FOR IMMEDIATE RELEASE
CONTACT: Deborah Cox dcox@swimex.com

GREEN BAY PACKERS FEATURE SWIMEX IN ATHLETIC TRAINING ROOM

Fall River, MA...SwimEx hydrotherapy pools and plunge pools are a featured element in the $65 million Lambeau Field expansion for the United States football franchise Green Bay Packers. Completed in 2014, the extensive renovations include a state-of-the-art Conditioning, Rehabilitation and Instructional Center (CRIC) located underneath the stadium’s Oneida Nation Gate. The upgraded athletic training facility has an expanded treatment space and professional hydrotherapy room.

“Hydrotherapy was a priority for Green Bay,” says SwimEx product engineer Mark Fyrer who worked closely with Pepper Burruss, Green Bay’s director of sports medicine. “Pepper knew exactly what he wanted as well as what his team needed.”

According to Burruss, who has been with Green Bay for over 20 years and the NFL for over 40 years, “SwimEx sets the standard in aquatic treatment and rehabilitation, which is why they are the only choice for us.” An expert in his field, in 2010 Burruss was chosen by the NFL to represent the US Professional Football Athletic Trainers Society (PFATS) on the league’s Head, Neck and Spine Medical Committee. “Their [SwimEx] attention to detail extends from state building codes to brick & mortar. That have always impressed me,” he says of his experience working with SwimEx.

Green Bay’s hydrotherapy room includes 2 custom hot plunge pools (12’ and 18’), a 24’ 6” custom cold plunge pool, and a custom designed hydrotherapy pool with a 24” deep well.

"We have worked with SwimEx since 1998,” says Burruss. “In all these years, they have stood by us well after each completed project. That is 'proof in the pudding' and speaks to why we have always had their pools and plunge pools in our facilities."

-more-
Green Bay’s historic Lambeau Field is the longest continuously occupied American Football stadium. Among all United States professional sports teams, only the Boston Red Sox at Fenway Park and the Chicago Cubs at Wrigley Field have longer active home-field tenures. These three elite teams, among many others, are SwimEx clients.

SwimEx began in 1986 as the brainchild of Everett Pearson, famed founder of Pearson Yachts who subsequently earned the title as the “father of fiberglass.”

“It all started with the current,” says Pearson, who was approached back then by two MIT researchers. “They had developed a paddlewheel technology which generated an incredibly powerful, yet extremely smooth water current. They needed me to manufacture the vessel that would house their paddlewheel water current system.”

Using the same superior construction process he used to make his boats, Pearson created the first fiberglass swim-in-place pool. Today, SwimEx manufactures a complete line of fiberglass pools, plunge pools, and swim spas. Sold worldwide, they sells to elite sports teams, hospitals, physical therapy clinics, senior living communities, hotels, veterinarian hospitals and private homeowners.

###