

WaterRows

GRAPHENE CERAMIC POOLS®



#NEXTGENERATIONPOOLS

were created with a clear ambition:
to build pools that move the industry forward.

Behind WaterRows stands more than 26 years of experience in pool manufacturing — combined with a decision not to repeat what already exists. From the beginning, we chose to go further.

PEOPLE

We share one vision — to create pool that set a new standard for quality and innovation.

DESIGN

Clean forms, balanced proportions and integrated relaxation zones.

TECHNOLOGY

WaterRows Graphene Ceramic Pools®, integrated LED lighting and precision CNC production create a pool built for performance and durability.

COLORS

Carefully developed color tones create depth, reflection and a natural harmony with the surrounding space.

EXPERIENCE

A WaterRows pool is more than a product. It is a place for movement, relaxation and moments that shape everyday life.

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 26 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.

PARKING

MAIN ENTRANCE

FACILITIES FOR EMPLOYEES

25,000 m²

Total area of the complex

4,000 m²

Production area

15,000 m²

Warehouse spaces

20 min.

From Bratislava and direct connection
to the D1 motorway

POOL PARK

PHASE II: COMPLETION IN 2026

COMPLETION, OFFICES, POOL PARK



STOCK OF TORCHES AND MOULDS

POOL PROCESSING

POOL PRODUCTION

TOWER CRANE

MOULD PRODUCTION

COMPLETION

STOCK OF POOLS

POOL PATIO

ADMINISTRATIVE

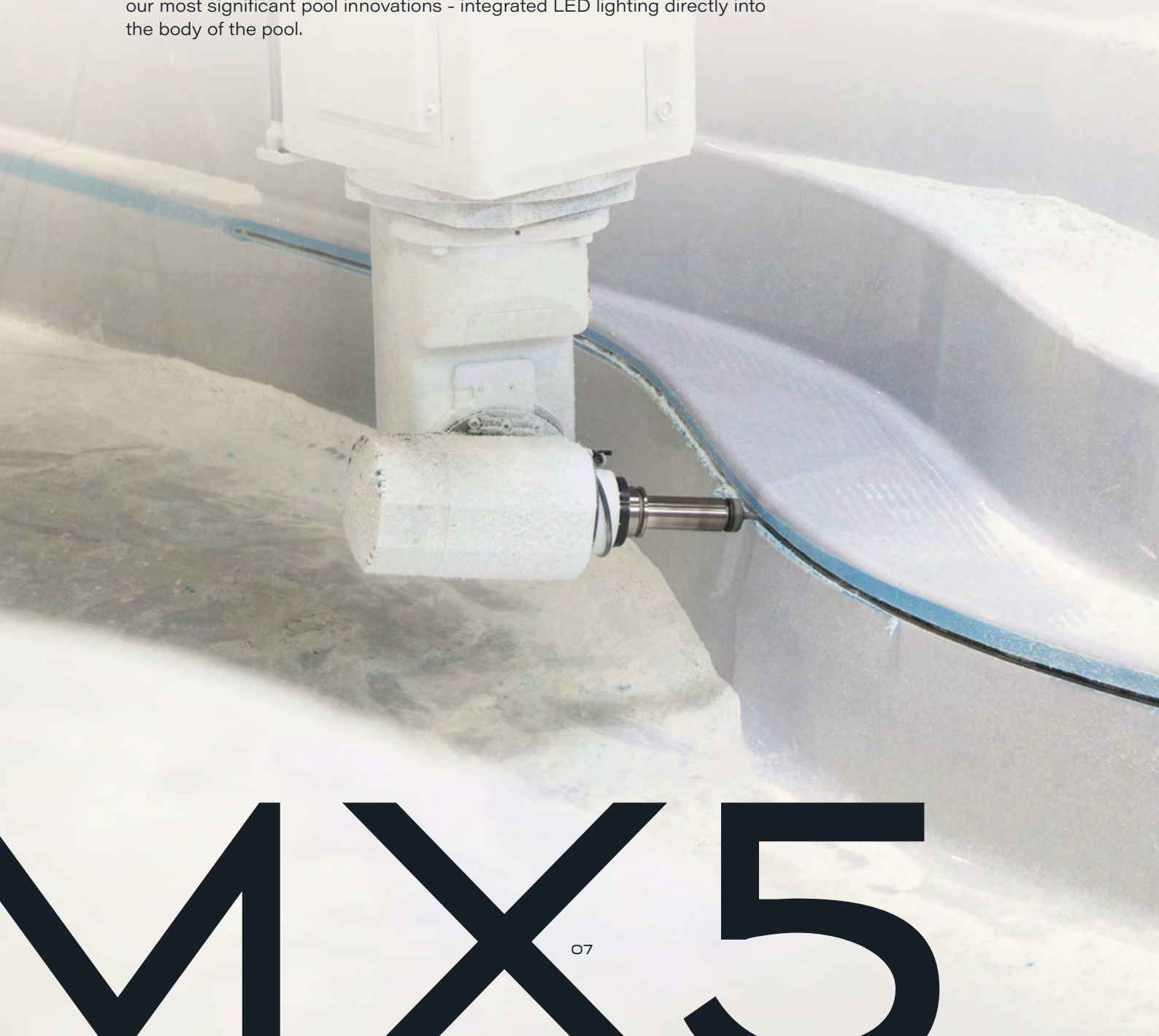
LOADING ZONE

TRAINING CENTRE

POOL SHOP

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 machine, we are introducing one of our most significant pool innovations - integrated LED lighting directly into the body of the pool.



