

**NEWS RELEASE**  
**FOR IMMEDIATE RELEASE**  
**October 3, 2019**



**MEDIA CONTACT:**  
Denai Rosen, Public Relations  
[press@calspas.com](mailto:press@calspas.com) or 1-800-CAL-SPAS

### **Cal Spas Expands Sales Team with Vice President of Sales**



Cal Spas is a world leader and innovator in Luxury Home Resort products. We are pleased to announce the addition of a seasoned Vice President of Sales to lead the Cal Spas sales team.

"Kevin Sanders joins our sales team as the Vice President of Sales for Cal Spas," said Casey Loyd, President of Cal Spas. "He is excited to implement and improve the Cal Spas structure that will ultimately help strengthen our sales strategy and bring Cal Spas to the next level."

As Vice President of Sales, Sanders will spearhead all national and international sales growth. He will be responsible for strengthening the Cal Spas Dealer Network and increasing brand awareness for all Cal Spas brands through every distribution channel in the global market.

"I am excited about making an impact in the Home Resort industry with the global leader in lifestyle products," said Sanders. "I look forward to building relationships between Cal Spas and our valued dealer network, and participating in the overall growth of Cal Spas."

Kevin Sanders joins the Cal Spas team with 35 years in Luxury Home Resort Products. Sanders background is versatile when it comes to all aspects of wholesale and retail products. His extensive experience in generating sales and leadership roles will help contribute to a successful selling season for the hot tub marketplace. We are excited to have Kevin Sanders join the Cal Spas family.

**ABOUT CAL SPAS**® Cal Spas was founded in 1978 as a provider of luxury hot tubs. Today, the celebrated hot tub giant is world renowned as the #1 Global Manufacturer of Home Resort Products™. The company produces premium collections of lifestyle products from its headquarters in Pomona, California and distributes worldwide through a network of specialty dealers. The Cal Spas brand family of products includes Cal Spas hot tubs and swim spas. Cal Flame high-end barbecue grills, outdoor barbecue islands, outdoor fireplaces and fire pits. Learn about Home Resort Living and find a local

#### **Related Links**

[Cal Spas Website](#)



authorized dealer at [www.calspas.com](http://www.calspas.com)

---