



Jacuzzi Acquires Bathwraps; Makes Lincoln, Nebraska Top Market For Development

Bathroom remodeling business seeks home renovation partner in Greater Lincoln

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Just last month, Jacuzzi, Inc., the original inventor of the increasingly popular jetted bathtubs, announced the acquisition of [BathWraps](#), the leading supplier of one-day bathroom transformation services. Fueled by the new deal, BathWraps is now set to grow in Nebraska, with its first stop in its strategic plan being Lincoln.

Encouraged by the fact that home owners in Lincoln are already inquiring about BathWraps

products and services, the brand's first focus is finding an exclusive dealer in the area by the end of 2017. Previously doing business as Liners Direct, BathWraps offers dealers two decades of professional experience, innovative products and, of course, the new deal with Jacuzzi which gives them an exclusive opportunity to distribute Jacuzzi® Walk-in Bathtubs.

“BathWraps was first started because people were asking for a simple solution to replacing their outdated or damaged bathroom wetspace. We quickly realized that one-day transformation services were in high demand, even during the housing market crash when many other businesses suffered,” said Eric Bohner, vice president of sales at BathWraps. “We’ve only continued to grow, and with our new relationship with Jacuzzi, we can’t wait to take things to the next level. That’s why we’re looking for one successful business in Lincoln that we can train to exclusively supply Nebraska residents with BathWraps’ one-day bathroom transformations and Jacuzzi’s walk-in tubs.”

In the last two decades, BathWraps has found success with companies whose focus is on a home’s exterior and that is looking to reduce the seasonality of their business, as well as with companies just looking to scale up. Business owners who sign on as BathWraps dealers don’t need experience with plumbing or bathrooms, as they are always provided with the training and support needed to ramp up quickly. BathWraps and Jacuzzi products, while high quality, are not too technical, so it’s very easy for a team to be trained to install them.

“We don’t charge our dealers any franchise fees or additional costs, yet we offer the same benefits and support of a franchise, from training and lead generation to a strong network of top dealers across the country,” Bohner said. “We’ve seen great success with businesses who replace windows, roofs and siding and are now able to diversify their portfolios and do business year-round.”

The dealer who signs on to work with BathWraps in Lincoln will receive up to 65 percent gross profit of each sale, and because of the speed of BathWraps’ installation, they will be able to receive payment in less than a month. Additionally, since the products can be customized to suit any business model, there is no restriction on the types of dealer who can add BathWraps to their portfolios in Lincoln and its surrounding areas.

“By joining the Jacuzzi family, BathWraps is now positioned to continue our rapid growth, and we’re confident that Lincoln will be a major part of the plan,” said Bohner. “This type of exclusive opportunity is hard to come by, so we’re looking forward to finding the perfect partner to grow with us.”