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## **WEST SUSSEX HOT TUB RETAIL TEAM PULL OFF NATIONAL DOUBLE!**

A WEST SUSSEX hot tub and lifestyle company has confirmed its place as one of the best retailers in Britain after pulling off a remarkable double in the latest UK awards run by the British and Irish Spa and Hot Tub Association. (BISHTA).

Euphoria Lifestyle, based in Washington, West Sussex, were the big winners in this year's BISHTA competition scooping top slots in both the category for Best Residential Portable Hot Tub over £5,000 and below £10,000 and in the section for Best Innovative Spa.

The double victory is all the more prestigious because it is the third year in succession Euphoria Lifestyle has wowed the judges in the national competition, scooping seven national titles in all.

"This is very good news for everyone involved in the Euphoria Lifestyle and it is no more than the team deserves, not least for the enthusiasm, energy and commitment put in by everyone concerned" commented Mike Robinson, on behalf of the team that is based in Shoots Garden Centre on London Road in Washington.

"We like to think we don't so much sell products but a complete new lifestyle giving people access to a quality of life they perhaps did not think was in their reach."

Euphoria's win in the Best Innovative Spa category was awarded for a hot tub that was installed on a third floor balcony, part of a complete house renovation project. Prior to the installation of the hot tub, the balcony had to be structurally reinforced to take the additional weight.

A crane had to be used to lift the spa into place, an event that required partial closure of the road and a lot of attention so close to Hove seafront! Euphoria had to be sure its measurements were spot on to ensure that the spa would fit into its final position.

Euphoria was praised by BISHTA, the organisation that sets the standards for safe and professional selling of spas and hot tubs including training in vital hot tub water treatment.

Associated with family fun, relaxation in hot, bubbling hot water, the UK hot tub market has a serious side with £50 million in annual sales and another £17 million in add-on value through the sale of associated products such as chemicals and accessories.

The BISHTA awards were announced at a glittering awards evening held in Oxford on Friday September 18.



Winners of 'Best innovative spa' & 'Residential hot tub over £5,000 and under £10,000'

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NOTE TO EDITORS: Why not interview the Euphoria team in one of their award-winning hot tubs! Don't forget your costume!

#### **CONTACTS:**

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