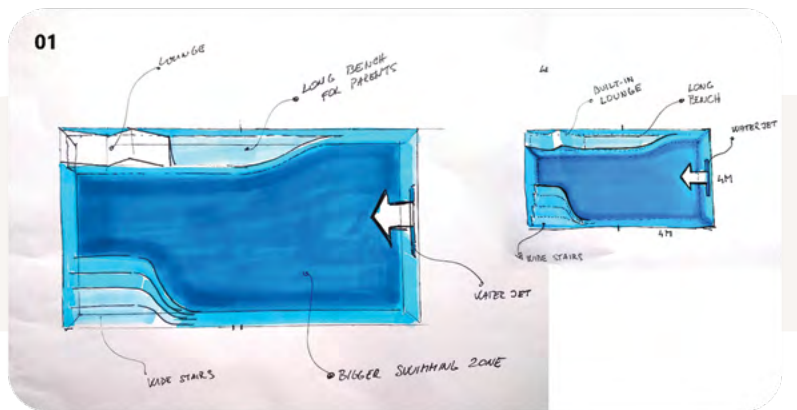
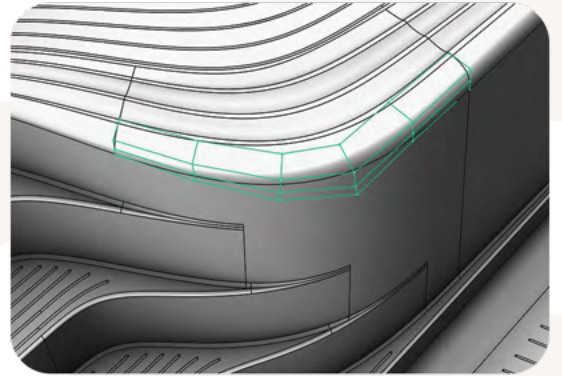
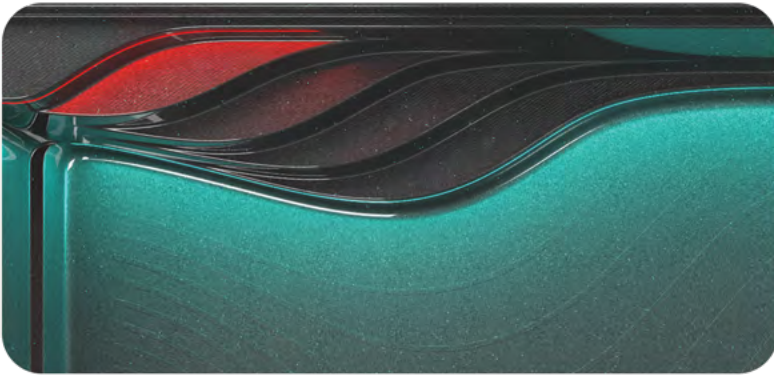
MX5

FORMS

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.



WE RE A H 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.



ORGANIC Single 78
Antique Alabaster

S L O O R

Designed for living. Engineered for decades.

WaterRows pools combine modern design, advanced technology and more than 26 years of experience in pool manufacturing. Each model is designed to naturally integrate into the architecture of the garden while providing maximum comfort for both swimming and relaxation.

Thanks to Graphene Ceramic technology, integrated LED lighting and precision manufacturing, WaterRows pools represent a new generation of composite pools.

NEW



JETSWIM

HIGHLIGHT OF THE SEASON 2026

More on page 18



SINGLE

More on page 22



DOUBLE

More on page 24



SUNLOUNGE

More on page 28



LINEAR

More on page 32

INNOVATION

Step for safety leading of the integrated rollo cover

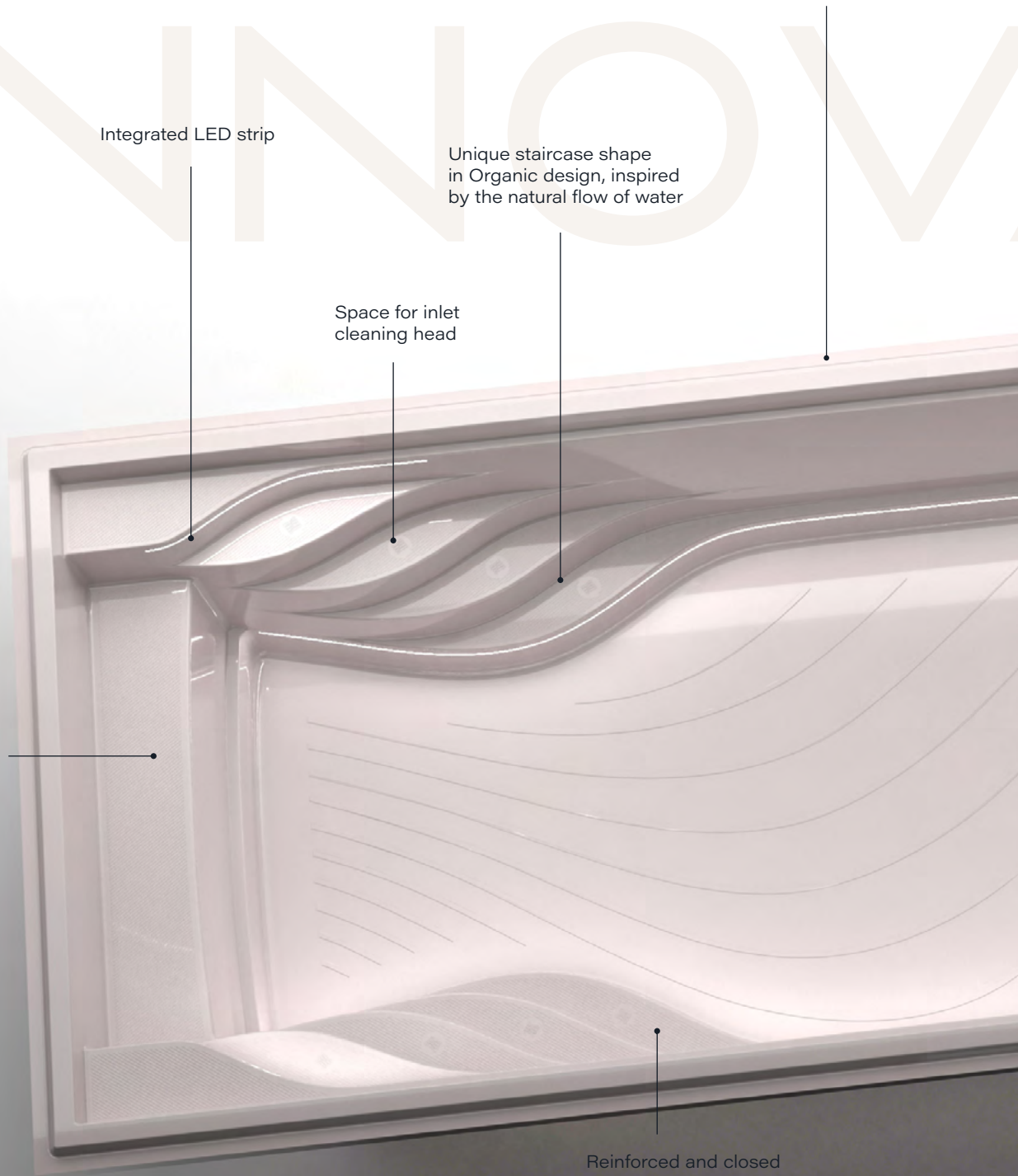
Integrated LED strip

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

Space for inlet cleaning head

Relax bench

Reinforced and closed pool edge



INNOVATION



Integrated LED strip

High-flow integrated skimmer with overflow and automatic water intake

Integrated rolo cover, protected by panels in organic design

Pultruded beam for tile installation, corrosion-resistant

Unique anti-slip surface located in the bottom, on the steps, on the bench and the top panel by rolo cover. Pleasant to walk on, like sand by the sea

Integrated bottom drain and hydrostatic valve

Wide pool edge for better stability of the skimmer

© OFFICIALLY REGISTERED DESIGN





® OFFICIALLY REGISTERED DESIGN

Configure
your wished pool



JETSWIM series

NEW

VERSATILE FOR MOVEMENT, RELAXATION AND FAMILY MOMENTS.

