

A company's flourishing in context with the development of the natural bathing waters market

Ing. Franz Kubacek

Hydrobalance Vertriebs GmbH

Vienna, Austria



Education

- Collage for Gardening Vienna 1983
- Head of the green department of a service enterprise with others maintenance of the Vienna International Centre
- Education to subject teacher 1985
- 38 years experience





Founding of my company



- 1st of March 1988 as a "one man show"
- The idea of natural bathing in swimming ponds was very new and everyone who knew about that topic was an approved expert.
- So for marketing reasons I wrote "Specialist for Pondbuilding" on my business cards
- Second order in my company was to create a 10 m² pond in one day







Trial and Error



Lesson learned: the knowledge of books is not enough.

I mixed sand and humus as they wrote in the books – in the first year the pond looked very nice with big plants and flowered water lilies. But in the following year you couldn't see the water anymore – only plants. And the water always was murky.

In the next pond building projects I used wall material as the bagger dug it in the sandpit without any preparation— the water looked like hot chocolate because of the fine particles.









Try to get knowledge

I visited the few guys who built ponds in Austria at this time.

But no one told something about his system. Everybody thought "if I know more than the others I'll catch more contracts"

But they were very proud about their work and showed me some ponds. So I saw different ways of building a pond. And every system had a well done component but other parts, I thought, which were not perfect.

So I put the good parts from all these systems together and made my own one.

1989 I built my first swimming pond, 1990 3 more.







My first swimming pond









The first 5 years ...

In the first year my costumers were very happy.

In the second year they were not amused.

- In the third year they were very unhappy.
- In the fourth year they wanted to fill their ponds up.
- In the fifth year they were happy again.

So I learnd it the very hard way that biological balance needs time to develop.

So I started to find solutions to make functional ponds from the beginning.







First biological filters

In 1992 I met a guy from a company named "Neptun" who used Zeolith to create a biological filter. He put Zeolith around a drain-pipe in the pond bank and sucked water over it.

I tried this system 1993 in a pond and realised it was not possible to suck water over 30 m in a drain-pipe. Only 50 cm right and left of the pump was a streaming. The rest of the pipe was without floating water and so without filtration.

He closed his company and I started a cooperation with the delivery company of the Zeolith to create a functional filter.

The owner of this company was Arnold Klement.





Swimming pond System



Together with 2 other colleagues we tried to find a good way to make an all-over streaming through the Zeolith. We developed water distribution parts, we optimized the thickness of

the Zeolith and so on.

The quality raised up and we founded *Aquaviva*®



www.aguaviva.net

in Austria and







New Problems

The nearly clear water brought new problems -

- string algaes
- visible green slippery surfaces
- bad growing water plants

Today we know there was no nitrate in the ponds and Cyanobacteria started to grow.







New filtration system

1997 a crazy guy entered my office.

Mr. Roland Graf was innovator and he told me, that he developed a small stream and showed me a black stick with two meter length.



Roland Graf with a test result to clean natural rivers with Hydrobalance filters.









Founding Hydrobalance



Mr. Graf tried to sell his filters to a lot of pond builders. But the system did not run because they all used brickearth as substrate in there ponds.

I used washed gravel so my system was near to the actually systems type 4 and 5.

We guaranteed Crystal-Clear Water.

1999 we built the first natural pool in the world without plants.

This pool is still running \odot







Come Together of Pond Builders



In 1998 around 10 pond builders come together and founded the association of Austrian Pond Builders to exchange experiences.

- Business rival started to get partners.
- This was the start of a big jump in knowledge and quality.
- With the power of this organisation (VÖSN) natural bathing waters started the real triumphal procession all over the world.
- So also Hydrobalance started to work first in neighbouring countries, now all over the world.









Projects in Arabic Countries







Projects in Arabic Countries









Verband österr. Schwimmteich- und Naturpoolbau







International Organization for Natural Bathing Waters





Verband österr. Schwimmteich- und Naturpoolbau

Projects in Turkey











Hotels in Germany and Austria









Hotels in Germany and Austria









First Place Chelsea Flower Show









Very Dynamic Branch of Trade



It is very fantastic to work in a branch like natural bathing waters.

Nearly daily we find new or better solutions to make costumers and nature happy.

I'm very proud to be a part of the development of this segment of landscaping and to bring people a new feeling for nature and their gardens.

A further important part is the friendship with pond builders all over the world. There is no jealousy but a very open conversation to help each other.

The market rises up very quickly and there is no reason to be a competitor.









Thanks a lot for your attention and all the best for the new season

International Organization for Natural Bathing Waters



