

by Roxanne Fraver

## Cajun Country Pool Manufacturer Wants Satisfied Customers



**RF: What is the nature of your company?**

**TH:** We manufacture one-piece fiberglass pools.

**RF: How many employees do you have?**

**TH:** Seventy to 100, depending on the time of year.

**RF: What is your company's background?**

**TH:** We started our own fiberglass pool manufacturing company in 1980 in a small town in the heart of Cajun country called Breaux Bridge. In the mid-70's, my father Clifford Hebert started installing fiberglass pools. After installing them for more then a decade he realized that he could build a better, stronger pool than what was available on the market.

**RF: How has it evolved from its beginnings?**

**TH:** Royal Fiberglass Pools, Inc. has grown from a small regional company building 87 units a year and offering three different models to two manufacturing facilities, one of which is the first in the mid-west, building 800 units a year and offering 30 plus different models.

**RF: How did you get started in the industry?**

**TH:** My father got started in this business as a pool installer. We actually started manufacturing pools for ourselves to install. At that time we were the largest in-ground pool installer in Louisiana. Daddy could justify building a plant and his own pools. Had we been able to

purchase a good fiberglass pool, Daddy would have never started fabricating his own.

**RF: What obstacles does your company face today in the regulatory or technical arenas?**

**TH:** In the regulatory arena is the paper trail one has to produce and store. In the technical arena, I am not aware of any obstacle. We are from the old school - when you get to an obstacle and a tool does not exist, then and there you build one.

**RF: What are your marketing efforts?**

**TH:** None. We concentrate on building the very best pool possible and servicing what we sell. That is the bottom line. We are putting in pools for the grandchildren my Daddy installed pools for. One cannot purchase marketing comparable to a satisfied customer.

**RF: What development or research would you like to see happen to improve the industry?**

**TH:** I would like to see a CCT program that could be customized for one's specific needs and administered on location.



Tony Hebert  
General Manager  
Royal Fiberglass  
Pools, Inc.  
Breaux Bridge, LA  
[www.royalfiberglasspools.com](http://www.royalfiberglasspools.com)

**RF: Where do you see your business in five years?**

**TH:** A lot stronger. 

Roxanne Fraver is CM Magazine's Marketing and Circulation Coordinator: 703.525.0511; rfraver@acmanet.org.

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