ORGANIC Single features steps on left side, leaving space for uninterrupted swimming and minimalist aesthetics.

Perfect for compact gardens, intimate spaces, or architectural integration.



## 54

5,4 x 3,5 x 1,5 m



## 64

6,4 x 3,5 x 1,5 m



## 78

7,8 x 3,5 x 1,5 m

Note: The dimensions shown are the maximum outside dimensions of the pool.

ORGANIC SINGLE	INTEGRATED EQUIPMENT - factory settings			TECHNICAL SHEET	
	skimmer	hydrostatic valve	LED strip	weight	volume
54	•	•	•	550 kg	20 m <sup>3</sup>
64	•	•	•	640 kg	25 m <sup>3</sup>
78	•	•	•	810 kg	31 m <sup>3</sup>

The world's leading pool protection against bleaching and chemical attacks.



® OFFICIALLY REGISTERED DESIGN

**Configure**  
your wished pool





# Organic DOUBLE

BALANCE AND TOGETHERNESS.

Steps on both sides and a central bench create a symmetrical layout perfect for social moments, shared relaxation, and design harmony. ORGANIC Double is made for spacious terraces and family gatherings.



## 75

7,5 x 3,8 x 1,5 m



## 88

8,8 x 3,8 x 1,5 m



## 108

10,8 x 3,8 x 1,5 m

Note: The dimensions shown are the maximum outside dimensions of the pool.

ORGANIC DOUBLE	INTEGRATED EQUIPMENT - factory settings			TECHNICAL SHEET	
	skimmer	hydrostatic valve	LED strip	weight	volume
75	•	•	•	900 kg	34 m³
88	•	•	•	1.010 kg	39 m³
108	•	•	•	1.180 kg	49 m³

The world's leading pool protection against bleaching and chemical attacks.





® OFFICIALLY REGISTERED DESIGN

**Configure**  
your wished pool



# Organic SWIMMER

PURE LENGTH. PURE MOVEMENT.

ORGANIC Swimmer offers a streamlined shape with a long bench — made for continuous swimming and architectural minimalism. Designed for those who move.



77

7,7 x 2,9 x 1,5 m



97

9,7 x 2,9 x 1,5 m



117

11,7 x 2,9 x 1,5 m

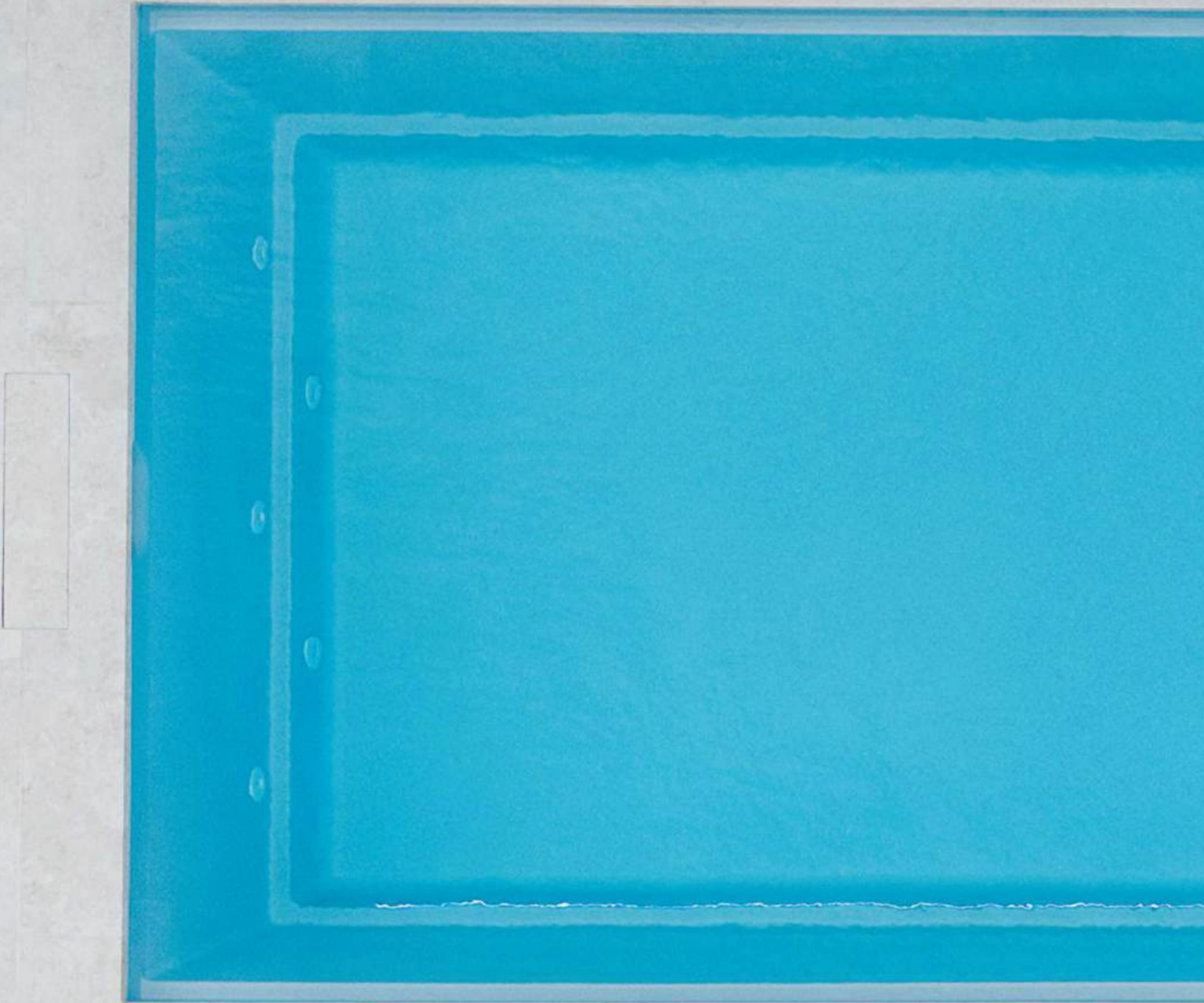
Note: The dimensions shown are the maximum outside dimensions of the pool.

