

The family behind the name

The Jacuzzi family celebrates 30 years at Jason International

BY MARY JO MARTIN
Editorial director

Just hearing the word “Jacuzzi” elicits thoughts of unwinding in the warm water of a jetted tub. But what some people might not know is there is a real Jacuzzi family that has an incredible story of passion and perseverance — and a continued desire to develop innovative bathing systems.

Three generations of the Jacuzzi family are leading Jason International, which Remo Jacuzzi Sr. founded in 1982 following the family’s divestiture of the company bearing their name. He established its headquarters in North Little Rock, Ark., and chose the name Jason to signify Ja (cuzzi) son. Throughout the

years, Mr. Jacuzzi’s mission has been to improve the health and well-being of their customers through the use of hydrotherapy baths. The company’s engineers and designers have worked with physical therapists to help them better understand the human body, which has led to ergonomic designs that allow bathers to achieve optimally relaxed positions.

They now offer four different types of hydrotherapy and five collections, each of which is designed to meet users’ specific needs:

- Jason recently introduced a patented and proprietary MicroSilk® hydrotherapy. MicroSilk hydrotherapy super-saturates the water with billions of oxygen-rich microbubbles, increasing oxygen levels up to 70% higher than common tap water. This

luxurious cloud of oxygen blankets the body, energizing skin cells, stimulating the immune system, killing bacteria and promoting healing.

- Soaking hydrotherapy — stimulates the contact and temperature re-

tors located deeper in your muscles’ tissue. This relieves tight and stressed muscles, promoting tissue rejuvenation.

In addition to hydrotherapy, Jason International also produces a selec-



Rachele, Valeriano and Francisco Jacuzzi immigrated from Italy in 1907 and within a few short years formed Jacuzzi Bros. Company, setting up a factory in the Bay Area to build propellers for the U.S. military during WWI.

Innovation at its core

Over the course of its 30 years in business, Jason International has launched a number of product innovations. Among them are:

- Perfect Pressure/Perfect Flow™ jets
- Ergospatial™ design
- Patented Double Cascade Spout®
- Quiet Design Engineering
- Patented Level-Form™ base
- Jetted neck pillow

- LED chromotherapy system
- Sani-Design™ technology
- AirMasseur Airbath system
- Combination air-whirlpool design
- V-Drain™ jet system
- Automatic ozone sanitation system
- Sound immersion speaker system
- Clear acrylic bath
- Solid surface baths
- MicroSilk® hydrotherapy

ceptors located on the surface of the skin promoting relaxation and stress relief.

- AirMasseur® hydrotherapy engages the light-touch receptors just below the surface of the skin and promotes further calming, relaxation and circulation.

- Whirlpool hydrotherapy results in true physiological change to the body by engaging the pressure recep-

tion of shower basins and faucets for their bathing systems.

A personal mission

Remo Jacuzzi Sr.’s father, Valeriano Jacuzzi and his brother Francisco immigrated to America from Italy in 1907, and went to work for the railroad digging tunnels with picks and shovels in the Northwest. Their par-

(Turn to 30 years... page 46.)

30 years of Jason International: The Jacuzzi family continues legacy

(Continued from page 44.)

ents and 11 other siblings followed and settled in California. Brother Rachele heard that the aviation industry was booming in the Los Angeles area, and asked Valeriano and Fran-



Jacuzzi Brothers turned to building irrigation pumps during the 1920s, and soon began making other pumping products.

cisco to join him there. The brothers did some farm work, and Rachele took a job with an aviation company.

"Rachele was really the inventive genius of the brothers," Remo described. "All of them were very intelligent and ambitious, but they had very little formal education. They were self-taught and really worked hard.

"One of the people Rachele met told him of some problems he was having with his plane, and Rachele said he could make a new propeller that would work much better. He asked my father to help him with it, and they developed a new type of highly efficient airplane propeller made from wood. The man was very pleased with the result of their

work, and soon word spread and people began coming to him for propellers. Rachele went to an event in San Francisco where he met many people from the aviation industry, and decided to form Jacuzzi Bros. Company, setting up a factory in the Bay Area to build propellers for our country's military during WWI. It was very successful for a time, but after the war, the industry converted to metal propellers



Leading the company today are three generations of the family. From left: Paulo Jacuzzi, Jennifer Jacuzzi Peregrin, Remo Jacuzzi Sr., Daniel Peregrin and Remo Jacuzzi Jr.

and the business waned."

The brothers then turned their attention to designing and building the first enclosed monoplane in the U.S. It was used by the U.S. Postal Service to transport passengers between San Francisco and Yosemite Na-

First-hand training educates customers

I recently had the opportunity to sit in on one of Jason International's showroom training programs, where I joined showroom staff from Modern Supply, Kenny Pipe and Brock McVey as they toured the facility, met members of the Jacuzzi family and other key Jason executives, and learned more about the latest in Jason's product offerings.