Thanks to generous relaxation areas, it offers space for rest, fun and active use. Integrated LED lighting on both sides highlights the clean lines and creates a pleasant atmosphere. An ideal choice for families with children, active swimmers and seniors.

On sale FALL 2026



67

6,7 x 3,8 x 1,5 m



86

8,6 x 3,8 x 1,5 m



Relaxation



Swimming

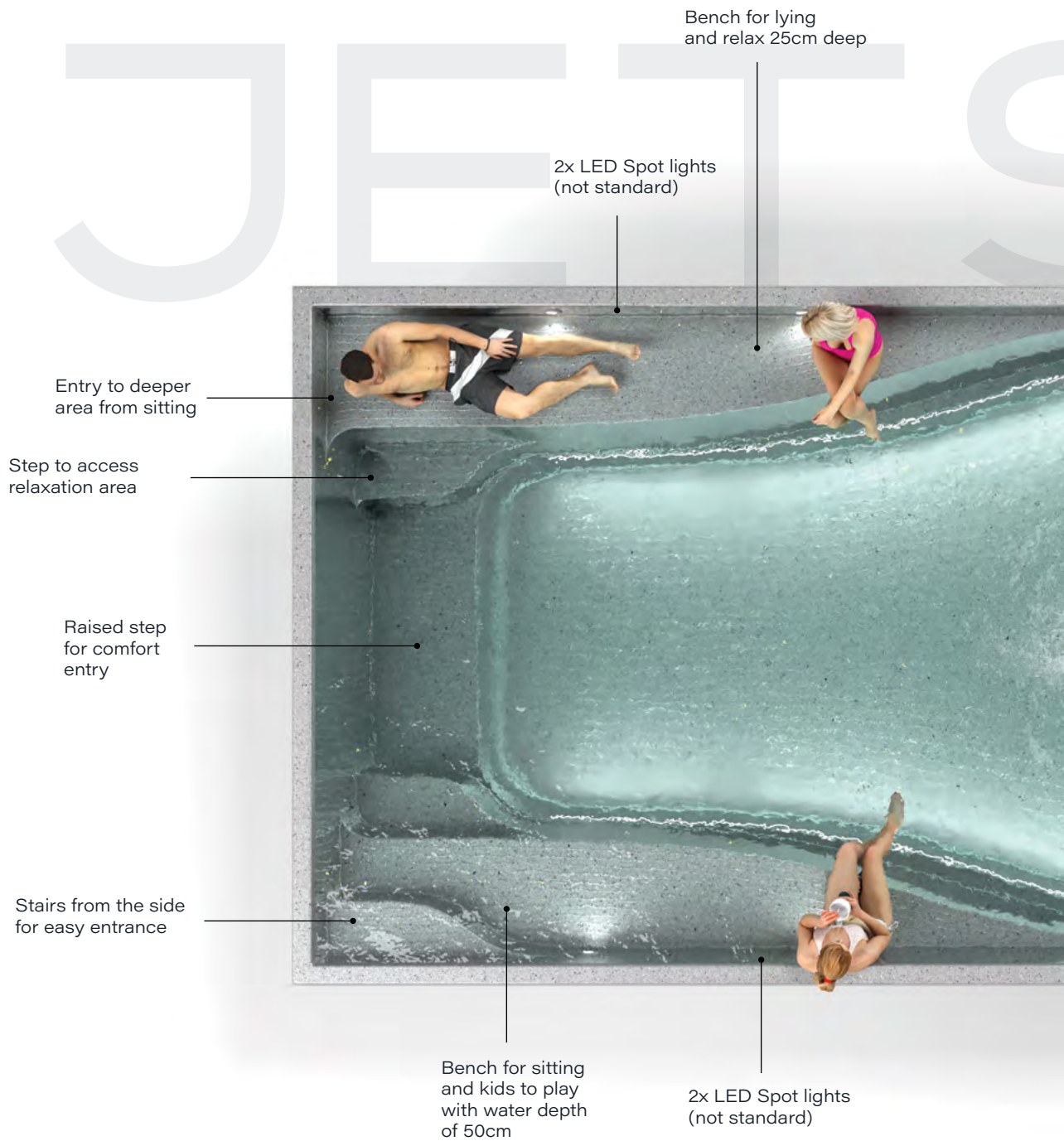


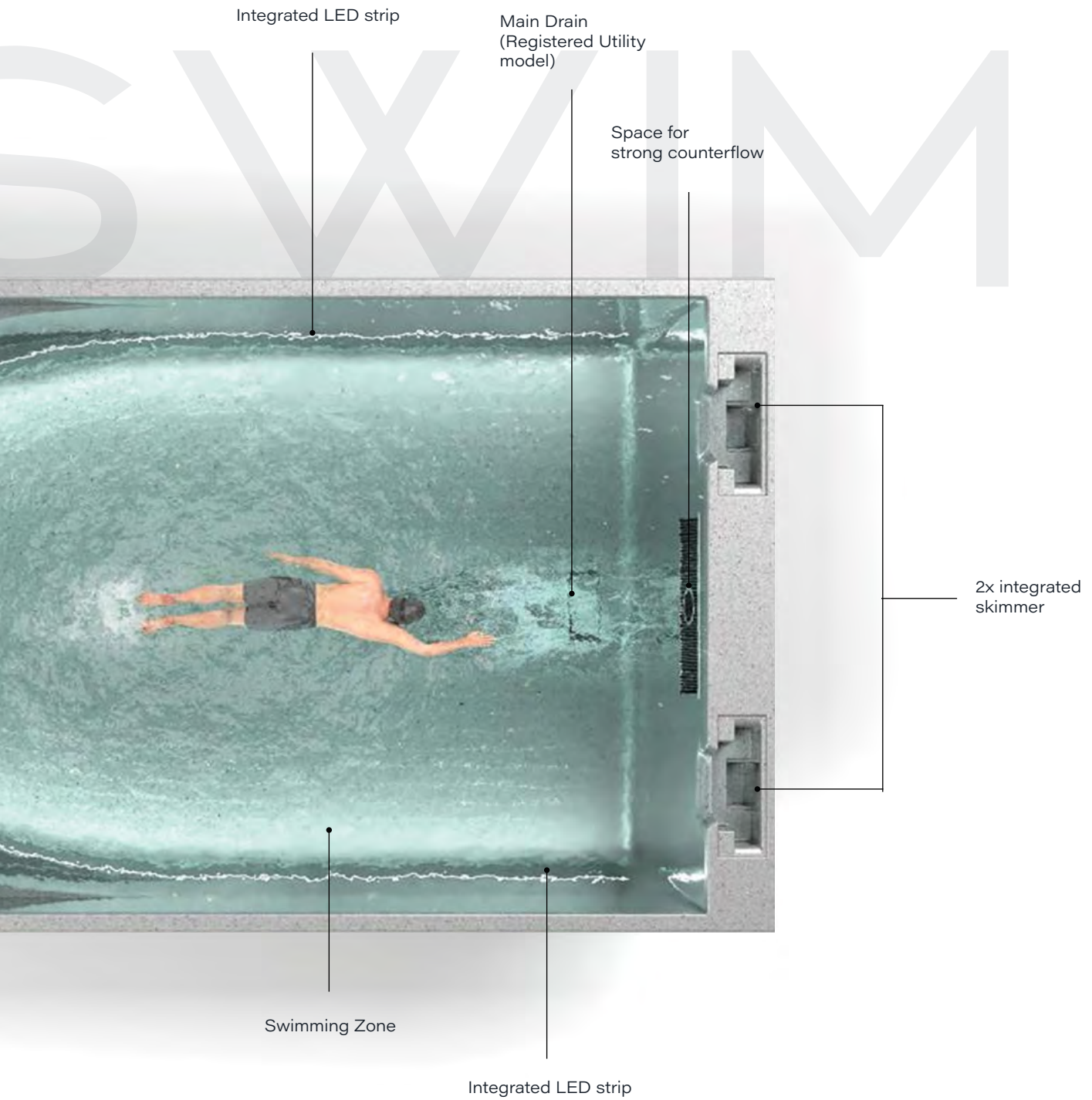
Easy access

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



JETS





® OFFICIALLY REGISTERED DESIGN





Configure
your wished pool



® OFFICIALLY REGISTERED DESIGN

SINGLE series

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



Swimming



Easy access



Small area

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





Configure
your wished pool



® OFFICIALLY REGISTERED DESIGN

DOUBLE series

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



Swimming



Relaxation



Easy access



Large area

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



Double 88
with integrated
rollo cover







® OFFICIALLY REGISTERED DESIGN

Configure
your wished pool



SUNLOUNGE series

A PLACE WHERE COMFORT MEETS WATER.

It features an extended sunbench with gentle water depth of 20 cm. The perfect spot for lounging, relaxing, or safe play for children. More than just function – SUNLOUNGE is a space for quiet moments, sunny pauses, and everyday presence.