ORGANIC SWIMMER	INTEGRATED EQUIPMENT - factory settings			TECHNICAL SHEET	
	skimmer	hydrostatic valve	LED strip	weight	volume
77	•	•	•	780 kg	25 m³
97	•	•	•	910 kg	33 m³
117	•	•	•	1.000 kg	41 m³

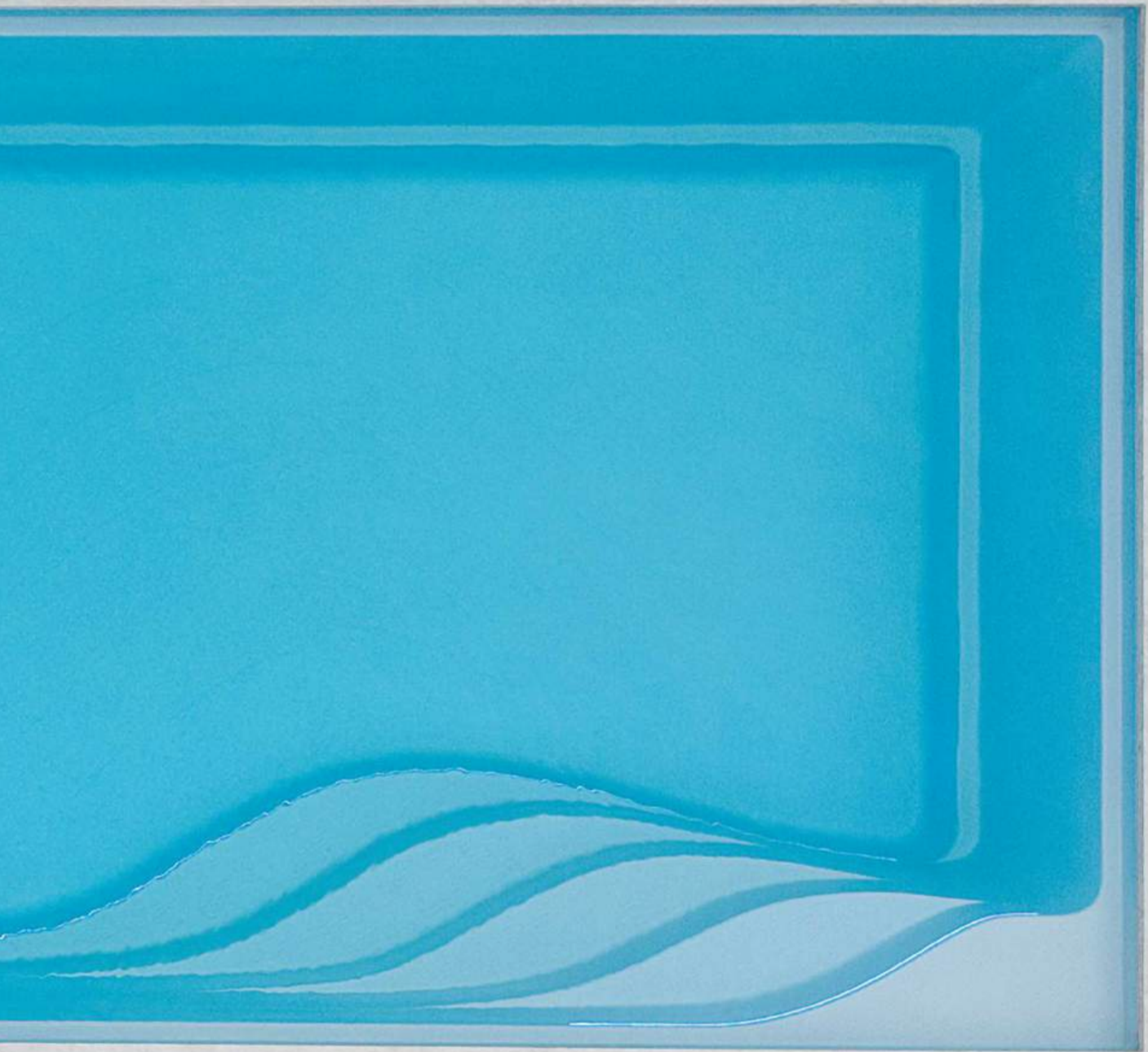
The world's leading pool protection against bleaching and chemical attacks.