I also had the pleasure of getting to experience the company's new MicroSilk® technology first-hand, taking a soak in the working display at the nearby Falk Supply showroom. To be honest, I've always been more of a "shower person" — but this was truly one



of the most relaxing experiences I've ever had. In fact, if they hadn't had a timer set for 20 minutes — and I wouldn't have had more interviews to do — I could have soaked in that tub all morning!

Jason introduced MicroSilk in 2011, and they've gotten a very good response from customers. "We believe the best way to sell this product is by demonstrating it and letting people actually feel it," noted director of sales, marketing and IT Paulo Jacuzzi. "We have various programs for showrooms so they can put demo models on their floor. You can talk all you want about how a product works and its benefits, but it's nothing like seeing or experiencing it in person."

The folks at Jason sometimes refer to MicroSilk as the "new fountain of youth" because of the effect it has on bathers. Billions of oxygen-rich microbubbles provide therapeutic levels of negatively charged ions, which improve serotonin levels in the brain — a well-known contributor to feelings of well-being. They also help relax the mind and body, promote deep sleep, and enhance recovery from physical exhaustion.

These tiny microbubbles remain suspended below the water's surface, which releases heat energy into the water. This helps the bather stay warmer by raising skin temperature evenly, increasing

cardiovascular activity, and providing a "sauna effect" that opens pores, allowing in more moisture. Because they are so tiny, the microbubbles also penetrate the skin's pores and remove impurities.

Jason typically brings in 10 to 15 showroom personnel for each of its training programs, which they host about once a month. "It's a great way to get to know the people who are selling our product," Paulo said. "We always look so forward to these groups. It's nice to be able to show them our processes and introduce them to our people."

Training was done over a day and a half, with everyone arriving at the host hotel in Little Rock in the late afternoon and then gathering for an introductory dinner in a private room at Graffiti, a local restaurant, with key members of the Jason team.

The next day was a mix of presentations by the Jason owners and management, as well as a tour of the Jason factory to see step-by-step how their product is made. Among the topics covered during the presentations were the history of the company, R&D, engineering, sales, customer service and marketing.

As Remo's grandson Daniel Peregrin noted, "We try to give our customers a little glimpse of what goes on behind the scenes. It is our goal to create an experience for them and learn about the products — and our family — first hand."

That evening, Remo and Paula Jacuzzi, along with members of their family and key staff, hosted everyone for dinner in a private section of one of their favorite local restaurants, Loca Luna. An ideal complement to the dinner was the selection of wines from the Jacuzzi Family Vineyards in Sonoma, Calif. Following dinner, Remo and Paulo Jacuzzi presented everyone with course certificates and a copy of Remo's book — *Spirit, Wind & Water* (www.spiritwindandwater.com).

In my years of covering this industry, I've been extraordinarily fortunate to get to know some incredible people. The Jacuzzis are truly one of the most gracious, humble and genuine families I've had the privilege to interview. And the impression they made on the showroom personnel was very evident. It was an ideal way to not only educate customers on product, but also to strengthen the personal bond that is so critical in the marketplace.

As Donna Snowden, showroom manager for Brock McVey, shared, "I appreciated touring the factory, watching the process of how the tubs were made. But what impressed me most was the history of the family, getting to know them, and how they continue to innovate. Jason is very family oriented and that translates to their relationship with us; it lets us feel like we are an important part of the relationship."

— Mary Jo Martin

The Jacuzzi brothers designed and built the first enclosed monoplane in the U.S. The U.S. Postal Service used it to transport passengers between San Francisco and Yosemite National Park.



tional Park. Tragically, in 1921 the plane crashed, killing brother Giocondo, and the grieving family decided to close their aviation business. Things became very tough for them as they set about looking for new work. "Some of them, including my father, bought farms in Central California, and that's where I grew up," said Remo.

They began focusing on developing other products, and their father suggested that they focus on farms' needs for irrigation. He thought they could develop something that would benefit the farmers, and soon, Rachele invented and patented a deep-well injector pump that allowed water to be pumped to the surface without any moving parts in the well.

"That product allowed the brothers to regroup again," said Remo. They also developed turbine, centrifugal and submersible pumps, along with some pool equipment. Jacuzzi Bros. built factories in Canada, Mexico and Brazil, and were licensed in a number of different countries. They eventually (Turn to Water is life... page 48.)

Water is life for Jacuzzi family

(Continued from page 46.)
ally even built a plant in Europe.”

