



PDC Spas Hits Home-Run in Williamsport

Manufacturer hangs its hat on quality and longevity

BY JIM RAPOSA

WHEN YOU MENTION WILLIAMSPORT, PA., to most people, the first things that come to mind are the Little League World Series — this is, after all, the birthplace of Little League Baseball — and the Peter J. McGovern Little League Museum. Move away from the museum and league field on Route 15, about 15 minutes west, to the headquarters of a team who have quietly and pragmatically built a legion of fans in a league of their own: PDC Spas.

The company started in 1957 as a component manufacturer for the pool industry. By the late 1970s, PDC entered the spa market with the design of their first hot tub molds. By 1981, PDC's factory was solely producing spas and had a track record of value and high standards. "We're really focused on quality manufacturing," says Lynda Livingston, PDC's vice president. "We have no interest in producing a cheap product that has a shorter shelf life; we have many customers who are still using a spa of ours they purchased 20 or more years ago."

Sherry La Barre, manager of PDC Spa World in Lehigh, Pa. (not related to PDC Spas), backs up Livingston's claim of longevity. "We have service customers who are still using PDC products 20 years and older," La Barre says. "That speaks volumes, especially when discussing long-term value with a customer in the store who is

looking at a new model." PDC's Luxury LX line of spas is backed with a 35-year warranty.

LX spas also come with an array of aesthetic features and hydrotherapy with PDC's exclusive Air'assage Therapy technology, where a powerful air blower forces warmed air through an air channel of up to 65 outlets. Don't confuse this system with more common jet massage systems; Air'assage is closer to the feeling of a fingertip massage. The system, which Livingston describes as an important niche and point of distinction in their product line, is delivered via every seat in the spa.

Another feature PDC offers in the LX line is the TemperLok heat-trapping design system, which causes the spa to use less energy. "Trapped, warm air is the most efficient insulating factor out there," Livingston says. "Because of the strength of our tub shells, we don't need foam for support like many other manufacturers. We're able to use an open cavity, if you will, between the cabinet sidewall and the back of the shell, to reuse waste heat from the pump and the components behind that cabinet wall."

TemperLok is a series of layers comprised of foam and reflective foil in the sidewalls. PDC uses an insulated unit base to mitigate cooler air temperatures from colder floors, sub floors or the ground itself. When TemperLok was tested to meet the Title 20 California energy standards, Livingston says, the system exceeded the heat-retention standard by as much as 32 percent. ■

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