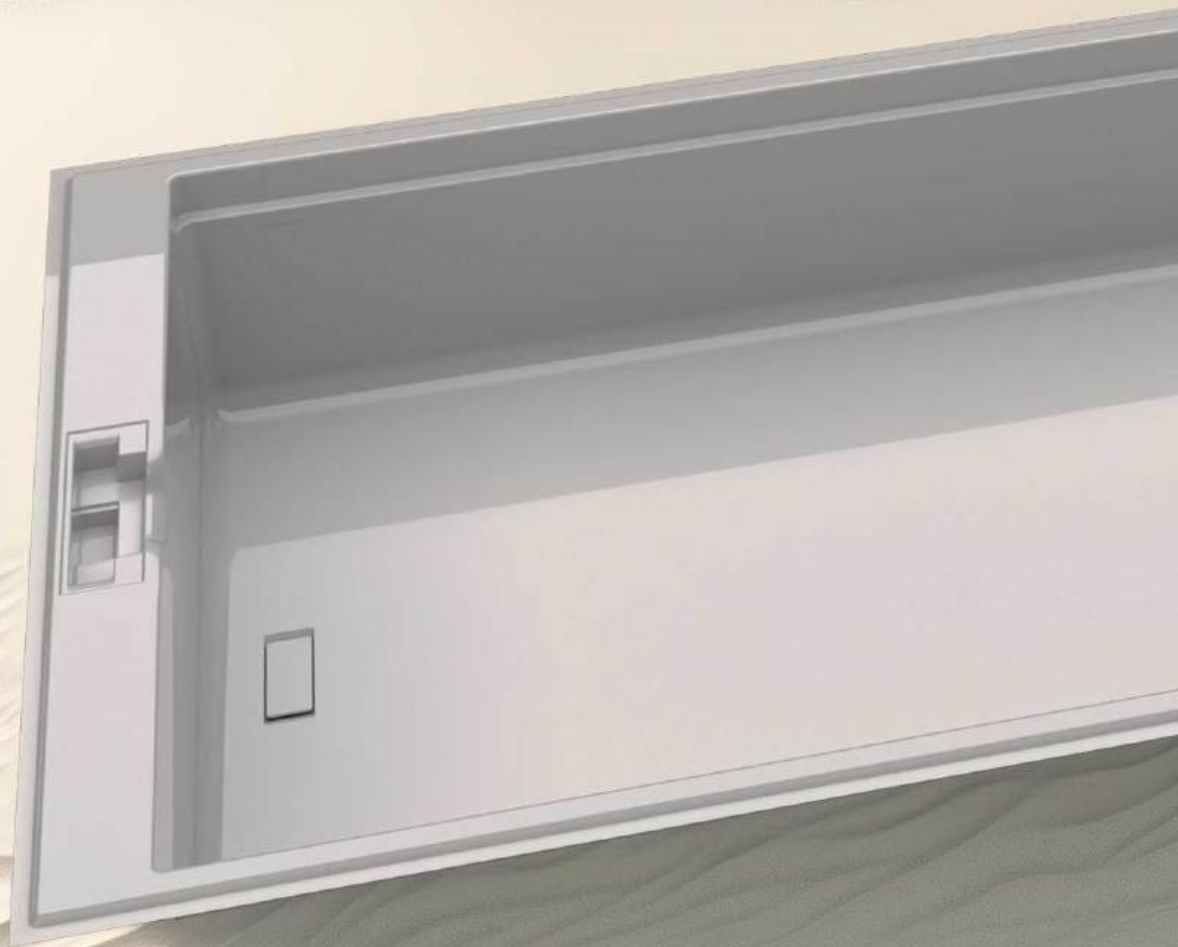








# *The* ORIO





# GINA L



# Original SUNLOUNGE

A PLACE WHERE COMFORT MEETS WATER.

It features an extended sunbench with gentle water depth — the perfect spot for lounging, relaxing, or safe play for children. More than just function – EASE is a space for quiet moments, sunny pauses, and everyday presence.



## 75

7,5 x 3,7 x 1,5 m



## 85

8,5 x 3,7 x 1,5 m

Note: The dimensions shown are the maximum outside dimensions of the pool.

ORIGINAL SUNLOUNGE	INTEGRATED EQUIPMENT - factory settings			TECHNICAL SHEET	
	skimmer	hydrostatic valve	LED strip	weight	volume
75	•	•	•	850 kg	30 m <sup>3</sup>
85	•	•	•	950 kg	35 m <sup>3</sup>



**Configure**  
your wished pool

The world's leading pool protection against  
bleaching and chemical attacks.



**Graphene  
Inside**  
by WaterPur

# Original LINEAR

CLEAN LINES. TIMELESS SHAPE.

Designed for those who appreciate clarity and structure. The LINEAR pools reflect the essence of architectural pools — purposeful, elegant, and exact, with steps on left side.



65

6,5 x 3,7 x 1,5 m



85

8,5 x 3,7 x 1,5 m

Note: The dimensions shown are the maximum outside dimensions of the pool.

ORIGINAL LINEAR	INTEGRATED EQUIPMENT - factory settings			TECHNICAL SHEET	
	skimmer	hydrostatic valve	LED strip	weight	volume
65	•	•	•	700 kg	29 m³
85	•	•	•	950 kg	30 m³



Configure  
your wished pool

The world's leading pool protection against  
bleaching and chemical attacks.