75

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



85

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



Relaxation



Easy access

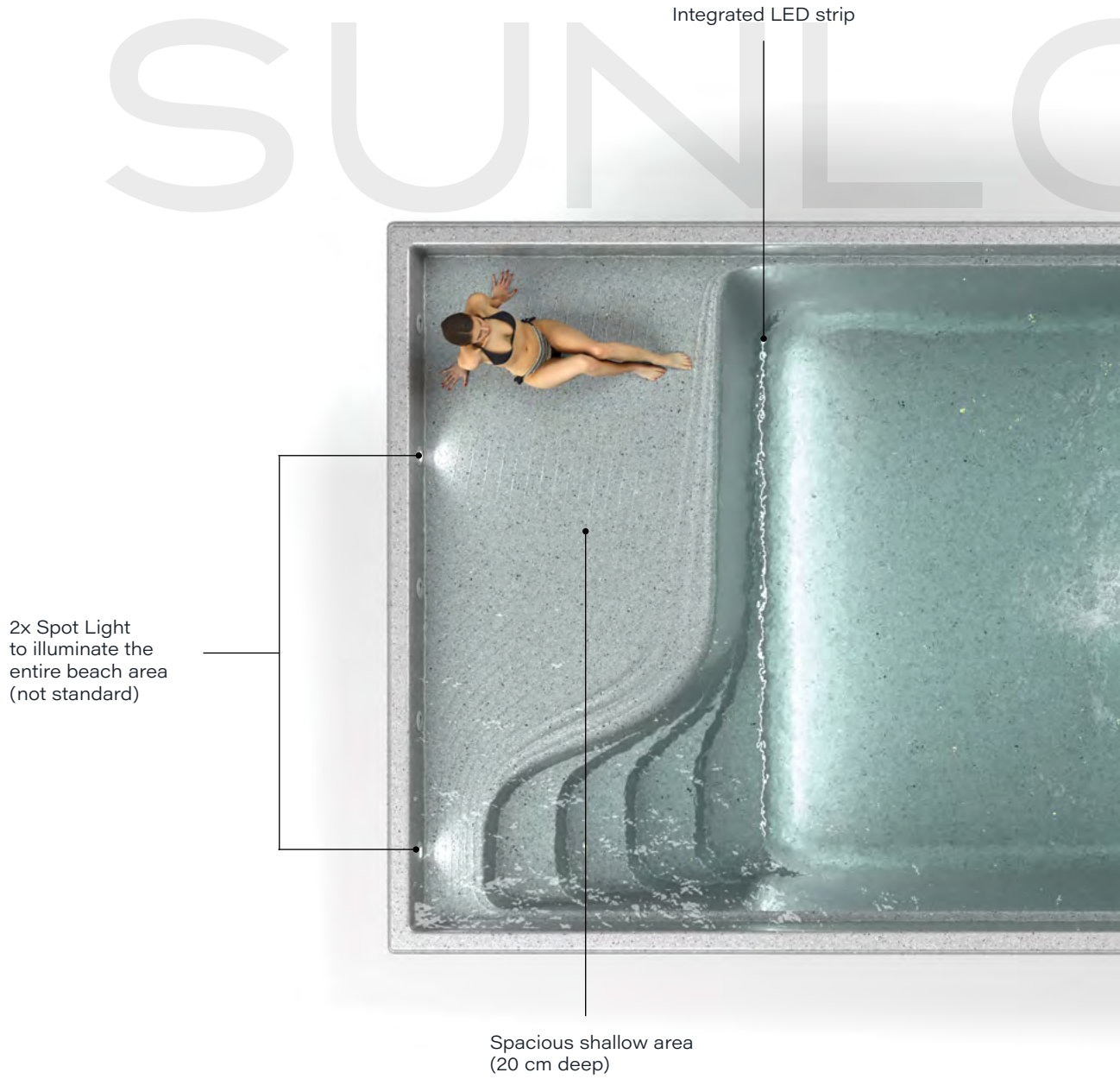


Family

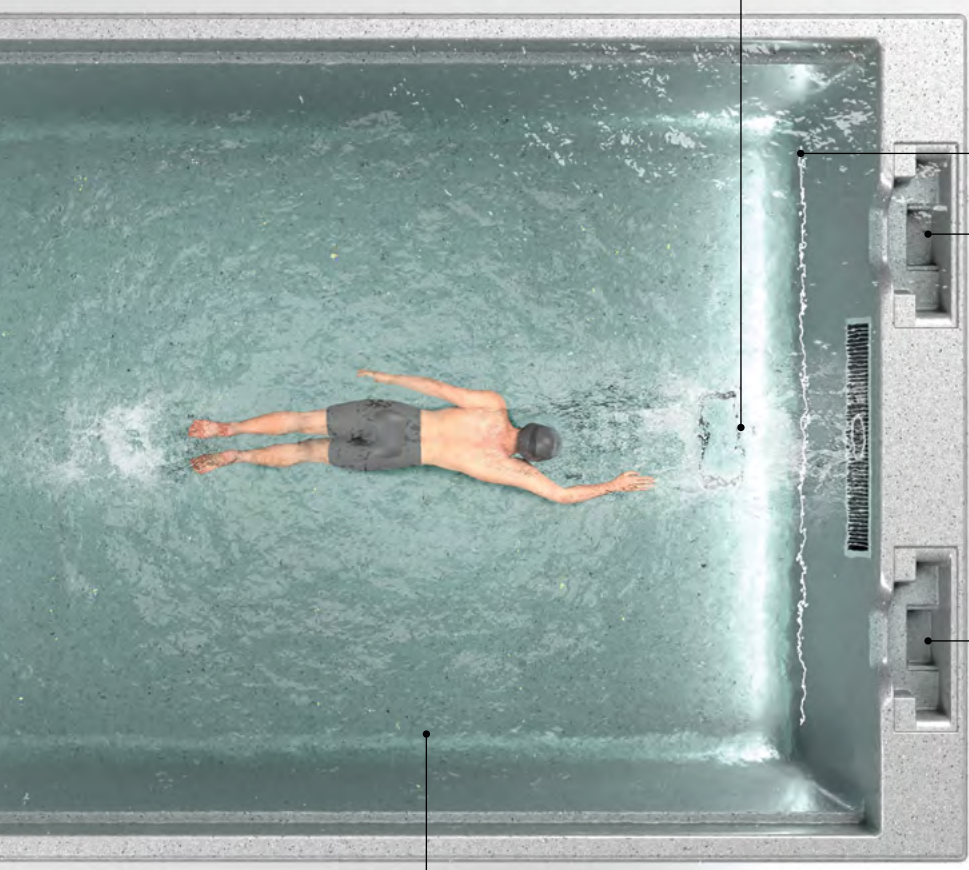
The world's leading pool protection against bleaching and chemical attacks.



SUNLO



DUNNIGE



Main Drain
(Registered Utility
model)

Integrated
LED strip

2x integrated
skimmer

Swimming Zone

® OFFICIALLY REGISTERED DESIGN





Configure
your wished pool



® OFFICIALLY REGISTERED DESIGN

LINEAR series

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.

On sale FALL 2026



65

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



85

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



Easy access



Swimming



Large area



Small area

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









WaterRows

Graphene
Ceramic Pools®

Higher impact, strength Integrated
into the layers of the composite

Better for reactive
soil conditions -
hydrodynamic
and hydrostatic
pressures

Increased flexural
strength

Better
osmotic
resistance

Easier to transport
and handle by crane

New technology never
before used in the pool
industry in the EU

Scan the QR code
and find out more



YOU SIMPLY WON'T FIND A BETTER POOL

WaterRows Graphene Ceramic Pools® 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.



CLOSED HEM FOR
ADDITIONAL STRENGTH

GELCOAT NEW GENERATION

- 99.5% gloss protection
- Vibrant and stable colours
- Unique resistance to chemicals, bacteria and UV

