

## The Swimline Story

**T**he history of Swimline Corp. reads like the truly inspirational All-American success story... humble immigrant roots, nose-to-the-grindstone work ethic, rags to riches and all!

Herman Schwimmer, Swimline's founder, emigrated from post-WW II Europe in 1948, fulfilling his childhood dream...

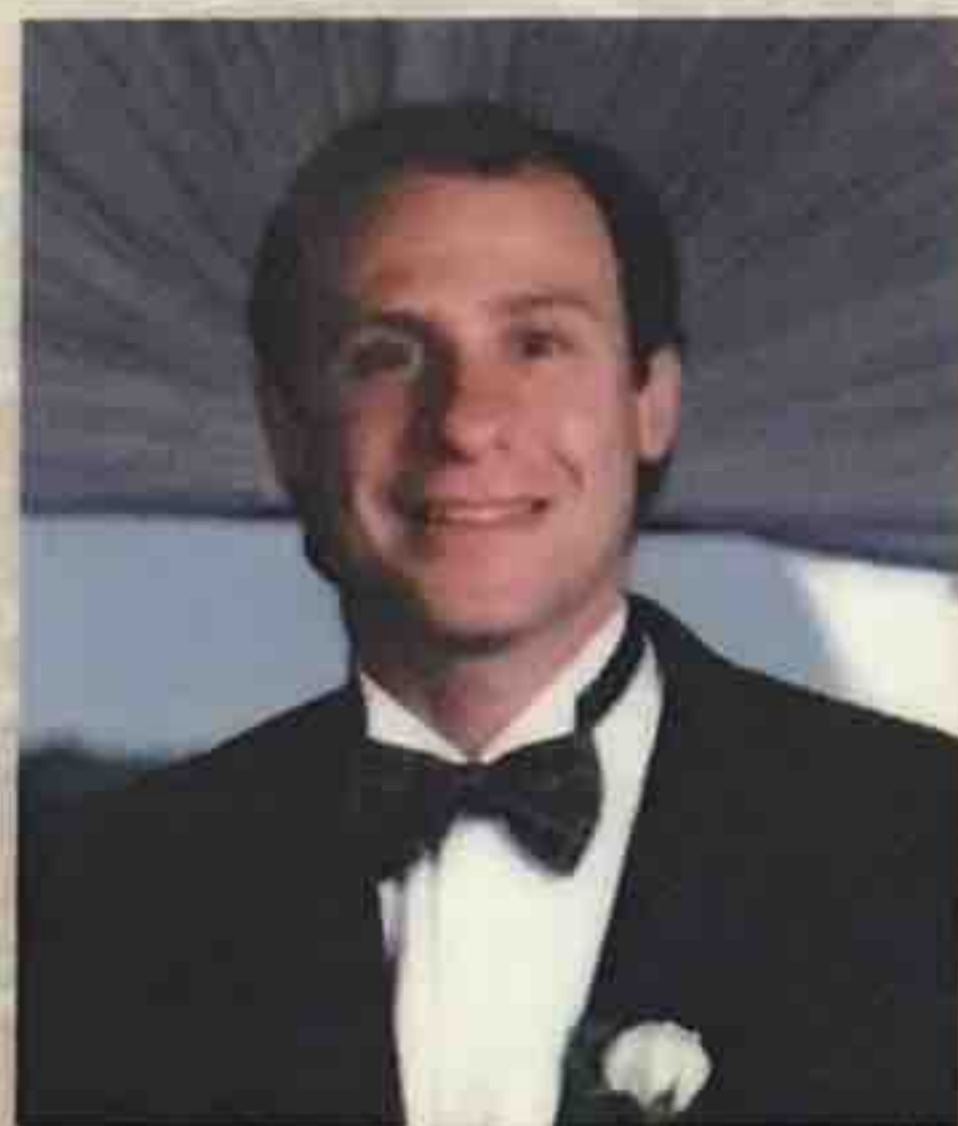
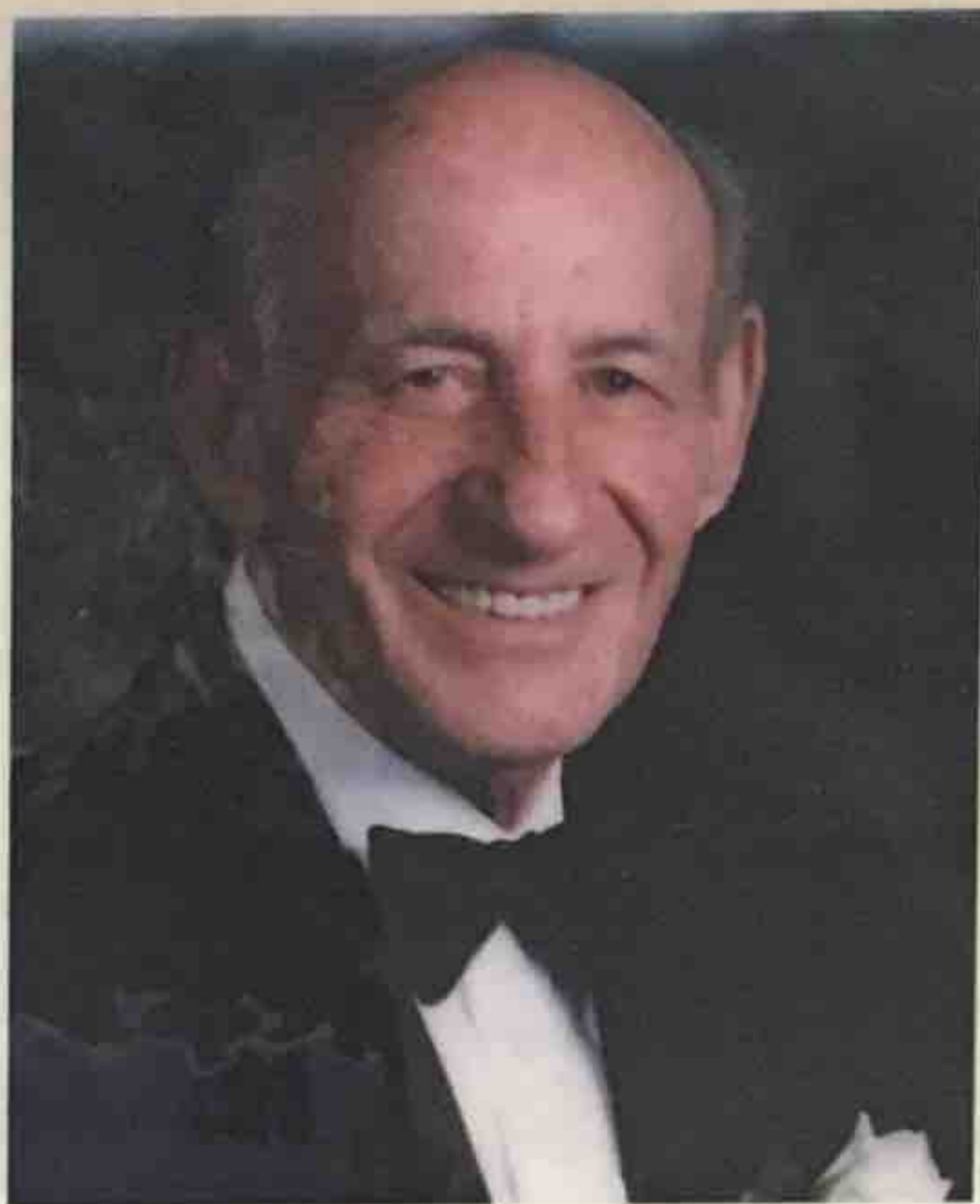
"As a youngster, I had always heard that the streets in America were paved with gold," reminisces Herman. "When I actually arrived, I remember standing on the streets of New York City, feeling the energy, the hustle and bustle...I knew I had found my home...the place where I would make my mark. Starting with little, I knew it was not going to be easy...but I had nothing to lose and everything to gain!"

