

DESIGN AND BUILD MASTERS

Aqua Platinum Projects celebrates its first decade in business with the title Pool Contractors Of The Year....

Cutting his pool-building teeth with the family business, ten years ago Ryan Fronda took the giant leap of going independent; forming his own company, Aqua Platinum Projects.

It has been a journey that has seen APP record sustained growth, designing and building some of the most prestigious swimming pool projects in the UK and now boasting a 40-strong staff team.

The completion of that first decade in business culminated in APP being named Pool Contractors of The Year in 2020 as part of the prestigious UK Pool & Spa Awards.

"APP is a team effort and an exciting journey which I share with incredible colleagues who are also my friends," explains Ryan.



➤ APP WILL TYPICALLY be working on up to 35 high level projects at any one time.





↳ THE HEADLAND HOTEL, Aqua Club stands out as one of APP's flagship projects.

↳ FOUNDER AND MANAGING DIRECTOR, Ryan Fronda credits APP's success to the strength of the staff team.



"Our design team creatively and technically are currently working at the highest level on some of the UK's most outstanding projects. Every pool, spa and wellness facility we create is a symphony of style and quality and each one as individual as its owner."

MULTI-TASKING

Masters of multi-tasking, at any one time, APP will be working on up to 35 high level projects across the UK as diverse as private residential swimming pools to large commercial developments.

Ryan expands: "After what has been a unique and challenging year, we're really proud to have been awarded Pool Contractor of the year in the UK Pool & Spa Awards.

"The past 12 months, ensuring our valued clients continued to receive unrivalled service on their unique projects."

Ryan continues: "Every member of the APP team is fundamental to the company's success.

"Without one or the other we would not be able to execute the outstanding projects that we work on."

"During these challenging times I feel everyone has had a business as well as a personal awakening - and nobody more so than myself," reflects Ryan, who feels the 'head down and grow'

↳ LUXURIOUS POOLS in the APP portfolio include the outstanding Langley Hotel.

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- Ryan Fronda, Managing Director, Aqua Platinum Projects

of the past ten years had not afforded him time for a detailed performance review - until the enforced shutdown.

"We have been working hard on looking at all our lessons learnt and putting systems in place to improve all areas - always searching for perfection.

"When you design and build what we do, at the highest level, expectations of us are always high. Managing those expectations is the key and this is where we need to continuously strive to improve.

"Its always on-going and never stops, so I see the last ten years has merely the foundations," he ▶

↳ AQUA PLATINUM are going into their biggest year to date.





APP IS PROUD of its attention to detail in its choice of plant room equipment.

emphasises. "That's why I never ever use the word successful - I don't like it to be honest - I prefer sustainability which basically is managed success.

Ryan believes business is not just about profit and loss; its about sustainability and creating long term employment security for the staff and their families.

"I must admit this is a lot easier for me being 100% shareholder in a very private company," he says. "I must take responsibility for what I've created and give back with good working conditions and a company environment that automatically gives self-worth for the staff whilst empowering to do their jobs and all supported with good salaries the last and least important of all.

These are the foundations here at APP and the team effort we refer to, allowing us to produce these incredible projects.

Ryan continues: "One final key to this award and the last 10 years and reason why we are here at this level is my parents. They have been incredibly



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supportive and my rock for advice and encouragement during the good times and bad which we all have in busines", so a massive thank you to them. I could not have done the last 10 years without them; fact.

And the final word from Ryan: "Now I have the foundations, we now need to work even harder so APP can continue to flourish over the next ten years and beyond." ■

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THE APP TEAM WORK hard and play hard in a positive working environment.



AQUA PLATINUM

SWIMMING POOL DESIGN & BUILD



DESIGN & BUILD | SERVICE & MAINTENANCE | REFURBISHMENT | WELLNESS



UK POOL CONTRACTOR OF THE YEAR 2020

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