

EasyPro Acquires Pond Eco

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The deal will allow EasyPro, which contemplated creating its own second line, to immediately enter the DIY market, Ouwinga said. Eco line's "no-tool installation" proves ideal for home owners, Ouwinga said.

The deal covers designs, molds and manufacturing equipment. EasyPro also leased a 20,000-square-foot facility near its headquarters that will manufacture/assemble both lines. The extra space will free up the company's 51,000-square-foot headquarters for selling and distribution. The five-year lease is renewable at EasyPro's option.

Ouwinga said EasyPro has had an "amazing year," primarily due to obtaining new customers and distributors. Business from existing companies was mixed, he said.

As part of the deal, Brad Porter, owner of Pond Eco, will become an EasyPro distributor with his Hardscape Materials retail rock yard and water garden business. Porter expects Easy Pro to do a better job marketing the Eco line. He plans to focus on his retail business and design products for the outdoor fireplace and outdoor kitchen segment.

The retail store in Tulsa is a great season, Porter said, probably because he adds displays and extra fish. This winter, he plans to build a "grotto pool pond" exhibit and more outdoor kitchen displays.