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Viking Pools Founder Retires After 35 Years of Service

Alan Stahl started Viking Pools in 1975 from a desire to exit the meat cutting business and create a better life for his family. Little could he have known then that 35 years later an entire industry would be changed for the better because of his knowledge and determination.

In 1979, Stahl moved his California production facility to Williams and by the mid-1980's began engineering the use of Vinyl Ester Resins, which has now become the benchmark for fiberglass swimming pool construction. In the mid-1990's Stahl introduced accent inlayed tiles, a first in the fiberglass industry. Viking Pools also introduced Crystite® finishes during this time, which changed the way fiberglass pools were viewed in the market place. No longer just a plain white shell, fiberglass pools now had color with character and dimension.

Then, Alan realized the demand for his product was more widespread than the west coast, so in 1996, he opened a manufacturing facility in Midland, Texas and the following year began producing pools in Oak Hill, Florida. In 1999, Stahl recognized a demand for aquatic therapy and created the Hydro Zone line of swim spas. The following year a manufacturing facility was opened in Jane Lew, West Virginia.

Over the next decade additional brands were created including, CPC (Composite Pools), Crystal Palace Pools, and Liberty Composite Pools. Viking also experienced huge growth during this time, partially due to the array of innovations including built-in cascades, streams, aromatherapy, vanishing edges, specialty colors and finishes, and unique pool models. A state-of-the-art manufacturing facility was also opened in Zephyrhills, Florida to better service the growing demand in the southeast.

In 2005, Viking Pools was acquired by Latham International and Alan Stahl was promoted to Founder, while his son, Todd Stahl took Alan's place as the President of Viking Pools LLC. The company continued to grow and has an International presence in the swimming pool industry. Viking Pools and affiliated brands have appeared in forty different television shows and movies that have aired over one thousand times, contributing to Viking's overall brand recognition. Some of these shows include Extreme Makeover: Home Edition, Little People Big World, The Outdoor Room with Jamie Durie, Moving Up, and Indoors Out. In 2009, all of the Viking Pools LLC brands became ICC Certified.

On September 8, 2010, Viking Pools, along with a select group of dealers and business partners, wished Alan Stahl a heartfelt farewell from the pool industry. A dinner was held at the Red Rock Resort and Spa in Las Vegas, Nevada. After a historical presentation by Todd Stahl, guests took turns letting Alan know the positive effect he has had on their lives and their businesses. One guest summed it up best by stating that Alan has left more of a legacy than a successful fiberglass swimming pool manufacturing business, his three sons, Todd, Aaron, and Eric, and the relationships he has created will live on and prosper.

The fiberglass pool industry certainly would not be where it is today if it were not for one brilliant man, Alan Stahl, who can now be found enjoying life with his family and friends between his infamous hunting trips and helicopter rides.

To learn more about Viking Pools visit www.vikingpools.net or call (800) VKG-POOL.

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