

**For Immediate Release
May 2, 2022**

AquaStar Pool Products- Field Team Expansion Continues

Nationwide sales coverage with hiring of Devin Cahn Associates

Ventura, CA— May 2, 2022 — AquaStar Pool Products, Inc. announces a new partnership with Devin Cahn Associates (DCA), one of the country’s largest and most established external rep agencies.

“With the launch of our new pumps and cartridge filters plus additional product releases coming soon, our team knew it was time to expand sales support nationwide,” says AquaStar President Olaf Mjelde. “We considered a lot of very strong rep firms for this partnership and ultimately selected Devin Cahn Associates to take on the AquaStar line.”

Devin Cahn Associates has over 25 employees throughout the United States, instantly increasing AquaStar’s capacity to serve the North American market. The company’s 5 Regional Managers will report to Mandy Snow, AquaStar’s National Sales Manager, and work alongside internal AquaStar sales team members.

Chief Operating Officer Todd Pieri adds “The DCA team brings many years of sales experience and customer relations to this partnership. There are many synergies between our company cultures, philosophies, and ways of conducting business. For these reasons and more, we feel that DCA will be a great fit to represent our rapidly expanding portfolio of products in the pool and spa industry.”

DCA’s representation of AquaStar products is effective immediately. Email

marketing@aquastarpoolproducts.com to be put in contact with your local representative today!

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About AquaStar Pool Products

Based out of Ventura, CA and founded in 2003, AquaStar Pool Products is a global leader of safety, compliance, dependability, and innovation in pool and spa technology. AquaStar’s high-performance and quality products are proudly designed and manufactured in the USA.

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