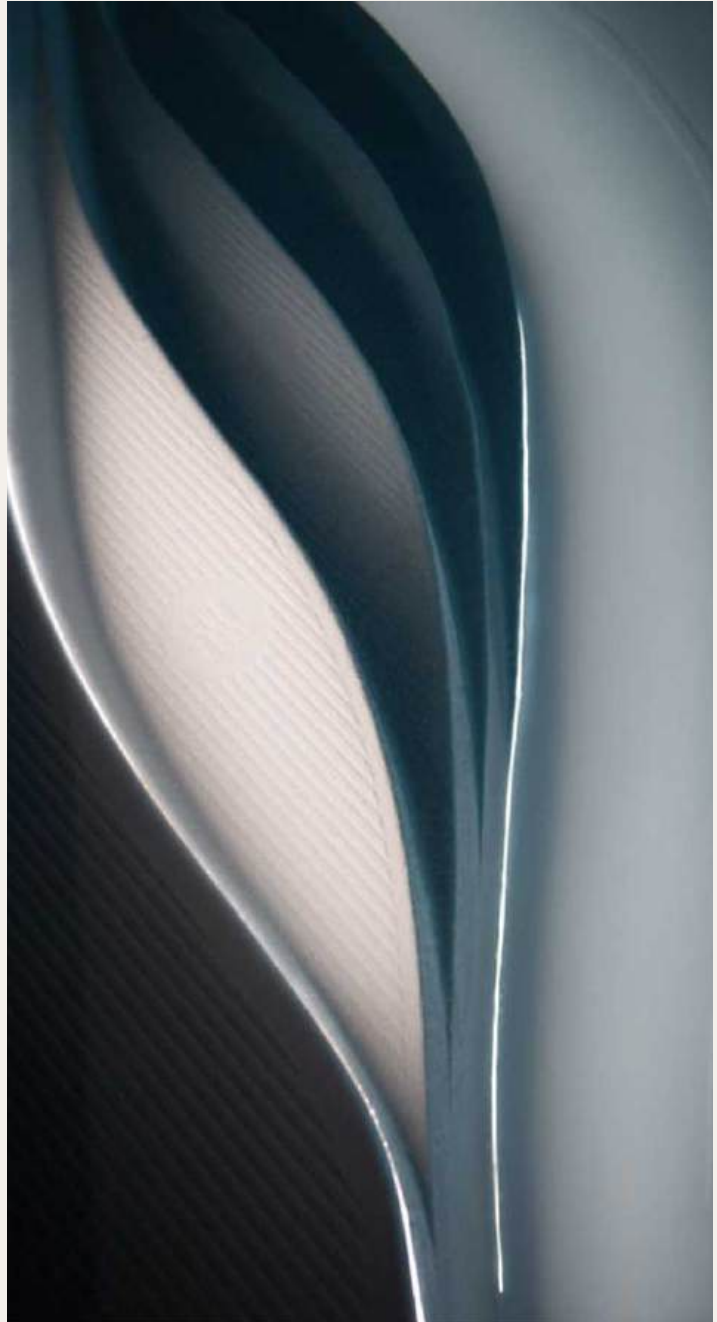


Graphene  
Inside  
by WaterHorse





Scan the QR code  
and find out more



## Integrated LED lighting - breathtaking atmosphere

Where light meets design.  
There is lighting.

And then there is light that becomes part of the pool  
itself. We are the only composite pool manufacturer  
with fully integrated LED lighting — seamlessly  
embedded into the shell, enhancing every curve,  
guiding the eye, and opening a new visual dimension.

It's not just illumination.  
It's an experience.  
The sky darkens.  
The air softens.  
Your pool awakens.  
Light shimmers beneath the surface — calm, quiet,  
alive.  
Night begins in color.  
Crafted exclusively for our pool lines.  
Unforgettable by day and night.

Developed in exclusive  
cooperation with



[leditaly.com](http://leditaly.com)



# COLORS

Every color tells a story. Our palette is more than a design choice — it's an emotional layer of your pool. From soft minerals to vivid reflections and sparkles, each finish responds to light, time, and water. Crafted to elevate outdoor spaces with timeless elegance — for those who see the pool as architecture, not just a product.

## ORGANIC SURFACE

DEPTH. TEXTURE. LIGHT.

ANTIQUE  
ALABASTER



LUNAR  
GRANITE



VULCANIC  
SPARK



Our gelcoat technology is backed by over 20 years of real-world performance. It provides exceptional resistance to chemicals, UV radiation, and weather conditions — ensuring WaterRows pools retain their color and surface integrity over time. Designed to endure. Built to stay beautiful.



# ORS

COLORS

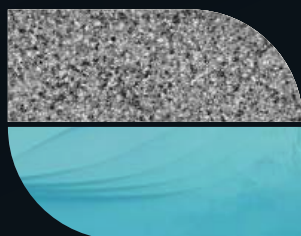
## 3D STRUCTURE

SHIMMER. DEPTH. MOTION.

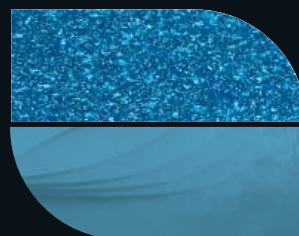
CHAMPAGNE  
PEARL



MINERAL  
GREY



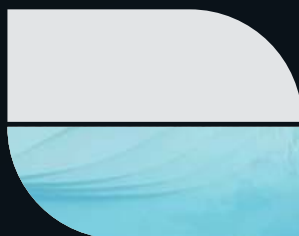
PACIFIC  
BLUE



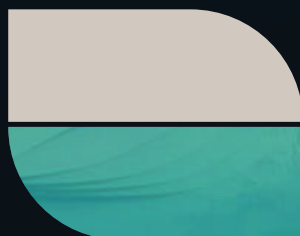
## MONOCHROM

MINIMAL. SOFT. TIMELESS.