PRECISION CUTTING WITH
CNC MILLING MACHINE

STEP FOR GUIDING
THE INTEGRATED
ROLLO COVER

VINYLESTER BARRIER
LAYER WITH GLASS FIBRE

GRAPHENE CERAMIC
LAYER 

POLYLESTER BARRIER
LAYER WITH GLASS
FIBRE

EXTERNAL IMPERMEABLE
LAYER AGAINST GROUND
MOISTURE

REINFORCED
SAFETY STEP

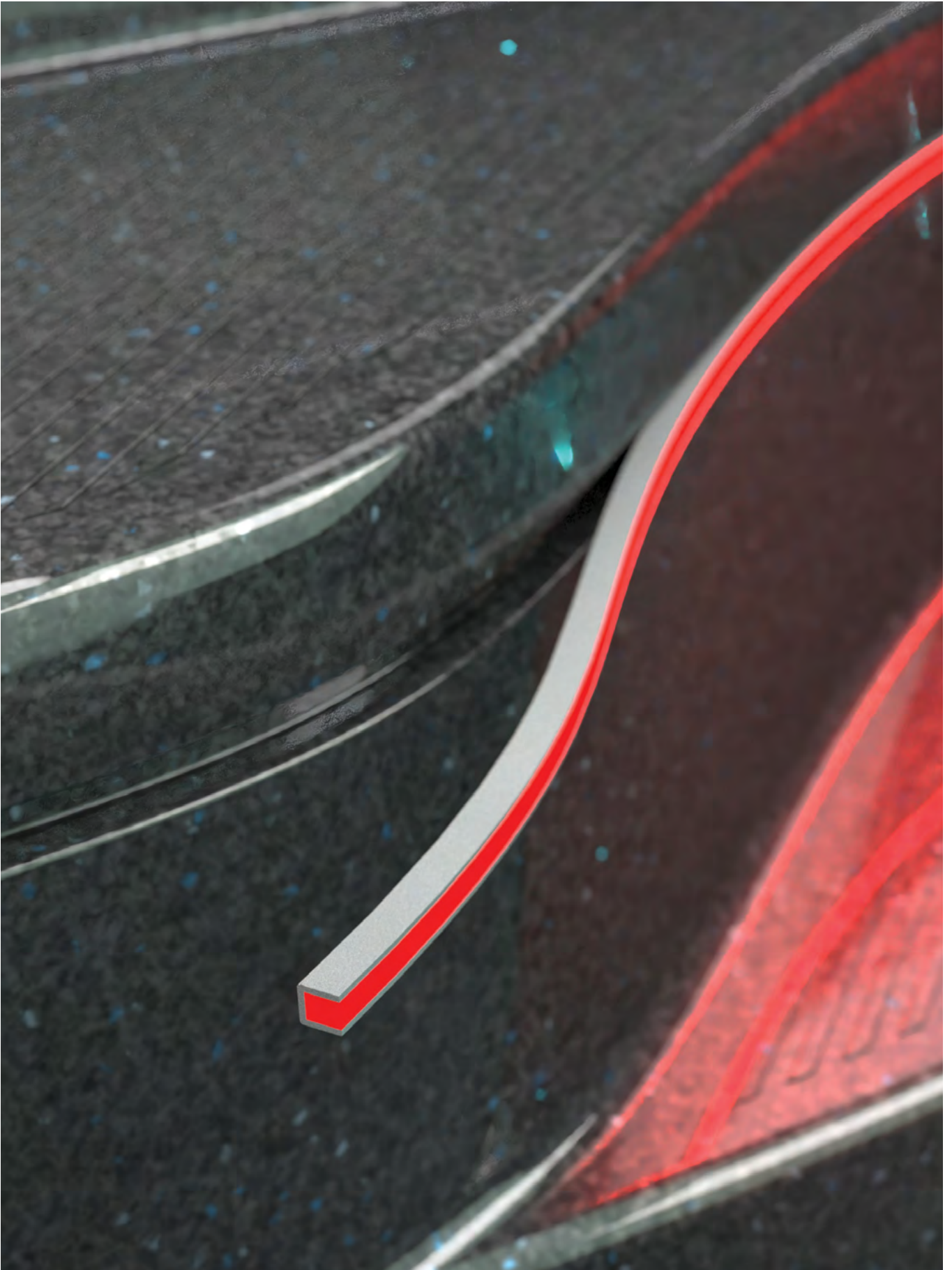
INTEGRATED LED
STRIP IN THE POOL
BODY



WaterRows
Graphene
Ceramic Pools®



PowerRibs
by WaterRows



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



INTEGRATED LED LIGHTING AS A PART OF THE POOL STRUCTURE

LED LIGHTING

Is integrated into the pool structure already during production.



INTEGRATED INTO THE POOL WALL

The LED strip is integrated into the pool wall so that it is flush with the surface, creating a clean, sleek design. It can be replaced at any time during the pool's lifespan.

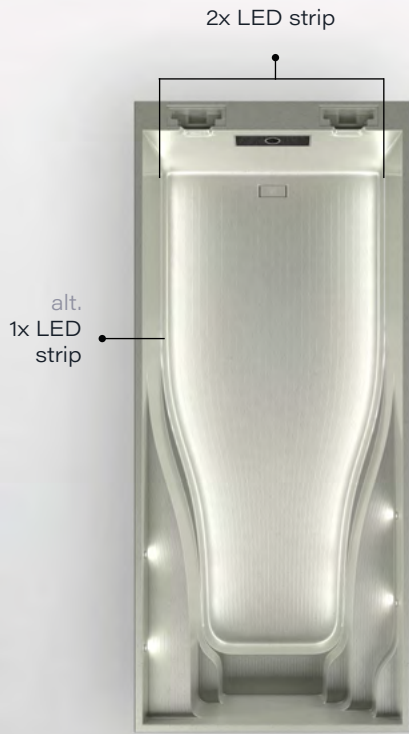
CREATES IMMERSIVE ATMOSPHERE

The soft, linear glow transforms your pool into a living space - perfect for evening relaxation or stylish entertaining.

ENGINEERED FOR LONGEVITY

Developed with CNC precision and in collaboration with LED ITALY to ensure long-term durability in underwater conditions.

