

2024 OVERVIEW



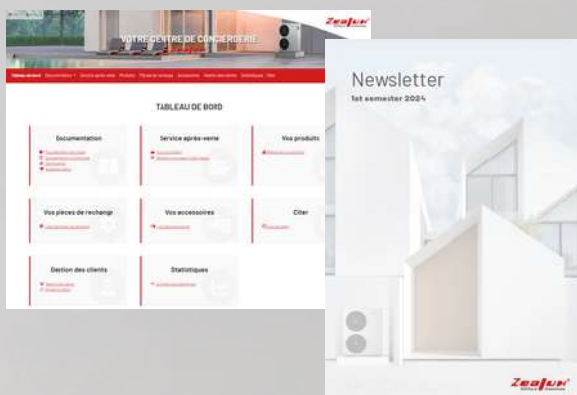
January :

We have developed and enriched various marketing materials aimed at strengthening our brand image such as: our brand book, our sales kit 2025, and others. We have not hesitated to invest in IT tools aimed at ensuring the quality of our materials.



March :

March was a busy month for Zealux and its team: MCE Show, opening of Fluidra open house meetings and publication of our latest Zealux, Alsavo and Inverboost (accessories) catalogues. For the occasion, we also created an animated display in the colours of Zealux.



February :

You could find Zealux at the swimming pool, spa and well-being show: Spatex. February was also a month during which we invested in new goodies to always spoil our customers and partners more.



April :

We published our first newsletter which was a great success with the majority of you. Our concierge tool was also launched during the month of April. A gold mine bringing together all our marketing, technical, tutorial, etc. materials.

May:

Because the best heat pump deserves the best warranty, May saw the birth of our 7-year extended warranty program. During this month, we also received our latest Zealux jackets which we proudly display.



June :

The month of June was punctuated by the pace of seasonal orders and after-sales service processed with care and as quickly as possible, Fluidra Open Days as well as constant improvements to our IT tools and in particular our concierge space.



July :

It was in July that we welcomed our latest recruit: our mobile showroom. A 100% equipped and operational truck to travel to each of your events. (Approved by all our customers!)

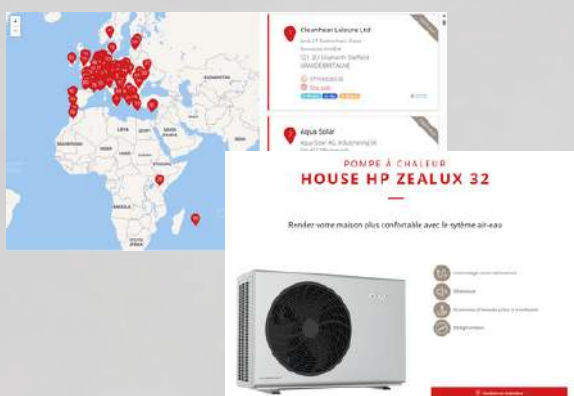


August :

Always with orders, after-sales service and Fluidra Open House meetings, we developed during the month of August, our Sales Kit 2025, the Zealux bible. It is a complete presentation of Zealux, its activity, its marketing, etc. Updated for 2025, our sales kit is waiting for you!

September :

After a well-deserved break, the Zealux team has started the year again with a bang with its participation in the Interclima trade show, a new opportunity to meet you. September also marked the end of the RDV PO Fluidra season, with the last edition taking place in Perpignan (never without the Zealux mobile).



November :

November was punctuated by preparations and participation in the Piscine Global trade show. Once again, we loved meeting you and discussing your projects, expectations and the innovations that are shaping the future of the swimming pool sector.



INTERCLIMA

October :

The year 2024 has been full of new things and October was no exception with the creation of a brand new website: www.zealux-europe.com. This showcase site brings together all the information relating to our products, our partners and much more...



December:

Always with orders, after-sales service and Fluidra Open House meetings, we developed during the month of August, our Sales Kit 2025, the Zealux bible. It is a complete presentation of Zealux, its activity, its marketing, etc. Updated for 2025, our sales kit is waiting for you!

The year 2024 was marked by many other key events such as the release of our new EVI and R290 ranges, our new accessories, the creation of our weekly newsletter, the arrival of new goodies, etc.

Above all, it has been a year full of success for Zealux and you are not responsible for that, so we wanted to send you a big THANK YOU!

We have lots of upcoming projects for 2025 that we can't wait to share with you, so stay tuned!

We look forward to continuing this adventure with you.

Together, let's continue to innovate.
The Zealux Team

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