

# Innovative Trends

With 50 years of experience combining aesthetic beauty with cutting-edge technology, Morehead Pools is a third-generation family business that has evolved into a comprehensive pool company with design, construction, retail, and service divisions. With expertise in custom gunite pools, the company is able to fulfill every client's needs from each of its three locations, including Shreveport and Bossier City, La., and Little Rock, Ark.

Morehead Pools' on-staff designers ensure that pools, spas, and water features are individually crafted to match each client's preferences. Computerized sanitizing, heating, lighting, and spa jet systems, as well as automatically controlled water features, are all specialties of Morehead Pools. The company offers a special in-floor cleaning system, which provides the utmost in luxury and convenience for new pool owners. It also specializes in salt chlorination systems and the latest in LED lighting. Although vanishing-edge designs are still popular, Morehead Pools is also crafting a growing number of wet-deck pools—a design that brings the water level up flush with the deck.

Mike Moore, president of Morehead Pools, believes that staying abreast of innovative trends is imperative. Moore believes that the backyard environment must match a resident's lifestyle and complement the architecture of the home, encouraging the use of natural stone and rock. Flagstone and boulders from different quarries provide color options that aid in design and help pull the entire backyard together.

Morehead Pools is the only company in Northwest Louisiana and Arkansas that is both a Certified Building Professional and Certified Service Professional by the Association of Pool & Spa Professionals. Morehead Pools is also a member in the prestigious Master Pools Guild, and it has served on a national advisory committee for new product development. Over the years, Morehead Pools has won numerous design awards for its dazzling pools, which have been featured in both national and local magazines, including *Architectural Digest*, *Landscape Architecture*, and *Southern Accents*. ❖

#### Morehead Pools

7120 Line Avenue  
Shreveport, LA 71106  
318-865-1427  
www.moreheadpools.com

In Business for 50 Years

Builds 70+ Pools per Year

Service Area  
North Louisiana, Northeast Texas,  
and Arkansas

This vanishing-edge pool features natural tan flagstone decking and coping made of used brick. The light blue exposed aggregate on the interior brightens the scene as you lounge peacefully and look out onto the lake.



Stamp overlay decking and chocolate flagstone coping surround this freeform pool, which has a dark navy exposed aggregate interior. Natural boulders form the spa's spillway, and white tiles accent the Baja shelf and underwater benches.



Built right into a tall rock waterfall, this custom slide provides a fun escape on a hot day. To its right, water trickles down a chopped Arkansas stone wall. The stone pattern continues in the coping around the pool and spa.