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PLATINUM POOLCARE, LTD.
WHEELING, ILLINOIS

The Exclamation Point!

Platinum Poolcare, Ltd., may be a new kid on the block, but it is hardly new to the pool-building business. In early 2008, two highly regarded Chicagoland companies, Poolcare Aquatech, Ltd., and Platinum Aquatech, Ltd., merged to form an innovative company that defines its mission by offering pool owners total care.

James Atlas and Terry Smith, principals, are focusing their energies on setting strategic objectives and strategy that will develop Platinum Poolcare, Ltd., into one of the Midwest's leading service, repair, renovation and high-end inground swimming pool and waterscape contractors. "We use unexpected events as opportunities to build relationships," explains Atlas.

Both Atlas and Smith feel that their attention to detail and their willingness to ensure a smooth-running project is one of the many aspects of their company that set them apart from the competition. The company's membership in Aquatech, a by-invitation-only network of the nation's elite pool builders, is another. This alliance provides access to the latest technological advances, state-of-the-art systems and customized waterscapes to craft intelligently designed poolscapes that operate virtually trouble-free.

Reminiscent of Bottecelli's "Birth of Venus", this poolscape has an amazing array of imaginative features that can cause forgetfulness. Designed by Nick Powell of Craig Bragdy Designs, Wales, U.K., every aspect of the pool is a melodious song. All three of these pictures illustrate why: the artwork that drapes the steps; the mural that flows to the backyard pool; the painting on the ceiling that seems to belong to the scene outside the oversized windows; and, finally, the multi-hued shell feature that shelters those not ready to go further.

Feel like wading? This pool has a spot for that. Prefer the thrill ride of a waterslide? That is covered, too. Easy on the eyes, this pool also features an elevated spa that includes a spillway, a waterfall and an expansive deck for lounging.

The view from the lounging area is quite entertaining. Laminar deck jets dance playfully across the pool, while the sparkling water beckons. But why would anyone want to leave the comfort of the cozy deck? Sometimes, being a spectator is the best option.

Because Platinum Poolcare, Ltd., works exclusively with high-end landscape architects, custom homebuilders and architectural design firms that are, for the most part, isolated from fluctuations in the economy, the company is thriving in the soft housing market. "You can buy a less expensive pool, but you cannot buy a higher quality pool," asserts Atlas.

The company's high standards of support and reliability do not end when the pool is built. Platinum Poolcare, Ltd., provides 24-hour maintenance and repair services. Platinum Poolcare also provides renovations, both major and minor. This wide range of services allow the builder to remain in touch with its customers for the duration of their pool ownership — and beyond. "We jump through hoops to make the customer a passionate fan," Atlas concludes. ❖

Platinum Poolcare, Ltd.

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In Business for 20 Years

Builds 30 Pools Per Year

Service Area

Chicago's North Shore,
North Western Suburbs
and the Chicagoland Area

Photograph© Pictures by Jackie

The color and texture of the brickwork found on the home's façade is mimicked around this waterscape. The tall chimney of the deckside barbecue provides privacy for those who want to relax in the bubbling warmth of the spa, while the brick wall is a harmonizing touch.