

Project 1: Big Brand Research

Jacuzzi

1900-1950

Jacuzzi is an American private company that makes and markets hot tubs, pools, and other bath products. The company is headquartered in Irvine, California. It was founded in 1915 by seven Italian immigrant siblings who were from Berkeley, California. The family included Giocondo, Frank, Rachele, Candido, Joseph, Gelindo and Valeriano. A hard-working and family-oriented family the Jacuzzi siblings started a tradition of innovation in the field of aviation and agriculture, bringing rise to a new industry with home hydrotherapy products. In 1921 Gioconda Jacuzzi passed away in a plane crash and the family moved away from the aviation industry and experimented in other fields. The first successful product they created was a water pump created by Rachele Jacuzzi in 1926. A variety of products were created after this and by 1948 Candido Jacuzzi developed and improved a full body hydrotherapy pump the J-300. It was created to treat his son Ken Jacuzzi's rheumatoid arthritis between hospital visits. He would go on to patent the pump in 1952, and go on marketing it between 1955 and 1956 as a therapeutic aid. The pump was a portable device that could turn any bath into a spa. The J-300 pump had a huge demand and it became a household name thanks to the repeated appearances on national daytime shows like "Queen for a

Original Jacuzzi Family



Stella Jacuzzi Marin 1907-2003	Candido Jacuzzi 1903-1984	Gila Jacuzzi Peruzzi 1906-
Valeriano Jacuzzi 1885-1973	Felicia Jacuzzi Lanza 1897-1978	Giocondo Jacuzzi 1895-1921
Francisco Jacuzzi 1889-1973	Teresa (Amari) Jacuzzi 1865-1943	Rachele Jacuzzi 1886-1937
Arcelia Jacuzzi Branch 1921-1949	Giuseppe Jacuzzi 1851-1905	Cirillo Jacuzzi Benasini 1905-2000
		Gelindo Jacuzzi 1884-1960

Left Image
Jacuzzi Family Tree



Right Image
Jacuzzi Bros. Storefront, 1960

Day" which had 20million viewers. As a result the Jacuzzi brand became an overnight sensation with famous names like Elvis and Marilyn Monroe owning Jacuzzi products.

1960-1970

In 1961 Jacuzzi became the first new industry to locate in Little Rock, Arkansas and it is where their corporate headquarters has been located ever since. In 1968, Roy Jacuzzi created the world's first integrated whirlpool bath called the Roman. It featured integrated jets with a 50-50 air-to-water ratio. As the years passed this led to the indoor-outdoor hot tub becoming more than a health aid. It became a communal gathering place for families and friends similar to the Roman days. As the Jacuzzi became more popular newer models were created that were more advanced. To accommodate groups of people or families in the 70's heating and filtration systems were introduced to keep the water warm and clean. These types of self-contained family sized spas were really unique since it was the first time in modern history anyone could enjoy relaxing therapeutic treatment with friends and families in their own homes.



Top Left Image
 Historic Whirlpool Bath advertisement, 1969

Top Right Image
 Historic Lowboy advertisement, 1970.

1980-1990

By 1979 there were 257 Jacuzzi family members involved in the Jacuzzi brand and as a result there was growing disputes among the family members with most of them leaving. The business was acquired by Kidde and Roy Jacuzzi stayed on as the head of the hot tub and bath division. During the 1980's Jacuzzi focused on making the home spa experience better by introducing models that worked as hot tubs, whirlpools baths, or both. These models included soothing waterfalls that could be installed indoors or outdoors, turning the backyard into the place to relax and spend time with family and friends. In 1987 Kidde became acquired by Hanson PLC and two years they had 2,000 employees primarily selling to contractors and builders. In the 1990's Jacuzzi entered markets outside of the US including Italy and Spain, and by the end of the 90's half of its sales were outside the US. Roy Jacuzzi was inducted in the National Kitchen & Bath Hall of Fame being recognized for his many accomplishments to the innovation of hydrotherapy for home use. Jacuzzi became the first company to promote that a backyard hot tub was just as entertaining to guests as a grill or pool was. The trend for more luxurious bathrooms was a result of Jacuzzi since they offered more energy saving tubs, colors and optional features than previously.

2000-2010

By the 2000's the Jacuzzi brand hot tubs were sold in more than 60 countries around the world becoming the leaders of hydromassage. They continued to make advancements in pump systems, jet technology, air controls, and product design. In 2003 US Industries changed its name to Jacuzzi Brands, having over 250 worldwide patents for their development in their products setting the standard for quality and value worldwide. In the 2010's the brand continued to create new innovative designs through the launch of new flat rail spas that could easily integrate into a deck becoming more energy efficient.

2020-Today

By the 2020's the integration of smart technology, advanced stay clean innovations, and products that bring wellness to everyone around the world solidifies the Jacuzzi brand as a global power. Today celebrating 60 years of hydrotherapy the Jacuzzi legacy continues to shape the modern era. Enjoyed in over 100 countries and manufactured in five countries they offer diverse products including hot tubs, swim spas, bathtubs, showers, and saunas. Each product is designed to reflect the brand's dedication to provide a unique hydrotherapeutic experience for anyone. With the help of smart technology integration and stay clean innovation Jacuzzi remains as a leader in delivering wellness solutions for anyone regardless of age. They are also trusted as the primary example of relaxation that anyone can enjoy as they pioneered the growth of the backyard socialization.

Citations

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