



Neptune-Benson™

A family affair for 50 years!



You Started It All

You brought down the obstacle trees,
You cleared away the thorny brush,
You softened the hardpacked earth,
You blazed the new trail.

You showed courage and challenged the risk,
You knocked on the doors with great resolve,
You entered with vigor and confidence,
You walked up the path.

You looked left and right and straight ahead,
You took four big steps and a small one back,
You paved the way and brought others along,
You charted the course.

You made safe passage for brethren and friends,
You knew stamina and grace would be great guides,
You gave counseling and teaching and learned again,
You made it easy to be together.

You see a light through the forest of trees,
You feel a warmth from those who ambled your path,
You smile beams as you slow to turn and look back,
You started it all!

Founded in 1956 by Junius "Babe" and Raymond Gertz, Neptune-Benson started as a State of Rhode Island licensed professional engineering company. In the early years, the Company was comprised of two divisions: Neptune Filter Company and Benson Engineered Products. The Neptune Filter Company name came from the Roman mythological god of the sea. Their filters were manufactured primarily for residential and semi-commercial pools and were sold to pool builders nationwide. The naming of Benson Engineered Products had a much more personal meaning, as Junius and Raymond are the "sons of Benjamin Gertz."

They formed this company to design and construct large steel swimming pools throughout the Northeastern United States for country clubs, municipalities and non-profit agencies. Over the next nine years, both divisions grew and the markets began to merge, so in 1965, Neptune and Benson joined forces to better serve the aquatic marketplace. With Babe at the helm, these early years provided many valuable lessons as the Company looked to diversify and expand their filtration business.

In June of 1978, corporate offices and manufacturing facilities were devastated by a fire, which also destroyed the pool fabrication equipment. As a result, a new focus was directed towards the technical development of filtration systems and engineering services for the institutional swimming pool industry. By November of 1978 the facilities were rebuilt, the fire was ancient history and there was never any turning back.

Over the last 25 years, Neptune-Benson has become a recognized leader in the design and manufacture of aquatic components. Product innovations including Flexsol 2000™, and Flexalon™, linings, patented stainless steel gutters and bulkheads, The Command Center™, Dominion™ Valves, Viceroy™ Valves, Clino-Pure-80™ and Guardian™ strainers have elevated Neptune-Benson's popularity as a company with vision.

Today, with thousands of systems operating all over the world, Neptune-Benson is proud to offer the industry's most comprehensive line of filtration equipment, pool recirculation systems and aquatic components backed by unsurpassed technical service and product guarantees.

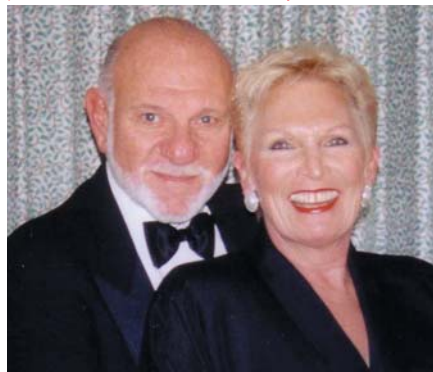
As we approach our 50th year in aquatics, we acknowledge the industry professionals who have helped shape the course of our business. Many of these relationships have turned into friendships that will last a lifetime.

I recently celebrated 25 years at Neptune-Benson and my father has been there every step of the way. As my boss, my teacher, partner and friend, he perfectly blended these roles to provide life-long lessons for me and our entire staff. From humble beginnings in 1949 as a plumber's assistant, Babe has had a wonderful impact on his associates at every level.

Anyone who has met "Babe" knows why we appreciate his style, his grace and his spirit. He made Neptune-Benson part of his family and we will always be grateful.

Barry Gertz, President

Junius "Babe" Gertz with wife, Sandra,...



and son, Barry Gertz.

