



Daily Herald: Roselle, Illinois-Based Bathwraps Acquired By Jacuzzi

BathWraps is known for its one-day installations of top quality baths and showers.

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07/07/2017

Roselle, Illinois-based [BathWraps](#), which installs one-day baths and showers, was purchased by Jacuzzi Brands LLC, the brand known for its luxurious saunas, spas and whirlpool baths, on June 29, 2017.

"We were not for sale. But Jacuzzi was looking for the right partner and we began talking a year ago to help market their products, such as the walk-in bathtubs," BathWraps Marketing Director Dave Azer told the Daily Herald.

It was those talks that led to the eventual purchase. BathWraps has about 90 employees, and Jacuzzi has 4,900 Chino Hills, California-based employees. The Roselle headquarters will remain the same, along with the president Jeff Conner.

As a result of the sale, BathWraps now hopes to expand its network of dealers, which typically includes business owners who sell other home improvement products, like windows, siding and sunroom companies and contractors.

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