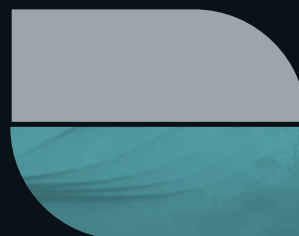
OFF  
WHITE



SOFT  
CREME



SOLID  
GREY

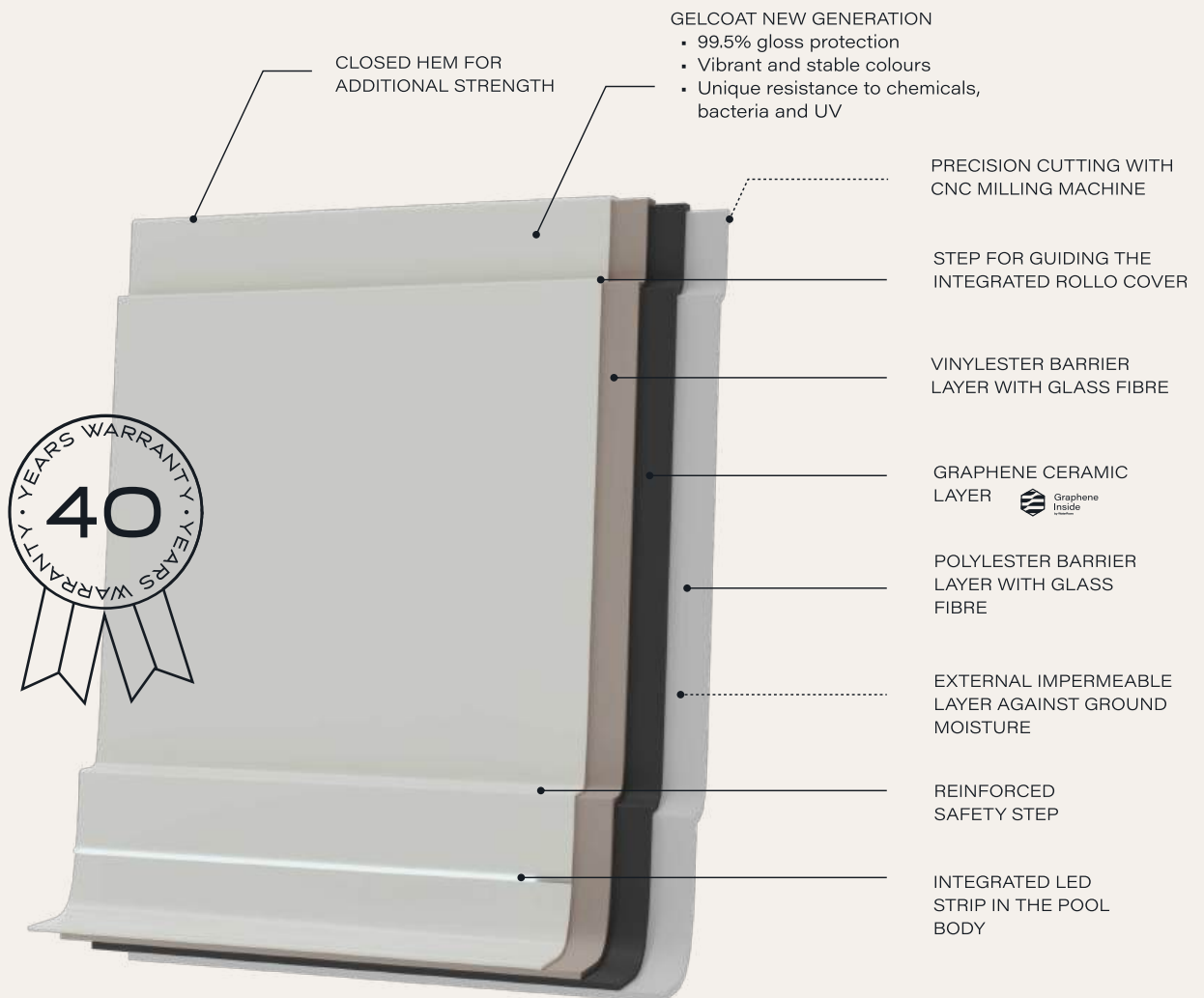






# YOU SIMPLY WON'T FIND A BETTER POOL

Graphene Ceramic Technology brings nanotechnology to pool manufacturing. Therefore, our pool is the strongest yet in bending and impact without increased weight and moreover with higher water and chemical resistance.



# MX 5 - OUR INNOVATIVE HEART

We manufacture the moulds in-house, which means we have full control over the entire process - from the design to the final production of each individual mould. The CNC mill allows us to creatively design the unique shapes and lines of our pools. With this cutter, we are introducing one of our most significant pool innovations - integrated LED lighting directly into the body of the pool.





