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Natural Chemistry Kicks Off 35th Anniversary Year in Atlantic City

Natural Chemistry has begun the celebrations in honor of its 35th Anniversary year! At January's Atlantic City Pool & Spa Show, NC team members celebrated during the Penn Jersey Chapter's annual party. The event featured an 80s theme and also welcomed a surprise visit from **Enzo!** Enzo is the iconic personification of the Natural Chemistry bottle that was created back in the early years of the brand. **Enzo**, whose name is based on the company's signature naturally based ENZ-yne pool water technology, has been the company's beloved mascot for decades, even having received an upgraded look a few years back. There are some original stuffed Enzos from the early 1990's still out in the market! For this celebration, **Enzo** came to life as a full-sized, walking and



talking member of the Natural Chemistry team. "As always, the Atlantic City Show was an incredible week of events filled with networking opportunities and business connections," said Jamie Novak, Director of Marketing for Natural Chemistry. "Having Enzo at the Penn Jersey party mingling with so many of our long-time customers in the Northeast market was a perfect way to proudly kick off Natural Chemistry's 35th year."

Natural Chemistry was founded in 1989 and has been a leader in specialty water care ever since. The NC team is committed to supporting its dealer partners with an extensive team of outside sales representatives that includes: 3 sales directors, 10 factory District Sales Managers, and 16 external representatives from 3 rep firm partners. NC also has 7 inside sales/customer service team members, 2 full time educators, and marketing support dedicated to helping its retailers and service professionals. The Natural Chemistry team would like to thank all of its loyal customers for the support offered these past three and a half decades-cheers to 35 more years!



Photo above credit: Philippe Nobile Photography

