

# INDUSTRY PROFESSIONALS STEP IN TO SECURE FUTURE OF WELL-KNOWN POOL SUPERSTORE

## New Ownership Passionate About Revitalizing Namco Name In Community

**April 20, 2018 [Hartford, CT]** – Namco Pools is proud to announce it is now under new ownership. As of January 2018, a consortium of experienced industry retailers has purchased the pool superstore. With a new vision, new products and new online presence, the new Namco is being taken back to its roots of being family owned and operated again.

Jim Martyniuk, a pool industry veteran, is leading the charge and says while the name is staying the same, everything else is changing for the better.

“This is the new Namco,” Martyniuk says. “We kept the name because we strongly feel it means something to the community and that’s important to us. We value what our customers think and how they perceive us.”

Martyniuk is well aware of the negative reviews and opinions about NAMCO that have formed over the last few years as mismanagement and poor inventory control ran rampant. In the hopes of being given a clean slate by consumers, the company is leading the introduction of the new Namco with full transparency of its backstory.

### LOOKING BACK

Dominic Radocchia started Namco in 1962 in Rocky Hill, Connecticut. He grew his family-run business slow and steady over the next 40 years, eventually having 30 stores and a very happy, loyal customer base.

In 2005, Namco was at the peak of its success. Radocchia sold the company to a private equity firm out of Stamford, Connecticut. Steven Radocchia stayed on as CEO, and his brother Jack as head buyer. Unfortunately, the direction investors were taking with regards to management didn’t align with the Radocchia vision and they left soon afterwards.

Then the down turn of 2008 happened. With market demand decreasing and new management’s lack of pool industry knowledge, business began a gradual decline culminating in a bankruptcy reorganization in 2013. Without experienced pool industry management leadership the company so desperately needed, Namco continued to close stores to the current 16 locations. It was around this time the new ownership heard about Namco. Interest in purchasing heightened in September 2017 and was finalized by January 2018.

“We looked at the opportunity and it matched our business model,” says Martyniuk. “Namco had a fabulous reputation in the Northeast as a big retail pool company. After all, they sold over 125,000 aboveground pools in the Northeast region. This was our chance to turn the ship around and bring back the strong family owned and operated company the Radocchia’s had so passionately built.”

## **FORGING FORWARD**

Customers can expect all newly remodeled Namco stores to be brighter, cleaner and loaded up with quality products at great prices. A new robust e-commerce website is in the works for customer convenience along with expanded product lines for aboveground pools, chemicals, accessories, hot tubs and patio furniture. Out of all the positive changes being put into place, the biggest improvement will be the refocus on customer service.

“We’re ready to win back the customer and it all starts in the store,” says Rick Fagan, store manager at Namco Auburn, MA. “There is going to be a heavy emphasis on staff education and training. We’re investing in our people and setting them up to succeed.”

Namco is increasing the number of sales staff on the floor of each location, as well as hiring back old staff that was there during the glory days of early Radicchio ownership. They’ll also be hiring new pool and hot tub specialists.

“I came back because I believe in what our new ownership is trying to do,” says Fred Rossi, director of merchandising at Namco. “Their understanding of the pool business is refreshing.”

Martyniuk is confident that as spring turns to summer and the season warms with the longer days of sunshine, so will the market’s perceptions of Namco.

“We’re going to elevate the pool business here in the Northeast,” says Martyniuk. “We’re creating stores you want to visit and go back to, a destination where you want to chat with your local pool specialist. Plus, we’ll be creating more jobs in each of the communities we have a presence in while we do it.”

Namco has also aligned themselves with the best suppliers when it comes to pools, chemicals and accessories, hot tubs and patio furniture including established companies like Hayward, Aqualeader, Jandy, Polaris, Natural Chemistry, Poolcorp, Swimline, Vinyl Works, Pleatco, GLI and Jacuzzi Hot Tubs.

For more info, visit [www.namcopool.com](http://www.namcopool.com). All are encouraged to stop at one of the [16 locations](#) and see the changes first-hand.

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## **About NAMCO**

NAMCO is America’s largest dealer of above ground pools, pool chemicals, pool supplies, hot tubs and patio furniture. For over 50 years, NAMCO has been providing customers with quality affordable outdoor entertainment products, helping families to take budget-friendly “staycations” in the comfort of their own backyard. Proudly family owned and operated, Namco is bringing American families together, one pool at a time.

## **Media Inquiries**

Suzy Kendrick  
skendrick@namcopool.com  
613-795-5459

## **Social Media**

Facebook: @namcopool

Twitter: @namcopool  
Instagram: @namcopools