But it was a father's desire to provide some comfort to his young son that led the Jacuzzi brothers into the bathing industry. In the 1940s, Candido Jacuzzi's son Kenneth was diagnosed with a severe case of rheumatoid arthritis. Candido desperately wanted to find a way to ease his son's pain. When he saw the relief Kenneth got from hydrotherapy treatments at the hospital, Candido was inspired to develop a type of pump that could be used in a bathtub at home.

He worked with a

The portable J-300 home hydrotherapy unit, introduced in 1955, made consumers think “Jacuzzi” whenever they thought of jetted tubs.



team of company engineers to build a prototype and then, realizing what a great benefit it could be to others, patented the unit. That launched the Jacuzzi family into the hydrotherapy business and their name became synonymous with jetted tubs. In 1955, Jacuzzi Bros. began selling a portable unit — the J-300 — to bath supply stores, and stars like Jayne Mansfield, Randolph Scott and Jack Benny offered testimonials.

A decade later, Jacuzzi Bros. launched the first self-contained, fully integrated whirlpool bath that placed jets using a 50-50 air/water ratio into the sides of the tub. And as

consumers became more concerned with health and wellness, the demand for these hydrotherapy tubs grew dramatically.

Changing the course

As a young man, Remo Jacuzzi was an outstanding football player for the University of California-Berkley under legendary coach Pappy Waldorf, starting as a fullback and later linebacker and guard. He earned degrees in mechanical engineering and business administration. Remo worked for Jacuzzi Bros. in sales while he was a student, and later held a number of positions in sales and engineering before being named president of Jacuzzi-Brazil in 1968.

Living in Brazil was quite an experience for Remo, his wife Paula and their six children. “It really took me by surprise when my Uncle Candido asked me to take this position,” he recalled. “Right away, we liked it very much. The plant had been operating there for several years and I saw so much potential for our company in South America.

“With my engineering experience, I saw many things we could do to im-

Ultimately, in 1982, Remo founded Jason International, and returned to the values and philosophy that was such a big part of his family's original business. It has been his hope to continue the legacy of his family by developing innovative products that will enrich users' lives.

prove our product line. We started developing one product after another, and introduced a number of new pumps and swimming pool equipment. We were the first swimming pool equipment company in Brazil. And then we got involved in producing hydrotherapy baths there, building a new plant in Sao Paulo State. It is still one of the company's nicest plants.”

But major changes were on the horizon. In 1979 a decision was made by the family to sell the business — and the name — to a large corporate interest. Remo was asked to transfer back to the U.S. and manage the Jacuzzi Bros. facility in Little Rock. Remo stayed on for two years as president of Jacuzzi Bros., but missed the dynamics of the family business. Ultimately, in 1982, Remo founded Jason International, and returned to



The original Jacuzzi family that came to America from Italy, l-r from top: Stella, Candido, Gilia, Valeriano, Felicita, Giocondo, Angelina, Francesco, Teresa, Giovanni, Rachele, Ancilla, Giuseppe, Cirilla and Gelindo.

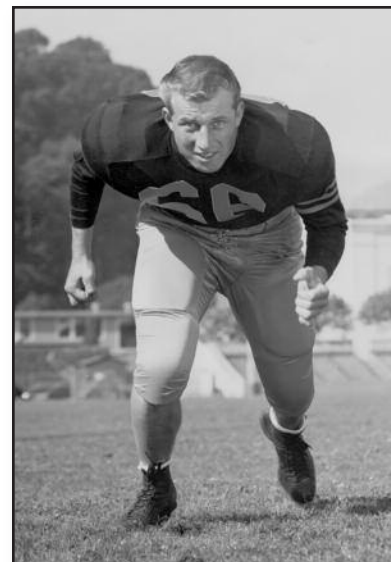
the values and philosophy that was such a big part of his family's original business. It has been his hope to continue the legacy of his family by developing innovative products that will enrich users' lives.

Jason's vision is to promote healthy living through bathing in quiet

- Reduces stress by providing relaxation, lowering blood pressure and improving circulation.

- Bathing a few hours before bedtime enhances sleep quality.

- Jason's uniquely engineered design cradles the body in its ultimate relaxed position, providing maximum



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and comfortable hydrotherapy tubs. Among the benefits that their research has shown are:

- Buoyancy and soothing warm water relieve pain and stiffness.

- Hydromassage improves range of movement in joints.

comfort and minimizing pressure on any particular joint.

- Air and water jets are placed in anatomically strategic locations to avoid excess pressure on bathers' bodies.

(Turn to Family... page 50.)



Remo and Paula Jacuzzi proudly show off wines from the Jacuzzi Family Vineyards in Sonoma, Calif.

Family enterprise extends over a century for Jacuzzi's

(Continued from page 48.)

The heart of the business

At the heart of Jason's business is the Jacuzzi family, which is tightly connected with the company's employees and its customers, as well as product development.

