



Green is the color of renewal—and nothing renews the soul like a free-flowing pool. Decreeing that only an unhurried pace will be kept and that all troubles and cares are unwelcome, this pool is definitely a cure-all.

Nothing beats nighttime swimming. Bright lights shining from the home highlight the pool's intense blue finish, and give swimmers just enough illumination to swim laps, play a water game or talk quietly on the oversized deck.

# Blue Ribbon Poolscapes

Most people do not associate high design with Middle America. Then again, most people have not seen the award-winning designs from Pool Tech Midwest. During the past 32 years, Pool Tech has earned a reputation for creating amazing pools that seamlessly blend into their environments—regardless of budget. The company typically builds custom pools costing more than \$100,000; however, it also retails less ambitious inground installations, as well as aboveground pools.

“Our design/build/service teams are highly experienced in creating a broad spectrum of aquatic environments—from resorts and hotels to commercial/municipal aquatic centers to traditional residential pools,” says Rick Whiteaker, president. “With every project, regardless of budget, we work closely with the customer to ensure that his or her vision is realized.” In addition, Pool Tech Midwest maintains a full pool and spa service staff. “We want to be there when a project originates and as long as a homeowner owns the asset,” he affirms.

Because its goal is to craft more than a pool, Pool Tech Midwest takes great care to learn about a client’s needs before the design team begins its work. “We want to create oases of relaxation that will maximize clients’ enjoyment of their new water features and outdoor living spaces,” Whiteaker states. He recalls one client who wanted to recreate a Colorado setting in his Iowa backyard. With the help of a landscape architect and craftsmen skilled at working with concrete, Pool Tech Midwest was able to make the client’s mountainous vision a reality.

The company’s attention to the smallest details has earned it the respect of peers and the loyalty of clients, as well as numerous industry awards. Recently, the builder was recognized by a trade publication as one of the top innovators in pool and spa design.

More than 25 years ago, Pool Tech Midwest was invited to join the renowned Master Pools Guild, and Whiteaker credits the organization for fostering his unique approach to pool design and construction. “We make dreams come true and help people realize their aquatic imaginations,” Whiteaker says. ❖

## POOL TECH MIDWEST, INC.


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In Business for 32 Years

Builds 20+ Pools per Year  
Total Pools Built: 700+

## SERVICE AREA

300-Mile Radius of  
Cedar Rapids



Safe and sound, this fence composed of stone and wrought iron, allows all swimmers to feel secure. The commanding water feature has spouting companions on each side and is easily the poolscape’s focal point.