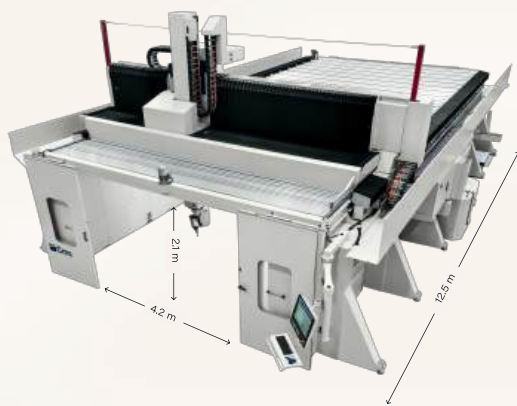
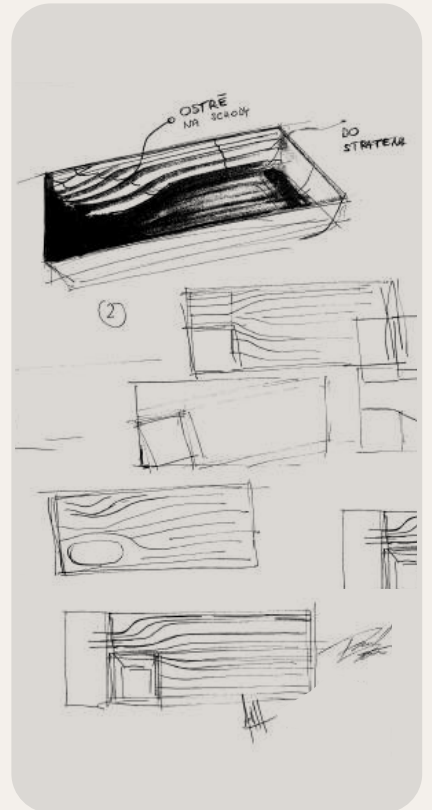
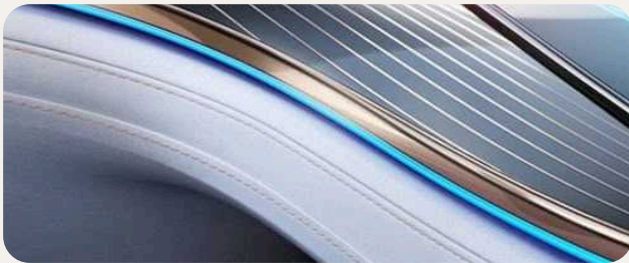
S  
M  
R  
O  
F

## Inhouse CNC machine MX5 – the potential of unlimited possibilities

The production of customised moulds plays a key role in the success of pool manufacturing.

We are the first pool factory in the world to introduce a full 5-axis milling machine for model production. With the MX5, our moulds are accurate, have timeless designs and are produced quickly with efficient material consumption.

## INSPIRATION & IDEAS



Mehr Infos über MX5





# WE RE A TH S

Design isn't the  
final touch. It's the  
starting point.

At WaterRows, every pool begins with design  
— not just in form, but in experience.

We don't follow trends. We shape  
environments. Design defines how the pool  
lives in space. Design defines how the pool  
makes you feel. That's why it's not just  
important — it's everything. Our forms  
are clean, bold, and essential — guided by  
symmetry, balance, and precise proportions.

Each curve is shaped down to the millimetre  
by the heart of our innovation: the MX5 CNC  
system. Inspired by boat and yacht building,  
our production setup is unique in the  
composite pool industry — created to deliver  
perfect form, every time.

# INFLOW CLEANING SYSTEM

Invisible cleanliness.  
Intelligent circulation.

Inflow Cleaning System is an automatic cleaning solution with nozzles integrated directly into the pool floor and steps. Designed to keep the water crystal clear — without the need for robots or manual cleaning. Retractable jets gently push debris toward the main drain, ensuring thorough cleaning across the entire bottom surface. At the same time, the system provides even water circulation, improving heating efficiency and chemical distribution. The result? Lower energy consumption, less chemical use, and significantly reduced maintenance effort.



The main advantages of our Inflow cleaning system:



Automatic cleaning –  
all season long, even  
while you're swimming



Lower consumption  
of chemicals  
and energy



Suitable for all  
our pool models



Clean floor, corners,  
and steps – completely  
without cleaning robots



Elegant and almost  
invisible design



# INVISIBLE INTELLIGENT INTEGRATED

Cover protection that takes no space.

Our integrated slatted cover is designed as part of the pool itself – elegantly hidden, fully functional, and visually seamless. No external housings. No compromise in design.

