



PHOTOS COURTESY JESSICA CONWAY

CRYSTAL POOLS

Elizabethtown, Penn. | Locations: 3 | Founded: 1964

“Crystal Pools has always been a firm believer in the importance of family and holds that value close to our core philosophy.”

—Jessica Conway
Co-owner, Crystal Pools

DUE TO UNFORESEEN circumstances, Henry Rozanski was faced with the challenge of finishing his own backyard swimming pool. As an engineer by trade, Rozanski was able to complete — and better yet, enjoy — the construction process, which ultimately led him to found his own company, Crystal Pools, in 1964. Now proudly on its third generation of ownership, Crystal Pools has grown to be one of the oldest and most trusted pool providers in the Pennsylvania region with three booming locations.

“One of the reasons Crystal Pools is one of the most trusted providers of inground and aboveground pools and spas in the industry is due to our service before, during and after the sale,” says Jessica Conway, co-owner. Crystal Pools has separate in-house service departments for pools and spas. “Whether it’s a routine cleaning, opening and/or winterizing, our service departments have our customers covered.”

They also have in-house repair technicians to assist customers who prefer bringing their equipment into their nearest store to be repaired or replaced, as well as complete retail assistance at all three of their locations. Each retail employee is required to go through an extensive training program in order to provide customers with the best service possible.

The stores are designed to seamlessly display their retail products, while simultaneously providing customers with a positive shopping experience. Each location offers free water testing and analysis. Their showrooms are stocked with chemicals, toys, games and accessories —

anything to meet the demands of their customers. There are small displays of aboveground and inground pools and spas, too.

“Having these inground pool displays allows customers to look at every detail, from deck bracing to plumbing lines,” says Conway. “It really gives customers the full picture of what is underway for their backyard project.”

The company takes pride in not only its comprehensive stores, but also its online presence. “We are currently enhancing our website for improved user experience,” says Conway. “We’ve gained customers by doing so — even from our competitors. According to a customer, a Google ad for Crystal Pools popped up on the competitor’s website and because our website is designed so well, they moved to ours and signed up for service a few days later. A strong online presence is crucial, now more than ever.”

In 2021, Crystal Pools was awarded “Retailer of the Year” by the Pool & Hot Tub Alliance for its outstanding achievements and dedication to the industry. “Since 1964, our ultimate goal as a company has been to provide superior products to our customers, coupled with superior service, all at competitive prices,” says Conway. “It’s our family centered philosophy that I truly believe makes us thrive.”

In the upcoming years, the company hopes to expand its product lines, such as supplying concrete pools and spillover spas. They will also continue donating pools to their local communities and to the Make-A-Wish Foundation.

