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Sonco Pools & Spas Celebrates Grand Opening of New Madison Showroom, Bringing More Than 40 Years of Backyard Living Expertise to South Central Wisconsin

MADISON, Wis. — Sonco Pools & Spas, a trusted name in swimming pools, hot tubs, and backyard living throughout Northern Illinois for more than four decades, is proud to announce the grand opening of its newest showroom in Madison, Wisconsin. The new location expands the company's footprint into South Central Wisconsin, providing homeowners with local access to premium fiberglass swimming pools, Jacuzzi® hot tubs, above-ground pools, outdoor living solutions, and professional service backed by decades of industry experience.

Located at **361 Blettner Boulevard, Madison, WI 53714**, the new showroom represents Sonco's continued investment in serving homeowners throughout the greater Madison region and surrounding communities. The expansion brings a locally accessible destination where customers can explore products firsthand, receive expert guidance, and work with experienced professionals to create personalized backyard environments.

The Madison location features a comprehensive selection of premium outdoor living products, including industry-leading fiberglass swimming pools, exclusive Jacuzzi® hot tubs, above-ground pools, pool equipment, water care products, accessories, and backyard lifestyle solutions designed to help families maximize their time outdoors.

"Opening our Madison showroom is an exciting milestone for our company," said **Michael Peterson, Owner of Sonco Pools & Spas**. "For more than 40 years, our mission has been helping families create spaces where lifelong memories are made. We recognized a growing demand throughout the Madison area for experienced professionals who not only offer exceptional products but also provide honest guidance, quality installation, and long-term customer support. We're excited to become part of this community and build relationships that will last for years to come."

The expansion also represents an investment in the local economy by creating employment opportunities, supporting regional suppliers and contractors, and providing homeowners with greater access to specialized products and services without traveling outside the Madison area. As demand for outdoor living improvements continues to grow, Sonco's new location strengthens the region's home improvement marketplace while contributing to continued economic activity throughout Dane County and neighboring communities.

Unlike many retailers, Sonco Pools & Spas offers a full-service approach that extends beyond product sales. Customers benefit from experienced design consultation, professional installation, ongoing maintenance support, water testing, equipment expertise, and long-term customer care. This comprehensive approach has helped establish the company as one of the Midwest's trusted names in backyard recreation and outdoor living.

"Our goal has never been simply to sell pools or hot tubs," Peterson added. "We're helping families invest in experiences they'll enjoy together for many years. Every project is an opportunity to transform a backyard into a place where children grow up making memories, neighbors gather, and families spend more quality time together. That's what has driven our business for over four decades, and we're excited to bring that same philosophy to homeowners throughout the Madison area."

The Madison showroom is now welcoming homeowners interested in exploring fiberglass swimming pools, Jacuzzi® hot tubs, above-ground pools, backyard planning, financing options, and outdoor living solutions. Visitors are encouraged to stop by the showroom to meet the team, view available products, and learn more about current grand opening opportunities.

About Sonco Pools & Spas

For more than 40 years, Sonco Pools & Spas has helped homeowners transform their backyards into beautiful outdoor living environments through quality products, expert craftsmanship, and exceptional customer service. The company specializes in premium fiberglass swimming pools, Jacuzzi® hot tubs, above-ground pools, pool equipment, water care products, and complete backyard living solutions. With the opening of its Madison showroom, Sonco Pools & Spas continues its commitment to serving homeowners throughout Wisconsin and Northern Illinois with trusted expertise and personalized service.

Grand Opening Location:

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