LED LIGHT- CONFIGURATION OPTIONS



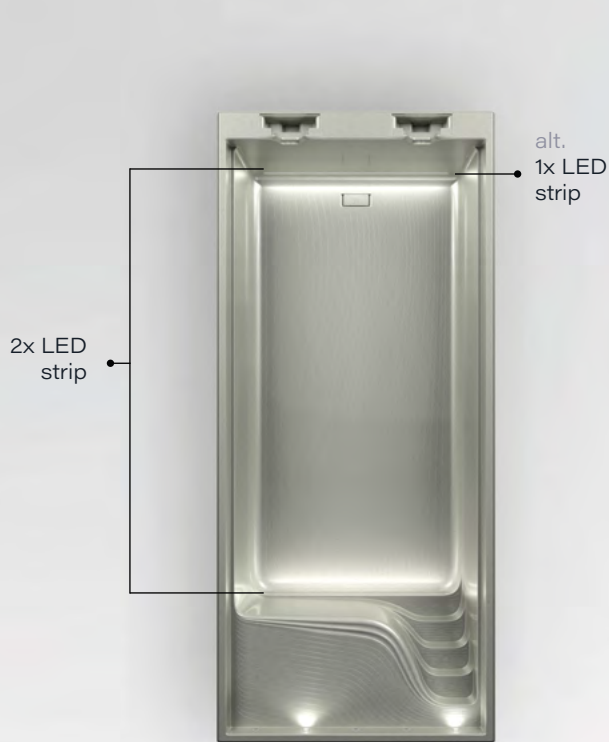
JETSWIM



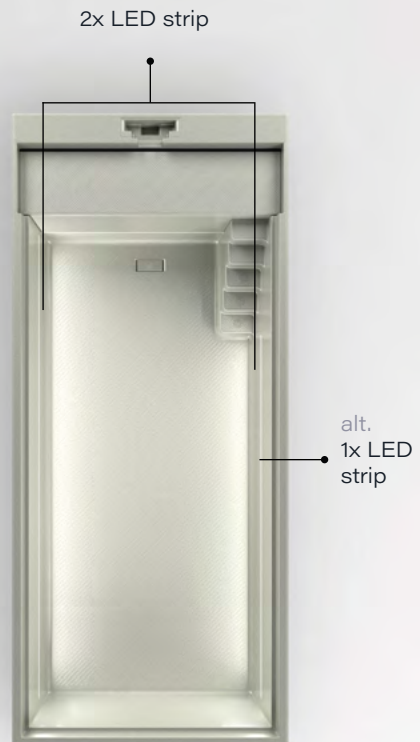
SINGLE



DOUBLE



SUNLOUNGE



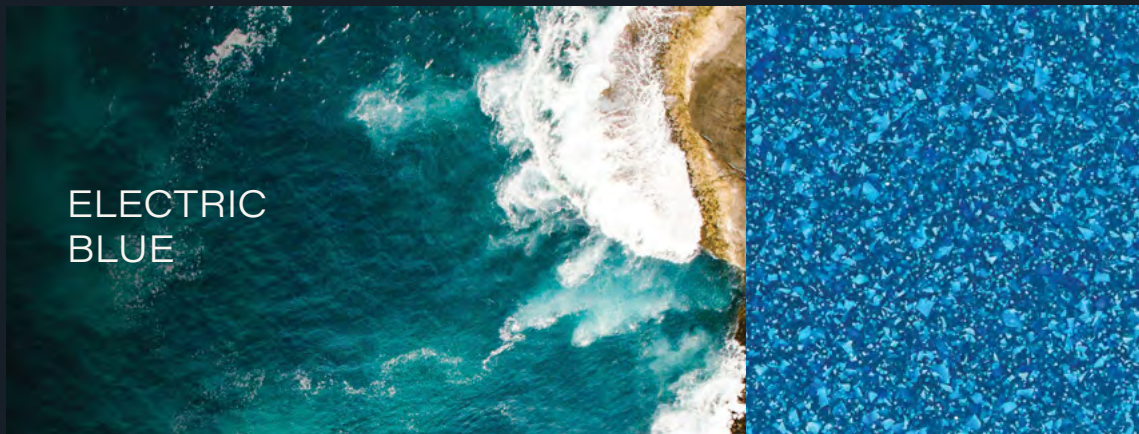
LINEAR

COLL

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.

HIGHLIGHT OF THE SEASON 2026



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.

3D STRUCTURE

SHIMMER. DEPTH. MOTION.

ANTIQUÉ
ALABASTER

CHAMPAGNE
PEARL

SPARKLING
GREY

LUNAR
GRANITE

VULCANIC
SPARK

HIGHFLOW INTEGRATED SKIMMER

The WaterRows skimmer is already an integral part of the pool shell—designed and built in during manufacturing.

For you, this means easier and faster installation without any additional work, cutting, or on-site modifications.

In addition to the technical advantages, it also makes a significant difference in the overall pool experience. Thanks to this design, the water reaches the maximum possible level, which is naturally higher than in standard pools.



This gives you:



more water for swimming and relaxation



a cleaner, architecturally precise look



better use of the pool's full depth

The result?

The water appears to be "stretched" right to the edge, similar to an infinity pool.



MAIN DRAIN

(Registered utility model)

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.

Alternative: without a hydrostatic valve

2-in-1 solution
drain
+ hydrostatic
valve

Clean aesthetics
flush with the
pool floor, no
visible covers

Safe
protects against
hydrostatic
damage

Stability
even with
a robotic
vacuum
cleaner

Efficient
allows smooth
and controlled
water drainage

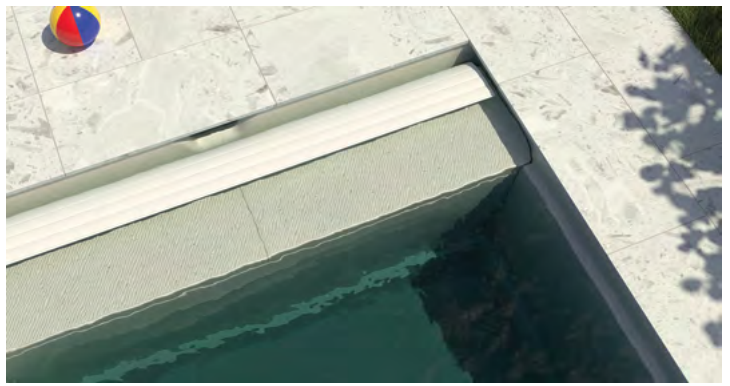
Maintenance free
does not
require addi-
tional service
interventions

INTEGRATED SLATTED ROLLO COVER

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.



Developed for our Pool-portfolio by  **walter**  Member of **T4** group

INFLOW CLEANING SYSTEM

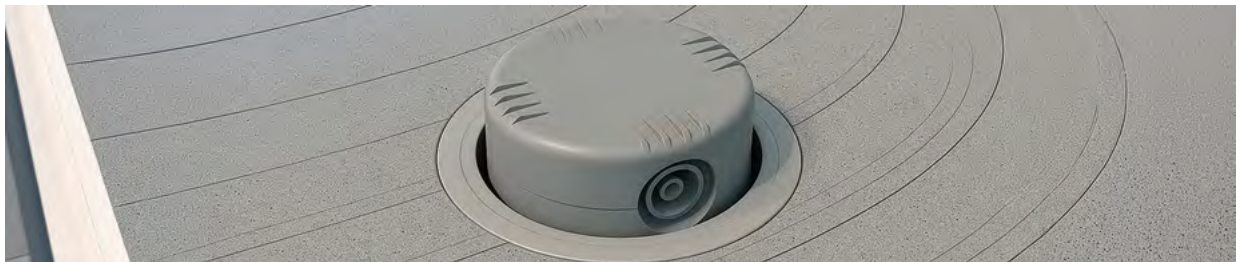
Automatic cleaning
– all season long, even
while you're swimming

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

**Lower
consumption**
of chemicals
and energy

Elegant
and almost
invisible design

**Suitable
for all** our pool
models



Relax. We've

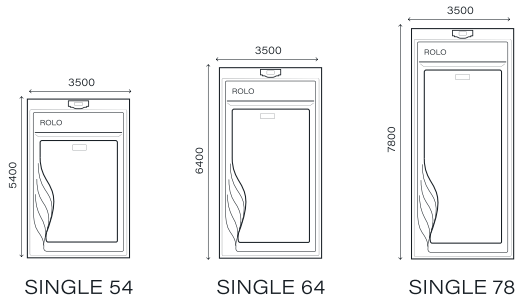


built it right.



