

AJAX POOL & SPA, INC. BUSINESS PROFILE

Q. What services do you offer? How long have you been in business?

A. Ajax Pool & Spa has been operating here in the Roaring Fork Valley since 1993. We were voted “Best in the West” for customer service, and maintain the Annual Exceptional Customer Service Award from Jacuzzi Worldwide. Our service, repair and sales staff get constant training to keep our team knowledgeable. We also assist builders, homeowners, and designers in the design of custom backyard installations. Our Aspen store always has experienced staff to assist customers with supplies, water chemistry, parts, information, and special orders.

What is your experience? Do you have any specialties?

I have been working in the pool and spa industry for over four decades. Locals know me as “Jacuzzi Julie.” I have won numerous international installation and design awards in the last five years. When customers come to us to buy, we listen to their needs. The spa installation has become more important than the spa itself. Years ago, folks would just drop them on top of a patio. Today, we want to bring the whole backyard experience together. The trend for outdoor rooms and “stay-cations” continues to build and expand. Our main focus is designing for family entertaining and quite enjoyment while planning hardscape with landscape. From custom stone installations to outdoor kitchens, outdoor rooms and hearths, our projects get the client excited about their outdoor spaces. And what better place than Colorado!

Do you have any special certifications or trainings?

Every year, I attend numerous seminars on designing backyards with all the latest must-haves. The most recent class was with outdoor kitchen and pool designer, Scott Cohen, of The Green Scene, who is featured on the Home and Garden Channel. I also attended a seminar in November presented by world-renowned natural landscape architect, Anthony Archer-Will. Each time I get away from home I bring back new ideas that inspire me. I love to come back and use these new concepts to enhance my ability to make each job I do special.

Anything new on your horizon?

Soon we’ll be moving into a new larger space and we’re excited to start building the new showroom featuring all the cool stuff that our clients love.

What is likely to be playing on your iPod?

Ok, I’m a hard rocker. My iPod has Nickelback and Skillet.

Do you have a favorite sport or recreation, and what do you enjoy about it?

I’m a snowboarder now and have been for 22 years. I like to golf in summer.

What’s on your list as a great getaway?

I love to joke around and relax at the beach all day. Someday, Italy and Spain.



**Juliet Phelps, owner,
Ajax Pool & Spa, Inc.,
“The Professional Pool People”**

Ajax Pool & Spa sells, maintains, and repairs pools and spas in the Roaring Fork Valley. The company sells Jacuzzi spas, outdoor accessories, supplies, and parts needed to support commercial and residential clients.