Herman found the opportunity he was seeking with Bilnor Corp. Bilnor was one of the first manufacturers of aboveground swimming pools in the United States with a strong distribution clientele that included the department/catalogue store superpower, Sears. Over time, Herman worked his way up the proverbial corporate ladder, earning and securing a position in Bilnor's upper management.

"I remember being totally committed to Bilnor's success. I devoted 20 years of my life to the company, forming a business philosophy that I carry with me to this day... 'take care of your vendors, employees and customers alike...and success will follow.'"

With the sale of Bilnor in 1968 to an out-of-state corporation, it was time for Herman to venture out on his own. Armed with a substantial knowledge of the aboveground swimming pool industry from his years at Bilnor, Herman foresaw a potential for opportunity in the manufacture and distribution of aboveground swimming pool liners. Swimline Corp. was founded in 1971 with Herman's own ingenuity, courage and indomitable winning spirit!

Swimline became the first company to solely manufacture aboveground swimming pool liners and quickly became the country's largest producer and distributor to the swimming pool industry. The business was built on a commitment to quality product, competitive pricing and guaranteed delivery in-season. Quickly thereafter, Swimline expanded its seasonal reach by adding a full line of aboveground and inground winter swimming pool covers, backed by some of the strongest quality and replacement



guarantees in the business.

Behind the scenes, Swimline remains a true "family business" in every sense of the word.

There is, of course, our founder, Herman Schwimmer, CEO; his son, Larry Schwimmer, now president and the new driving force behind Swimline's ever expanding day-to-day operations; and Cynthia Schwimmer, Herman's daughter, vice president of marketing, who keeps a watchful eye on promoting its exciting and growing product line. At Swimline, however, the commitment to caring extends beyond blood relatives to its

"family" of valued employees, vendors and customers.

Today, Swimline occupies a state-of-the-art, 125,000 square foot manufacturing facility and warehouse in Hauppauge, N.Y., that is unparalleled in the swimming pool industry. Our extensive line of aboveground swimming pool liners now includes a myriad of exciting patterns to suit every taste. With the roll-out of the Swimline Inground Division, Swimline now includes an attractive and exciting assortment of liners for every size and style of in-ground pool as well. Our product line includes all necessary cover accessories, including center air pillows, water tubes, corner tubes, winches, cables and the CoverSaver™ cover pump. With the addition of our International Leisure Products subdivision, we now round out our summer fun product line with a huge assortment of Pool Toys, Games, Masks, Snorkels, Inflatables, Lounge Chairs, Fountains and much, much more! Our Hydrotools line of swimming pool maintenance equipment offers Vac Heads, Skimmers, Maintenance Kits, Signs, Test Kits, Thermometers and more...all dressed up to move in our great looking Swimline retail packaging!

Although we've grown to be America's largest vendor of swimming pool liners and covers, we've never forgotten our roots or our founder's benevolent philosophy. If you are a member of our extended pool and spa family, you are probably already a friend. Herman wouldn't have it any other way.



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