POOL PORTFOLIO

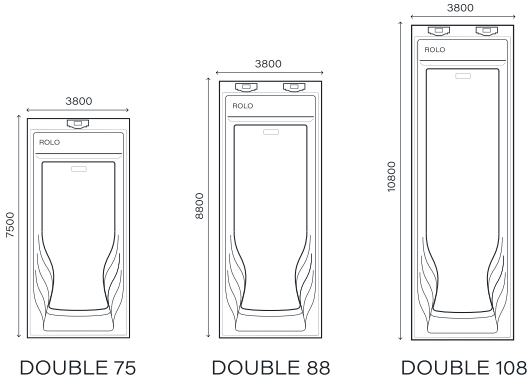
WITH INTEGRATED ROLLO COVER



SINGLE 54

SINGLE 64

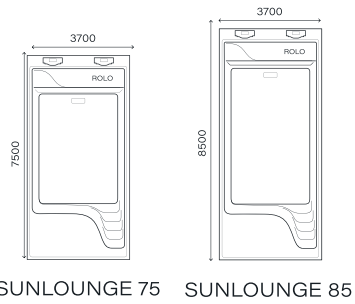
SINGLE 78



DOUBLE 75

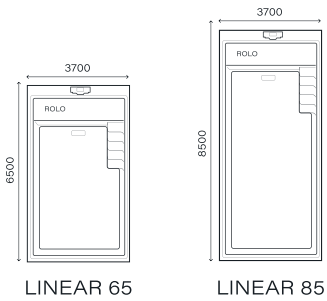
DOUBLE 88

DOUBLE 108



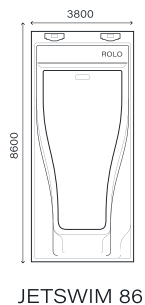
SUNLOUNGE 75

SUNLOUNGE 85



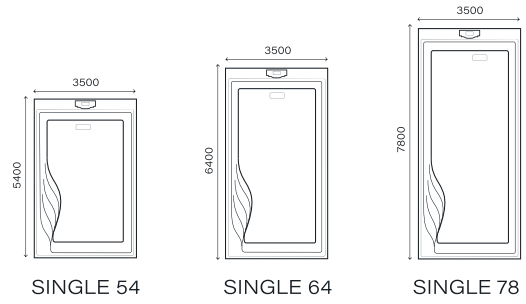
LINEAR 65

LINEAR 85



JETSWIM 86

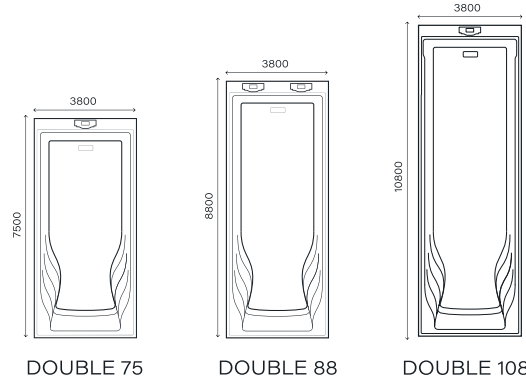
WITHOUT INTEGRATED ROLLO COVER



SINGLE 54

SINGLE 64

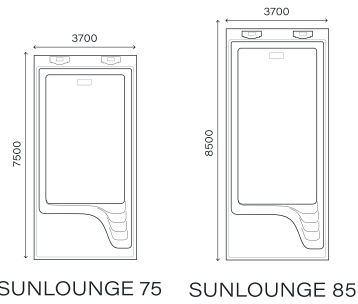
SINGLE 78



DOUBLE 75

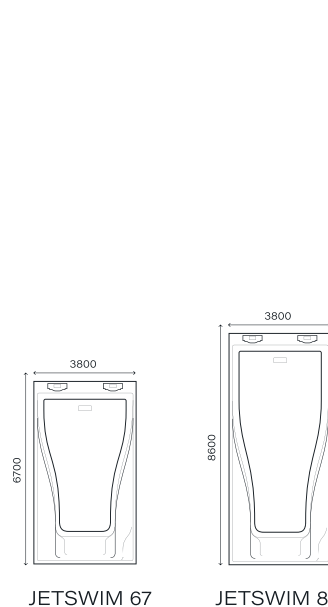
DOUBLE 88

DOUBLE 108*



SUNLOUNGE 75

SUNLOUNGE 85



JETSWIM 67

JETSWIM 86

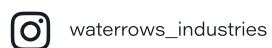
* The Double 108 model is the only one with an extension for a roller cover included in the mold. Therefore, it is important to account for this extension even if the pool will not have a roller cover installed.

POOL RANGE

	OUTSIDE DIMENSIONS			INSIDE DIMENSIONS			TECHNICAL SHEET	
	length	width	depth	length	width	depth	weight	volume
SINGLE 54	5,4 m	3,5 m	1,5 m	4,9 m	3,1 m	1,5 m	550 kg	20 m ³
SINGLE 64	6,4 m	3,5 m	1,5 m	5,8 m	3,1 m	1,5 m	640 kg	25 m ³
SINGLE 78	7,8 m	3,5 m	1,5 m	7,2 m	3,1 m	1,5 m	810 kg	31 m ³
DOUBLE 75	7,5 m	3,8 m	1,5 m	6,9 m	3,5 m	1,5 m	900 kg	34 m ³
DOUBLE 88	8,8 m	3,8 m	1,5 m	8,2 m	3,5 m	1,5 m	1.010 kg	39 m ³
DOUBLE 108	10,8 m	3,8 m	1,5 m	10,2 m	3,5 m	1,5 m	1.180 kg	49 m ³

	OUTSIDE DIMENSIONS			INSIDE DIMENSIONS			TECHNICAL SHEET	
	length	width	depth	length	width	depth	weight	volume
SUNLOUNGE 75	7,5 m	3,8 m	1,5 m	7,0 m	3,5 m	1,5 m	850 kg	30 m ³
SUNLOUNGE 85	8,5 m	3,8 m	1,5 m	8,0 m	3,5 m	1,5 m	950 kg	35 m ³
LINEAR 65	6,5 m	3,7 m	1,5 m	4,9 m	3,3 m	1,5 m	700 kg	29 m ³
LINEAR 85	8,5 m	3,7 m	1,5 m	6,9 m	3,3 m	1,5 m	950 kg	32 m ³
JETSWIM 86	8,6 m	3,8 m	1,5 m	8,0 m	3,5 m	1,5 m	950 kg	39 m ³

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



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