**Safety**

protects from accidental falls into the pool

**Energy efficiency**

retains water temperature, reduces heating costs

**Cleanliness**

minimizes debris and dirt from the environment

**Discreet**

fully concealed below the waterline

**Komfort Convenience**

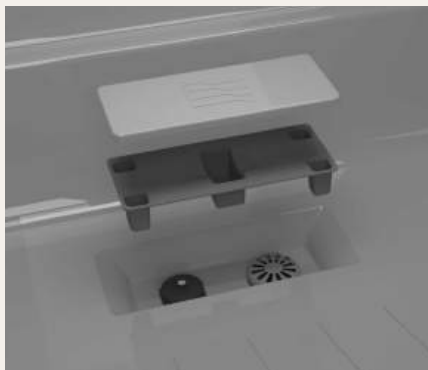
fully automated control



Developed for our Pool-portfolio by



Member of **T4** group



## ESSENTIAL INTEGRATED.

Invisible. Essential. Integrated.

Fully embedded into the pool floor with no visible components. It ensures efficient drainage while protecting the structure from groundwater pressure when the pool is emptied.

**2-in-1 solution**

drain + hydrostatic valve

**Clean aesthetics**

flush with the pool floor, no visible covers

**Safe**

protects against hydrostatic damage

**Efficient**

allows smooth and controlled water drainage

**Maintenance free**

does not require additional service interventions

# Relax. We've

built it right.





# ORGANIC RANGE

## WITH INTEGRATED ROLLO COVER



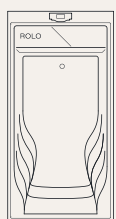
SINGLE 54



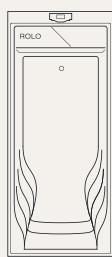
SINGLE 64



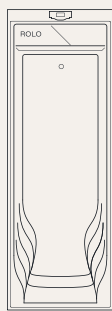
SINGLE 78



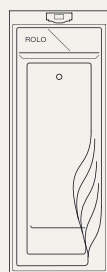
DOUBLE 75



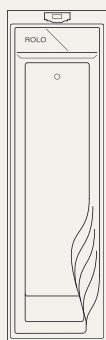
DOUBLE 88



DOUBLE 108



SWIMMER 77



SWIMMER 97



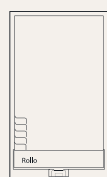
SWIMMER 117



SUNLOUNGE 75



SUNLOUNGE 85



LINEAR 65



LINEAR 85

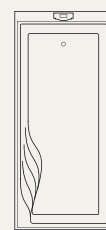
## WITHOUT INTEGRATED ROLLO COVER



SINGLE 54



SINGLE 64



SINGLE 78



DOUBLE 75



DOUBLE 88



DOUBLE 108



SWIMMER 77



SWIMMER 97



SWIMMER 117



SUNLOUNGE 75



SUNLOUNGE 85

## ORGANIC RANGE

# The ORGANIC

SOFT CURVES. SCULPTED DETAIL.  
ORGANIC FLOW.

	length	width	depth	weight	volume
SINGLE 54	5,4 m	3,5 m	1,5 m	550 kg	17 m <sup>3</sup>
SINGLE 64	6,4 m	3,5 m	1,5 m	640 kg	21 m <sup>3</sup>
SINGLE 78	7,8 m	3,5 m	1,5 m	810 kg	28 m <sup>3</sup>
DOUBLE 75	7,5 m	3,8 m	1,5 m	910 kg	35 m <sup>3</sup>
DOUBLE 88	8,8 m	3,8 m	1,5 m	1.010 kg	45 m <sup>3</sup>
DOUBLE 108	10,8 m	3,8 m	1,5 m	1.180 kg	51 m <sup>3</sup>
SWIMMER 77	7,7 m	2,9 m	1,5 m	780 kg	30 m <sup>3</sup>
SWIMMER 97	9,7 m	2,9 m	1,5 m	910 kg	37 m <sup>3</sup>
SWIMMER 117	11,7 m	2,9 m	1,5 m	1.000 kg	41 m <sup>3</sup>

# The ORIGINAL

CLEAN LINES. BOLD FORM.  
MINIMALIST FEEL.

	length	width	depth	weight	volume
LINEAR 65	6,5 m	3,7 m	1,5 m	700 kg	29 m <sup>3</sup>
LINEAR 85	8,5 m	3,7 m	1,5 m	950 kg	30 m <sup>3</sup>
SUNLOUNGE 75	7,5 m	3,7 m	1,5 m	850 kg	30 m <sup>3</sup>
SUNLOUNGE 85	8,5 m	3,7 m	1,5 m	950 kg	35 m <sup>3</sup>

The characteristics and technical data are indicative. WaterRows Industries reserves the right to make changes without notice. For more information, please visit: [www.waterrows.eu](http://www.waterrows.eu)



waterrows\_industries



@WaterRowsIndustries



WaterRows Industries



WaterRows

waterrows.eu





WaterRows  
INDUSTRIES