Remo's three sons, one of his daughters and a grandson have all joined him at Jason — each bringing their own unique talents to the company:

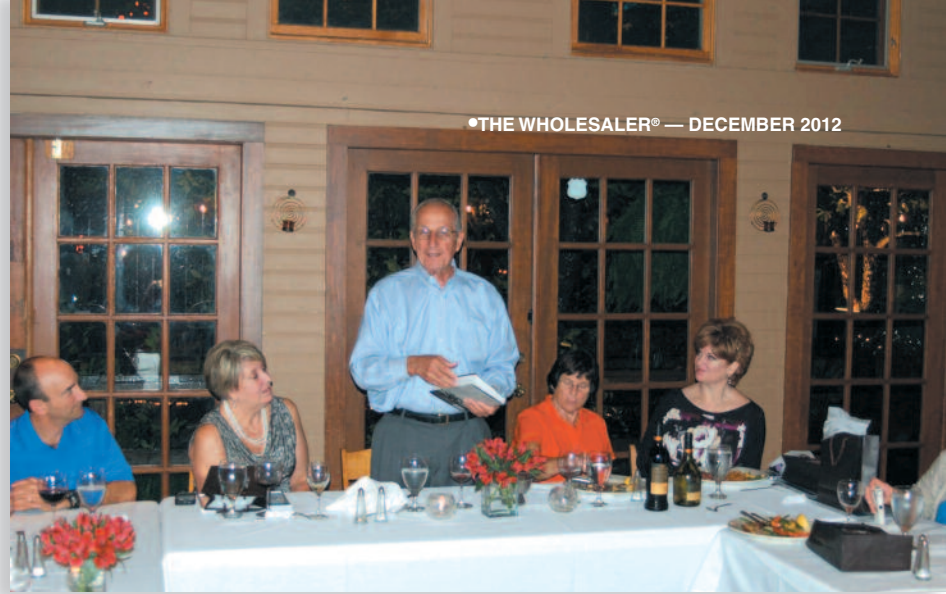
- Remo Jacuzzi Jr. is an engineer and very technically oriented. He serves as the VP of manufacturing.
- Jennifer Jacuzzi-Peregrin has a degree in accounting, but is also very talented when it comes to product marketing. Her role is VP of corporate development.
- Matthew Jacuzzi is a valuable member of the factory team.
- Paulo Jacuzzi serves as director of sales, marketing and IT.
- Grandson Daniel Peregrin joined the company several years ago and is

the regional sales manager for the Southeast.

Remo Sr. and Paula also have two daughters — Loretta and Gretchen — both of whom now live with their families in North Carolina.

"Every decision I have made in my life has worked out for the best," Remo said. "I truly feel blessed for all that has been given me, and it's especially rewarding to work with my children and now my grandson. Family is important to me."

Since buying their headquarters facility in 1989, they have added on several times for a current total of about 100,000 square feet, and bought additional



Remo Jacuzzi discusses his book "Spirit, Wind & Water" with guests.

land for expansion. They are extremely proud of their quality control and the effort each of their valued employees makes.

"Our quality control department is very rigid on what is expected, and have developed standards for every job and step in the process," Remo explained. "Each process has its own quality checks so we can make sure that every step is right. We never want to disappoint our customers."

There are a number of important steps involved in making one of Jason's hydrotherapy tubs — and

"Wholesalers are very important for the distribution of our product and we are proud of the relationships we've built with them."

each is given full attention. First it has to be vacuum formed, before going through the trim and drill process. After that it is laminated and lastly goes through assembly. Most of Jason's employees have been with the company a long time and they take great pride in their work. In fact, employees initial the product as it goes through their stations.



In the 1960s Jacuzzi offered hydrotherapy units for home tubs and then introduced a self-contained, fully integrated whirlpool bath that placed jets using a 50-50 air/water ratio into the sides of the tub. Those early whirlpool baths evolved into sophisticated built-in units such as the Jason Hydrotherapy tub (right). Jason International also manufactures a range of other bath products such as the Translucent Bath (above).



Remo Jacuzzi ran this advertisement in trade publications introducing Jason Spas.

us provide a product that is less than what we're capable of. I still enjoy the challenges and excitement of our business and of developing new product. We're always trying to move forward and improve. Nothing stays still in life; every year there is newness."

Remo went on to note how important wholesalers are to their business.

"We try to be good partners with our customers, and fair in our dealings," he commented. "Being a multi-generation family business ourselves, we relate very well with many of our wholesale customers who have similar structures. There are so many very good wholesalers around the country, and more and more of them are putting an emphasis on their showrooms. Wholesalers are very important for the distribution of our product and we are proud of the relationships we've built with them. Ultimately, this continues to be a relationship business, which is why we put so much of our time into building those personal connections." ■